

Total Orders Placed :

- **Insight** : There were 21,350 orders placed in total, indicating the volume of sales transactions.
- **Source** : Retrieved using a simple count query on the orders table.

Total Revenue Generated :

- **Insight** : The total revenue from pizza sales amounted to \$817,860.05.
- **Source** : Calculated by multiplying the quantity of pizzas sold by their respective prices and summing up across all orders.

Highest-Priced Pizza :

- **Insight** : The highest-priced pizza, 'The Greek Pizza', costs \$35.95.
- **Source** : Identified by querying pizzas ordered by price in descending order.

Most Common Pizza Size :

- **Insight** : Large pizzas ('L') were the most commonly ordered size, with 18,526 orders.
- **Source** : Determined by counting orders grouped by pizza size.

Top 5 Most Ordered Pizza Types :

- **Insight** : The most ordered pizza types are 'The Classic Deluxe Pizza', 'The Barbecue Chicken Pizza', 'The Hawaiian Pizza', 'The Pepperoni Pizza', and 'The Thai Chicken Pizza', with quantities ranging from 2,371 to 2,453.

- **Source** : Identified by grouping orders by pizza type and summing quantities, then selecting the top 5.

Total Quantity by Pizza Category :

- **Insight** : Classic pizzas were the most ordered category, with 14,888 units sold, followed by Supreme (11,987 units) and Veggie (11,649 units).
- **Source** : Grouped orders by pizza category and summed quantities.

Distribution of Orders by Hour :

- **Insight** : Most orders were placed between 12 PM and 7 PM, with peaks around 12 PM and 6 PM.
- **Source** : Analyzed orders grouped by hour of the day to identify peak ordering times.

Average Daily Orders :

- **Insight** : On average, there were 60 orders per day, highlighting daily sales patterns.
- **Source** : Grouped orders by date and counted the average number of orders per day.

Top 3 Pizza Types by Revenue :

- **Insight** : 'The Thai Chicken Pizza', 'The Barbecue Chicken Pizza', and 'The California Chicken Pizza' were the top 3 pizza types based on revenue generated.
- **Source** : Calculated revenue for each pizza type by multiplying quantities sold by price, then ranked them by revenue.

Contribution of Each Pizza Category to Total Revenue :

- **Insight** : Classic pizzas contributed 27%, Supreme and Veggie each contributed 25%, and Chicken pizzas contributed 24% to the total revenue.
- **Source** : Calculated the percentage contribution of each pizza category to the total revenue.