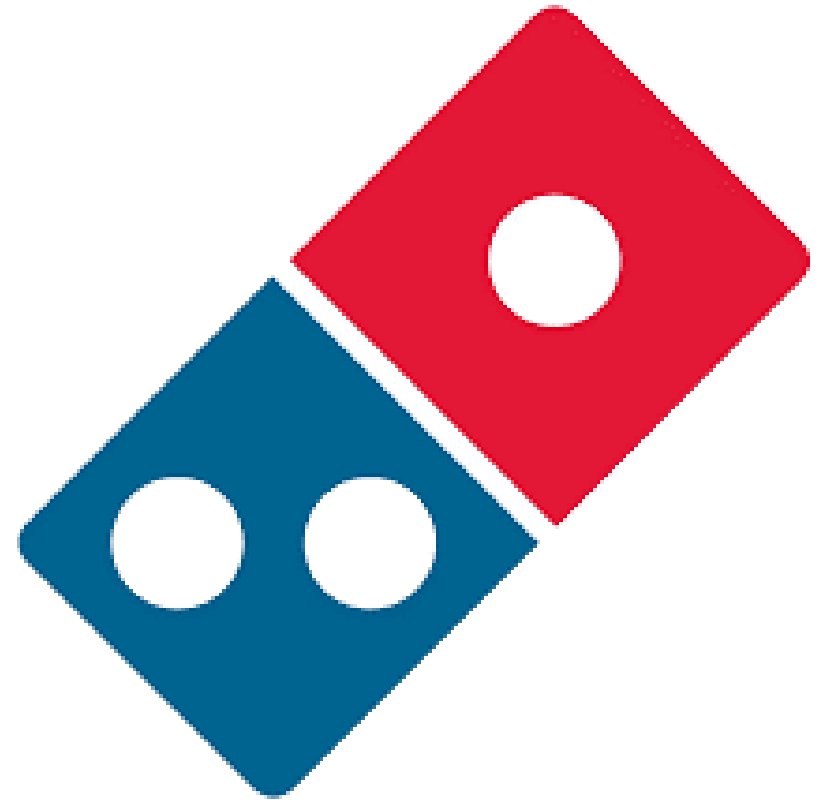

Domino's Pizza Sales Analysis using SQL

Exploratory Data Analysis on Order, Revenue, and Product Performance

Tools: PostgreSQL | SQL



Purpose of the Analysis

- Domino's operates in a high-volume, fast-moving food delivery business where **order patterns, product mix, and revenue drivers** directly impact operations and profitability.
- This analysis aims to understand **how orders and revenue are distributed across time, products, categories, and sizes** using historical sales data.

Business Questions Addressed

- How does order volume change over time?
- When do customers place orders during the day?
- Which pizzas, categories, and sizes drive most of the revenue?
- How concentrated is revenue across products?
- What does customer ordering behavior look like (order size, preferences)?

Primary Stakeholders

- Operations Team — staffing and inventory planning
- Finance Team — revenue monitoring and key drivers
- Product & Marketing Teams — menu performance and category focus

Outcome Expected

- Data-driven insights to support **better operational planning, product focus, and business understanding**, without making prescriptive decisions.



Dataset Source

- Publicly available Domino's Pizza sales dataset
- Contains historical order-level transaction data

