

# Pizza Sales Analysis

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SQL Project

# Problem Statement

- Objectives:
  - Past Performance: Know the performance of the pizza store of the past year (2015)
  - Recommendations: Recommended strategies for the current year (2016) to improve the sales performance

# Exploratory Data Analysis

## Top 10 most purchased pizza

pizza_name	total_sold
The Classic Deluxe Pizza	2416
The Barbecue Chicken Pizza	2372
The Hawaiian Pizza	2370
The Pepperoni Pizza	2369
The Thai Chicken Pizza	2315
The California Chicken Pizza	2302
The Spicy Italian Pizza	1887
The Sicilian Pizza	1887
The Southwest Chicken Pizza	1885
The Four Cheese Pizza	1850

## Top 10 least purchased pizza

pizza_name	total_sold
The Brie Carre Pizza	480
The Mediterranean Pizza	923
The Calabrese Pizza	927
The Spinach Supreme Pizza	940
The Soppressata Pizza	957
The Spinach Pesto Pizza	957
The Chicken Pesto Pizza	961
The Italian Vegetables Pizza	975
The Chicken Alfredo Pizza	980
The Green Garden Pizza	987

## Top 10 most revenue generated pizza

pizza_name	total_revenue
The Thai Chicken Pizza	43434.25
The Barbecue Chicken Pizza	42768
The California Chicken Pizza	41409.5
The Classic Deluxe Pizza	38180.5
The Spicy Italian Pizza	34831.25
The Southwest Chicken Pizza	34705.75
The Italian Supreme Pizza	33476.75
The Hawaiian Pizza	32273.25
The Four Cheese Pizza	32265.70000000065
The Sicilian Pizza	30940.5

## Top 10 most revenue generated pizza

pizza_name	total_revenue
The Brie Carre Pizza	11588.499999999999
The Green Garden Pizza	13955.75
The Spinach Supreme Pizza	15277.75
The Mediterranean Pizza	15360.5
The Spinach Pesto Pizza	15596
The Calabrese Pizza	15934.25
The Italian Vegetables Pizza	16019.25
The Soppressata Pizza	16425.75
The Chicken Pesto Pizza	16701.75
The Chicken Alfredo Pizza	16900.25

# Revenue earned from each pizza sold

pizza_name	amount_sold	total_revenue	revenue_per_amount_sold_ratio
The Brie Carre Pizza	490	11588.499999999999	23.65
The Greek Pizza	1420	28454.1000000000013	20.04
The Five Cheese Pizza	1409	26066.5	18.5
The Thai Chicken Pizza	2371	43434.25	18.32
The Southwest Chicken Pizza	1917	34705.75	18.1
The Spicy Italian Pizza	1924	34831.25	18.1
The Mexicana Pizza	1484	26780.75	18.05
The Italian Supreme Pizza	1884	33476.75	17.77
The Pepper Salami Pizza	1446	25529	17.65
The Barbecue Chicken Pizza	2432	42768	17.59

- Higher revenue per item sold means higher profitability for each unit sold
- The most revenue per unit sold pizza is The Brie Carre Pizza would obtain highest profitability per unit sold compared to other pizzas.

# Revenue earned from each pizza category sold

pizza_category	amount_sold	total_revenue	revenue_per_amount_sold_ratio
Chicken	11050	195919.5	17.73
Supreme	11987	208196.99999999822	17.37
Veggie	11649	193690.45000000298	16.63
Classic	14888	220053.10000000001	14.78

- Chicken is the pizza category that would obtain highest profitability per item sold

# Amount sold per each pizza size

pizza_size	total_sold
L	18526
M	15385
S	14137
XL	544
XXL	28



# Revenue obtained per month

month	revenue
07	72557.9
05	71402.8
03	70397.1
11	70395.3
01	69793.3
04	68736.8
08	68278.2
06	68230.2
02	65159.6
12	64701.2
09	64180
10	64027.6

# Popular pizza in each month

month	distinct_pizza_name_per_month	distinct_pizza_category_per_month	distinct_pizza_size_per_mo...	distinct_max_revenue_per_mo...
01	The Spicy Italian Pizza	Supreme	L	62.25
02	The Sicilian Pizza	Supreme	M	48.75
03	The Big Meat Pizza	Classic	S	48
04	The Greek Pizza	Classic	XL	51
05	The Thai Chicken Pizza	Chicken	L	62.25
06	The Greek Pizza	Classic	XL	51
07	The Classic Deluxe Pizza	Classic	M	48
08	The Barbecue Chicken Pizza, The California Ch...	Chicken, Supreme	L	41.5
09	The California Chicken Pizza	Chicken	L	83
10	The Barbecue Chicken Pizza, The Prosciutto an...	Chicken, Supreme	L	62.25
11	The Five Cheese Pizza	Veggie	L	55.5
12	The Greek Pizza	Classic	XL	51

# Recommendation

# Recommendation

- Heavily promote pizza with high revenue per item sold
- Promoting occasionally the popular products
- Discount/Bundle deals for less popular products

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