

Pizza Hut Sales Analysis

Objective

The objective of this analysis is to derive meaningful insights from pizza sales data, focusing on customer ordering patterns, revenue generation, and product popularity. By exploring various aspects of the data, we aim to identify key trends that can help optimize business operations and improve sales strategies.

To begin with, we will retrieve the total number of orders placed to understand the overall demand. We will then calculate the total revenue generated from pizza sales, which will provide insights into the business's financial performance. Additionally, identifying the highest-priced pizza will help in analyzing premium product offerings, while determining the most common pizza size ordered will highlight customer preferences.

Furthermore, we will list the top five most ordered pizza types along with their quantities, which will allow us to recognize the most popular menu items. To get a broader view of sales distribution, we will analyze the total quantity of each pizza category ordered and assess the distribution of orders by hour of the day to identify peak business hours. Additionally, we will categorize pizzas and determine their distribution across different categories.

Moving forward, we will group orders by date and calculate the average number of pizzas ordered per day to understand daily sales trends. Another important aspect of our analysis will be identifying the top three most ordered pizza types based on revenue, which will help pinpoint the most profitable products.

For a more in-depth financial analysis, we will calculate the percentage contribution of each pizza type to total revenue, allowing us to evaluate the revenue share of each product. We will also track cumulative revenue over time to measure business growth. Finally, we will determine the top three most ordered pizza types based on revenue within each pizza category, which will provide insights into category-specific bestsellers.

This comprehensive analysis will help improve decision-making regarding menu offerings, pricing strategies, and inventory management, ultimately leading to better sales performance and customer satisfaction.