Time Period Covered

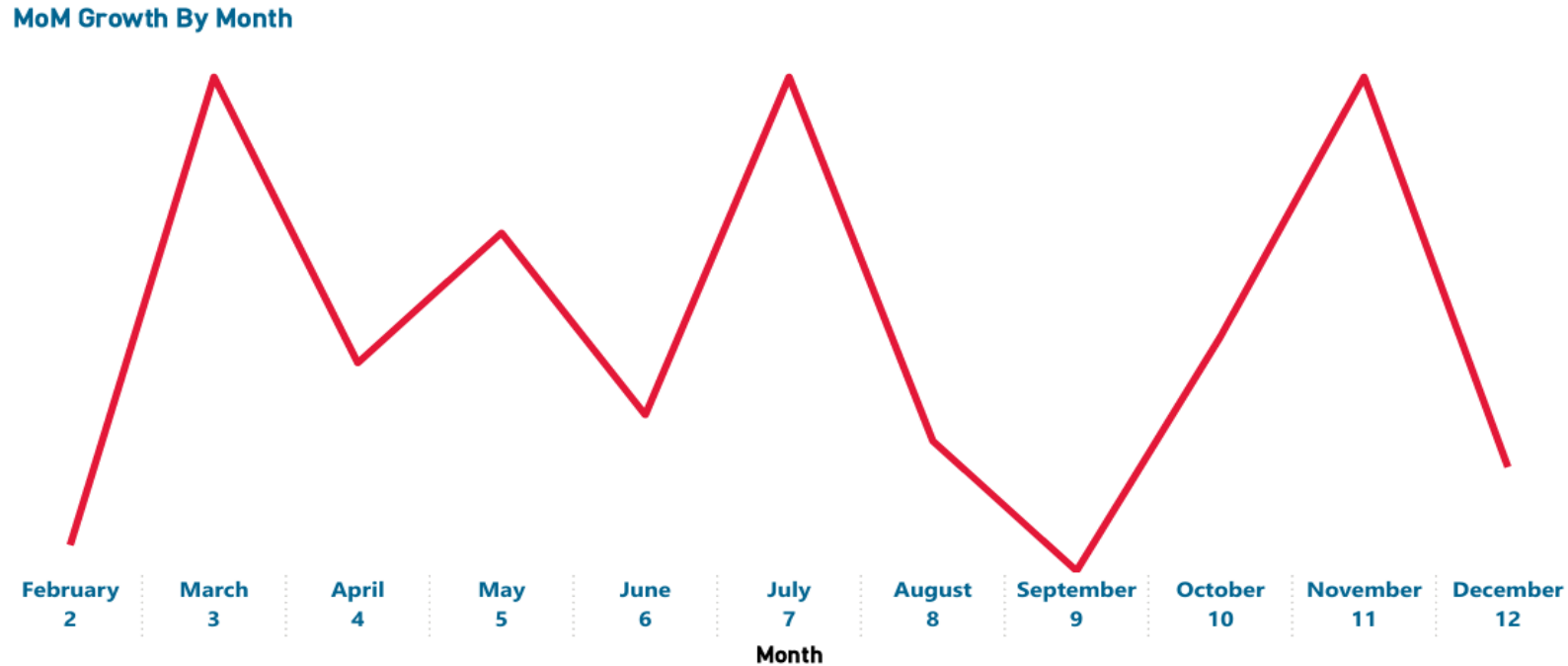
- Sales data spanning multiple months
- Used to analyse trends, seasonality, and customer behaviour over time

Tables Used

- **Orders** — order date, order time, customer reference
- **Order Details** — pizza-wise quantity per order
- **Pizzas** — pizza size and price information
- **Pizza Types** — pizza name and category (Classic, Veggie, Chicken, etc.)
- **Customers** — basic customer-level details



KPI 1: Order Volume Trend (MoM)



Key Insights

- Order volume shows **moderate fluctuations** across months.
- Demand remains **largely stable during mid-year**.
- A **sharp dip appears in September**, followed by recovery.
- Overall trend suggests **short-term disruptions, not sustained decline**.

Notes

- Based on historical order counts only.
- External factors not included.

