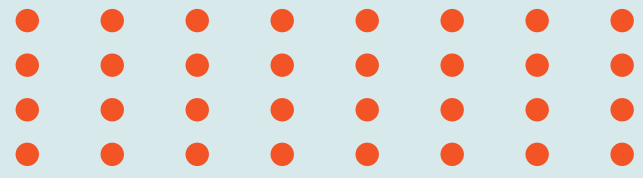




# SQL PIZZA SALES ANALYSIS PROJECT

06 Oct, 2025





# Introduction



The sales analysis reveals steady performance across pizza categories, with certain premium types contributing the highest revenue. Medium and large sizes dominate total orders, indicating strong group and family demand. Consistent sales during weekends and evenings highlight customer preference patterns, offering valuable insights for future sales strategies and business growth.

# Agenda



01 Introduction

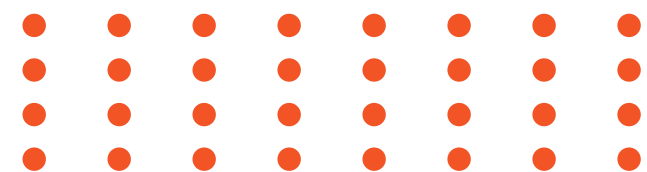
02 Executive Summary

03 Market Overview

04 Sales Performance

05 Analysis Feature

06 Revenue Growth





# Executive Summary

This project analyzes pizza sales data using SQL to uncover key business insights. It explores customer ordering patterns, revenue trends, and sales performance through queries involving aggregation, joins, and grouping. The findings highlight popular pizzas, top revenue sources, and peak order times, showcasing practical SQL skills and supporting data-driven decision-making.



# Market Overview



The pizza sales data shows steady demand with strong preferences for classic flavors like pepperoni and barbecue chicken. Medium and large sizes are most ordered, reflecting group and family purchases. Overall, the market indicates consistent growth and opportunities for targeted promotions.



# Sales Performance

## Revenue Growth

The analysis shows consistent sales performance with certain pizza types generating higher revenue, especially during peak hours and weekends, reflecting strong demand patterns.

## Market Penetration

Steady order volume across multiple categories and pizza sizes highlights an expanding customer base and stable market potential for future growth



# Analysis Feature

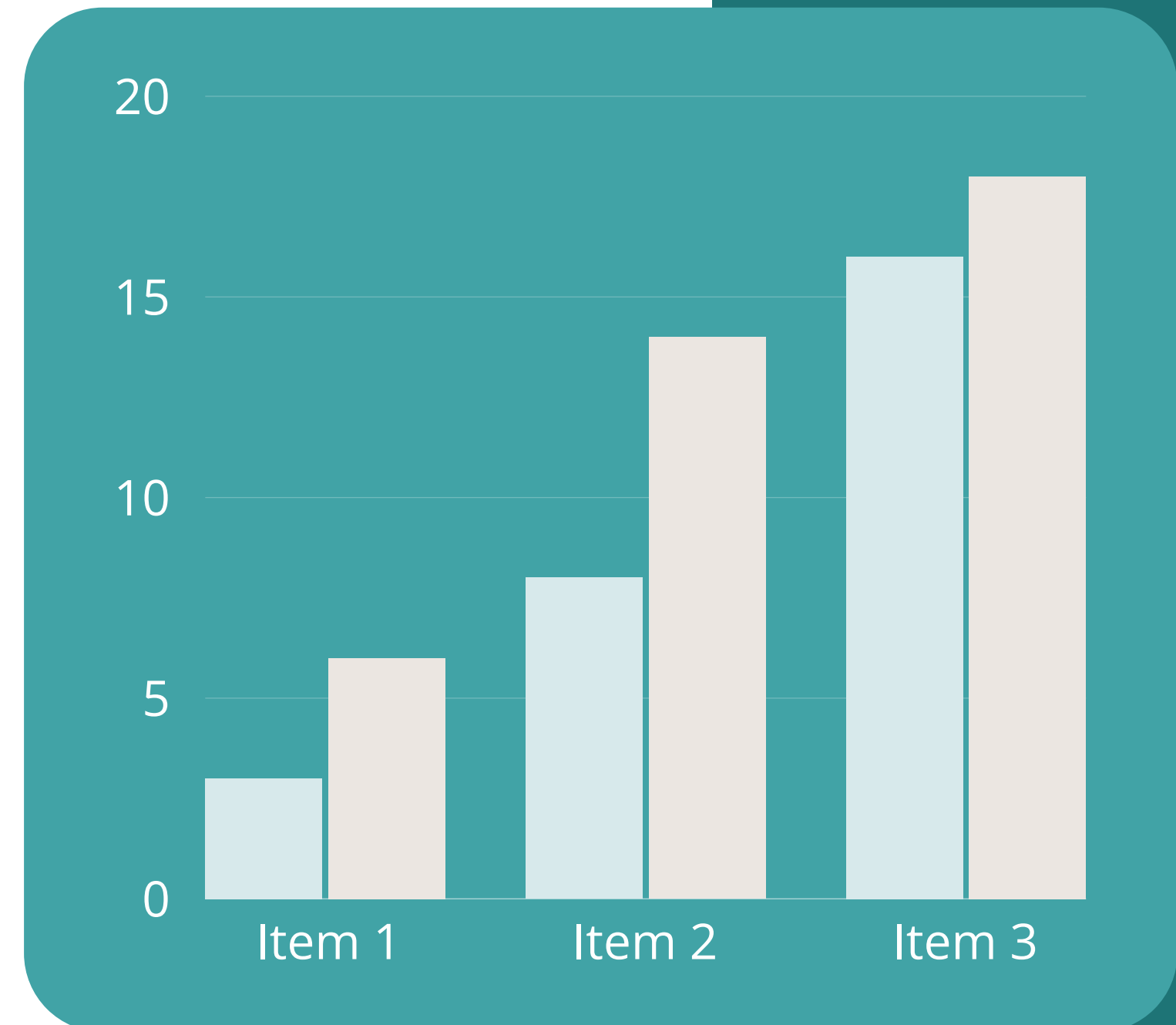
## Customer Segmentation Insights

This project applies key SQL techniques to analyze pizza sales data and extract meaningful insights. It includes aggregating sales and revenue, joining multiple tables, grouping and ranking pizzas by performance, and identifying order trends by date, time, and category.



# Revenue Growth

The analysis highlights steady revenue growth driven by consistent demand for popular pizza categories. Certain high value pizzas contribute a larger share of total sales, while peak order times and weekends show noticeable revenue spikes. These patterns indicate stable business performance and opportunities to increase profitability through targeted promotions.







# Thank You

06 Oct, 2025

