



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

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



[Live Dashboard on Tableau Public](#)



[GitHub Repository](#)



Conclusion

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.