KPI 2: Orders by Hour of the Day

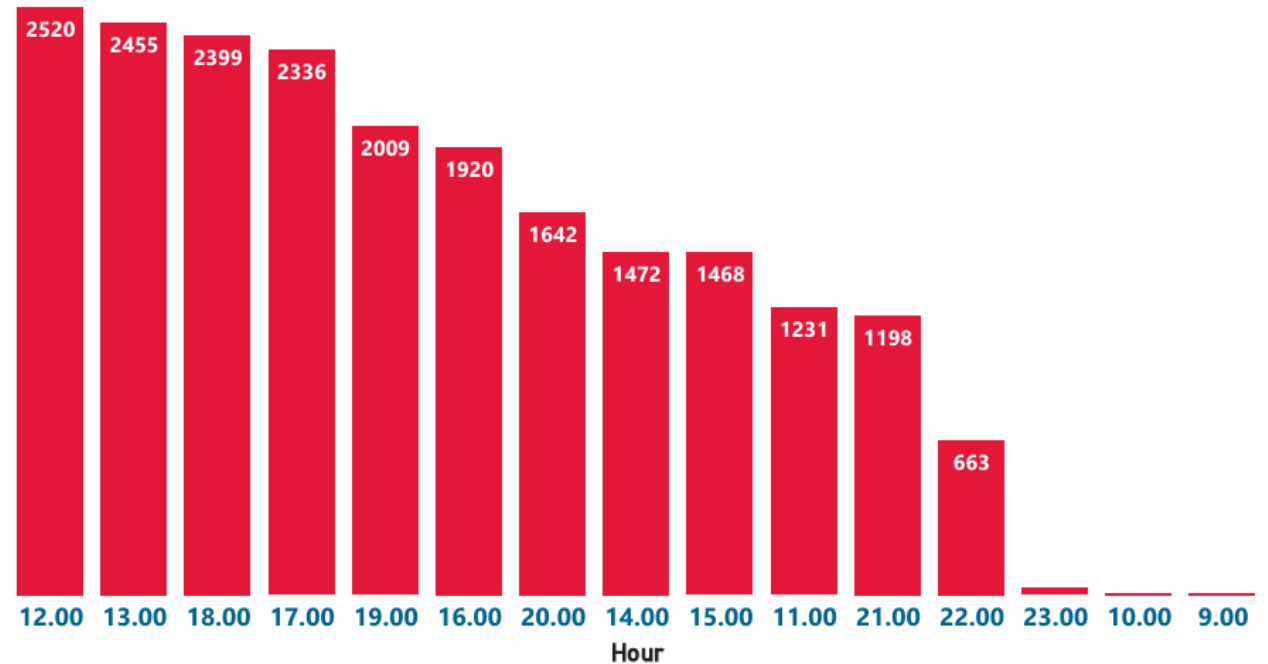
Key Insights

- Orders mainly occur between **11 AM and 9 PM**.
- The **12 PM–5 PM window** shows the highest and most consistent order volume.
- Order activity drops **significantly after 9 PM**.
- Early morning hours show **minimal demand**.

Notes

- Hourly distribution based on historical orders.
- Useful for understanding peak operational hours.

Order Distribution By Hour



KPI 3: Total Revenue Generated

Key Insights

- Total revenue provides a **baseline measure** of overall business scale.
- Serves as a reference point to compare **future performance**.
- Helps contextualize revenue-driven KPIs in the analysis.

Notes

- Revenue calculated as *price × quantity*.
- Used as a supporting metric, not a trend indicator.

Revenue

817.86K

KPI 4: Top Pizzas by Revenue

Key Insights

- A small set of pizzas contributes **disproportionately high revenue**.
- The top revenue-generating pizzas are **chicken-based**, indicating strong performance of this segment.
- These items act as **key revenue drivers** within the menu.

Notes

- Revenue calculated using *price × quantity*.
- Category-level preference requires deeper analysis beyond this KPI.

Top 3 Pizzas By Revenue



KPI 5: Revenue Contribution per Pizza (%)

Key Insights

- Revenue is **concentrated among a small group of pizzas**.
- Top pizzas each contribute a **meaningful share** to total revenue.
- Contribution gradually declines across the remaining menu items.

Notes

- Percentage contribution highlights **revenue concentration**.
- Useful for understanding product-level revenue dependency.

