



# Domino's Pizza Sales Analysis



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## Objective

To extract actionable business insights from Domino's pizza sales data using SQL and Tableau, and deliver a visually compelling dashboard and report for data-driven decisions.

## Tools & Technologies

### SQL (MySQL)

Data cleaning, transformation, aggregation

### Excel

Exploratory calculations and data prep

### Tableau

Dashboard creation, storytelling, and filtering

### PowerPoint / Canva

Report formatting and presentation



## Dataset Overview

**48,620+**

Orders Analyzed

**₹817,860**

Total Revenue

**Tables Used:** orders, order\_details, pizzas, pizza\_type



## Key Insights



### Top Products

Barbecue Chicken and California Chicken generated ₹35K+ each



### Size Matters

Large pizzas contributed ~46% of total revenue



### Peak Hours

Highest orders occurred between 12–2 PM and 7–9 PM



### High-Margin Pizzas

Premium pizzas sold less but drove high revenue



### Seasonality

December recorded the highest sales spike



## Business Recommendations



**Revenue Optimization:** Promote large-sized, high-margin pizzas during peak hours to maximize revenue per customer



**Off-Peak Strategy:** Run combo deals and discounts during slow periods to boost overall daily sales



**Inventory Management:** Optimize inventory around top 5 selling products to reduce waste and ensure availability



**Seasonal Planning:** Use sales trends to prepare for seasonal spikes and adjust staffing/inventory accordingly



## Dashboard Overview

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### Interactive Filters

By pizza size, category, and order date

### Visual Types

Pie charts, bar graphs, line charts, scatter plots

### End-User Friendly

Designed for business users without SQL knowledge

### Accessible Live Dashboard

View online via Tableau Public



## Project Links

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### Live Dashboard on Tableau Public

<https://public.tableau.com/app/profile/sujal.gupta6344/viz/DominozSalesAnalysis/Dashboard1>



### GitHub Repository

[https://github.com/gsujal421/SQL-Tableau-Dominoz\\_Pizza\\_Analysis](https://github.com/gsujal421/SQL-Tableau-Dominoz_Pizza_Analysis)



## Conclusion

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This comprehensive analysis of Domino's pizza sales data successfully identified key revenue drivers and operational patterns. The findings reveal that large pizzas and premium varieties generate the highest margins, while peak hours analysis provides clear opportunities for targeted promotions. The interactive Tableau dashboard enables stakeholders to make data-driven decisions, demonstrating the value of combining SQL analytics with effective visualization tools for business intelligence.