The Barbecue Chicken Pizza	42,768.00	5%
The Big Meat Pizza	22,968.00	3%
The Brie Carré Pizza	11,588.50	1%
The Calabrese Pizza	15,934.25	2%
The California Chicken Pizza	41,409.50	5%
The Chicken Alfredo Pizza	16,900.25	2%
The Chicken Pesto Pizza	16,701.75	2%
The Classic Deluxe Pizza	38,180.50	5%
The Five Cheese Pizza	26,066.50	3%
The Four Cheese Pizza	32,265.70	4%
The Greek Pizza	28,454.10	3%
The Green Garden Pizza	13,955.75	2%
The Hawaiian Pizza	32,273.25	4%
The Italian Capocollo Pizza	25,094.00	3%
The Italian Supreme Pizza	33,476.75	4%
The Italian Vegetables Pizza	16,019.25	2%
The Mediterranean Pizza	15,360.50	2%
The Mexicana Pizza	26,780.75	3%
The Napolitana Pizza	24,087.00	3%
The Pepper Salami Pizza	25,529.00	3%
The Pepperoni Pizza	30,161.75	4%
The Pepperoni, Mushroom, and Peppers Pizza	18,834.50	2%
The Prosciutto and Arugula Pizza	24,193.25	3%
The Sicilian Pizza	30,940.50	4%
The Soppressata Pizza	16,425.75	2%
The Southwest Chicken Pizza	34,705.75	4%
The Spicy Italian Pizza	34,831.25	4%
The Spinach and Feta Pizza	23,271.25	3%
The Spinach Pesto Pizza	15,596.00	2%
The Spinach Supreme Pizza	15,277.75	2%
The Thai Chicken Pizza	43,434.25	5%
The Vegetables + Vegetables Pizza	24,374.75	3%

KPI 6: Category-wise Distribution (Order Count)

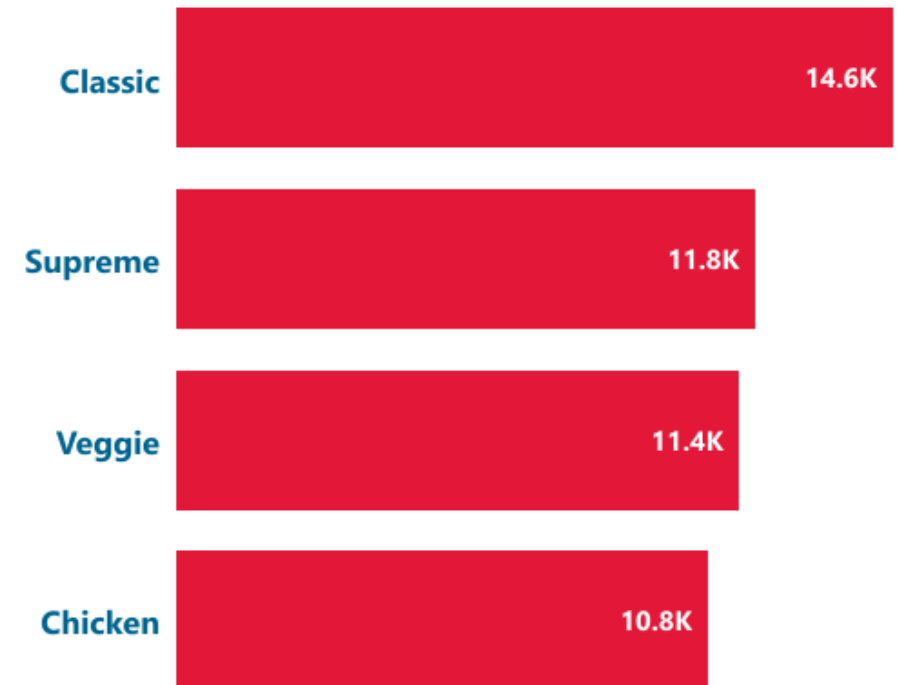
Key Insights

- The **Classic** category accounts for the **highest share of orders**.
- **Supreme and Veggie** categories show **similar order volumes**, indicating balanced demand.
- The **Chicken** category has comparatively lower order counts.

Notes

- Based on **order count**, not revenue.
- Highlights customer **ordering behavior by category**.

Order Distribution By Category



KPI 7: Revenue by Pizza Size

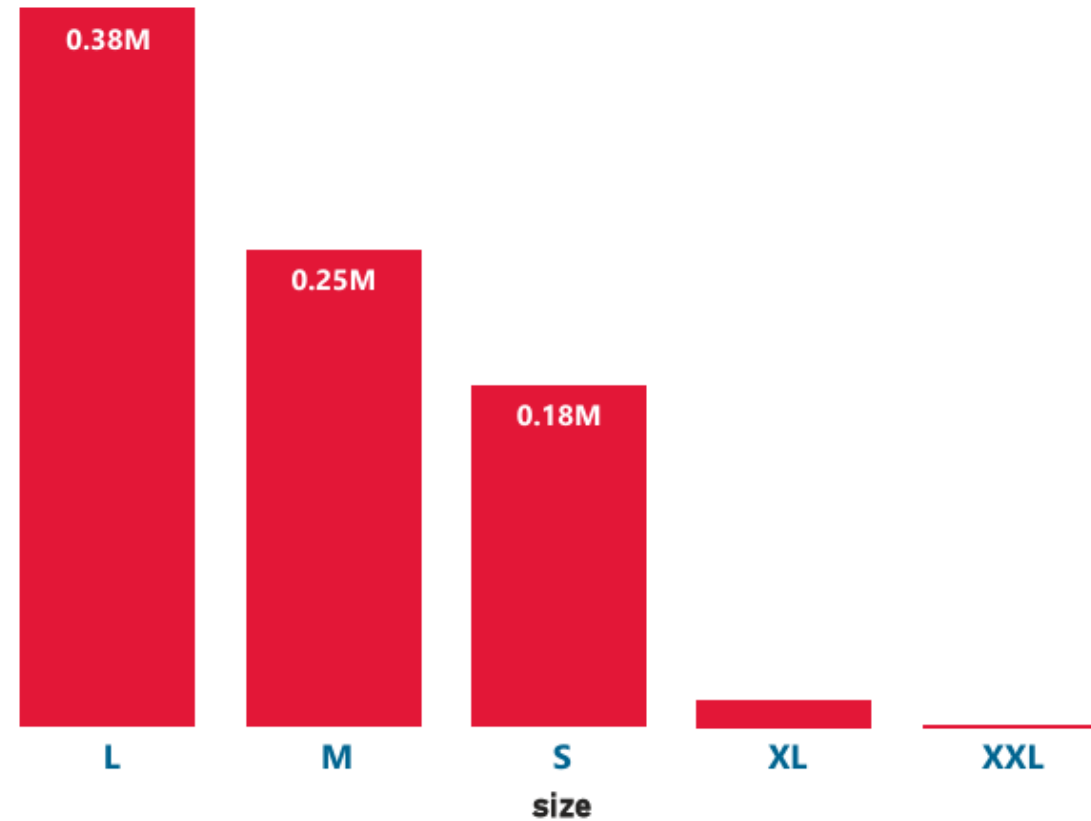
Key Insights

- **Large pizzas** generate the highest share of revenue.
- **Medium and Small** sizes follow, contributing steadily.
- **XL and XXL** sizes contribute a relatively smaller portion of revenue.

Notes

- Revenue reflects both pricing and quantity sold.
- Indicates customer preference toward standard sizes.

Revenue By Size



KPI 8: Average Order Size

Key Insights

- Customers order an average of **~2 pizzas per order**.
- Most orders are **small to medium in size**.
- Provides a baseline for understanding ordering behavior.

Notes

- Calculated as total pizzas ordered per order.
- Used as a supporting behavioral metric



Overall Observations

- Order demand remains **largely stable** with short-term fluctuations.
- Customer activity is **concentrated during specific hours**, especially afternoons.
- Revenue is driven by a **small set of pizzas and standard sizes**.
- Ordering behavior reflects **moderate order sizes** rather than bulk purchases.

Conclusion

- This analysis highlights **key demand patterns, revenue drivers, and customer behavior** using SQL-based exploratory analysis.
- Insights from this project can support **better understanding of operations, product mix, and sales performance**.
- The project demonstrates the use of SQL for **business-focused data analysis and insight communication**.

THANK

YOU