

# PIZZA SALES REPORT





# PROBLEM STATEMENT

The objective of this analysis is to uncover key insights from pizza sales data to improve business operations and customer satisfaction. By identifying sales patterns, popular pizza choices, and peak ordering times, the goal is to enhance menu offerings, optimize staffing, and increase overall revenue.







# TOTAL REVENUE

```
select round(sum(total_price),2)  
as Total_Revenue  
from pizza_sales;
```

Total\_Revenue

817860.05





# TOTAL PIZZA SOLD

```
select sum(quantity) as Total_Pizza_Sold  
from pizza_sales;
```

Total\_Pizza\_Sold

49574





# TOTAL ORDERS

```
select count(distinct(order_id))  
as Total_Orders  
from pizza_sales;
```

Total\_Orders

21350



# AVERAGE ORDER VALUE

```
select round(sum(total_price) /  
count(distinct(order_id)),2)as  
Average_order_Value  
from pizza_sales;
```

Average\_order\_Value

38.31



# AVRAGE PIZZAS PER ORDER

```
select round(sum(quantity) / count(distinct(order_id)),2)
as Avrage_pizzas_per_order
from pizza_sales;
```

Avrage\_pizzas\_per\_order

2.32





# ORDER BY DAY

```
select days_of_week as Order_Day,  
count(distinct(order_id)) as Total_Orders  
from pizza_sales  
group by 1  
order by 2 desc;
```

Order_Day	Total_Orders
Friday	3538
Thursday	3239
Saturday	3158
Wednesday	3024
Tuesday	2973
Monday	2794
Sunday	2624







# MONTHLY ORDER

**select months as Month ,  
count(distinct(order\_id)) as Total\_Orders  
from pizza\_sales  
group by 1  
order by 2 desc;**

Month	Total_Orders
July	1935
May	1853
January	1845
August	1841
March	1840
April	1799
November	1792
June	1773
February	1685
December	1680
September	1661
October	1646





# HOURLY ORDER

```
select hour(order_time) as Hour,  
count(distinct order_id)  
as Total_orders  
FROM pizza_sales  
group by 1  
order by 2 desc;
```

Hour	Total_orders
12	2520
13	2455
18	2399
17	2336
19	2009
16	1920
20	1642
14	1472
15	1468
11	1231
21	1198
22	663
23	28
10	8
9	1



# PERCENTAGE OF SALE BY PIZZA CATEGORY



```
select pizza_category as Category , round(sum(total_price),2) as Total_Sales ,  
round((sum(total_price) * 100) / (select sum(total_price) from pizza_sales),2)  
as Total_sales_in_percentage  
from pizza_sales  
group by 1  
order by 2 desc;
```

Category	Total_Sales	Total_sales_in_percentage
Classic	220053.1	26.91
Supreme	208197	25.46
Chicken	195919.5	23.96
Veggie	193690.45	23.68





# PERCENTAGE OF SALES BY PIZZA SIZE

```
select pizza_size as Size , cast(sum(total_price) as decimal(10,2)) as Total_Sales
,cast((sum(total_price)*100)/(select sum(total_price)
from pizza_sales) as decimal(10,2)) as Total_sales_in_percentage
from pizza_sales
group by 1
order by 2 desc;
```

Size	Total_Sales	Total_sales_in_percentage
L	375318.70	45.89
M	249382.25	30.49
S	178076.50	21.77
XL	14076.00	1.72
XXL	1006.60	0.12







# TOP 5 BEST SELLERS WRT TOTAL REVENUE

```
select pizza_name as Pizza_Name,  
sum(total_price) as Total_Revenue  
from pizza_sales  
group by 1  
order by 2 desc limit 5;
```

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





# TOP 5 WORST SELLERS WRT TOTAL REVENUE

```
select pizza_name as Pizza_Name,  
sum(total_price) as Total_Revenue  
from pizza_sales  
group by 1  
order by 2 limit 5;
```

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



# TOP 5 BEST SELLERS WRT TOTAL QUANTITY

```
select pizza_name as Pizza_Name, sum(quantity) as  
Total_Quantity  
from pizza_sales  
group by 1  
order by 2 desc limit 5 ;
```

Pizza_Name	Total_Quantity
The Classic Deluxe Pizza	2453
The Barbecue Chicken Pizza	2432
The Hawaiian Pizza	2422
The Pepperoni Pizza	2418
The Thai Chicken Pizza	2371





# TOP 5 WORST SELLERS WRT TOTAL QUANTITY

```
select pizza_name as Pizza_Name,  
sum(quantity) as Total_Quantity  
from pizza_sales  
group by 1  
order by 2 limit 5;
```

Pizza_Name	Total_Quantity
The Brie Carre Pizza	490
The Mediterranean Pizza	934
The Calabrese Pizza	937
The Spinach Supreme Pizza	950
The Soppressata Pizza	961





# TOP 5 BEST SELLERS WRT TOTAL ORDERS

```
select pizza_name as Pizza_Name,  
count(distinct order_id) as Total_Orders  
from pizza_sales  
group by 1  
order by 2 desc limit 5 ;
```

Pizza_Name	Total_Orders
The Classic Deluxe Pizza	2329
The Hawaiian Pizza	2280
The Pepperoni Pizza	2278
The Barbecue Chicken Pizza	2273
The Thai Chicken Pizza	2225



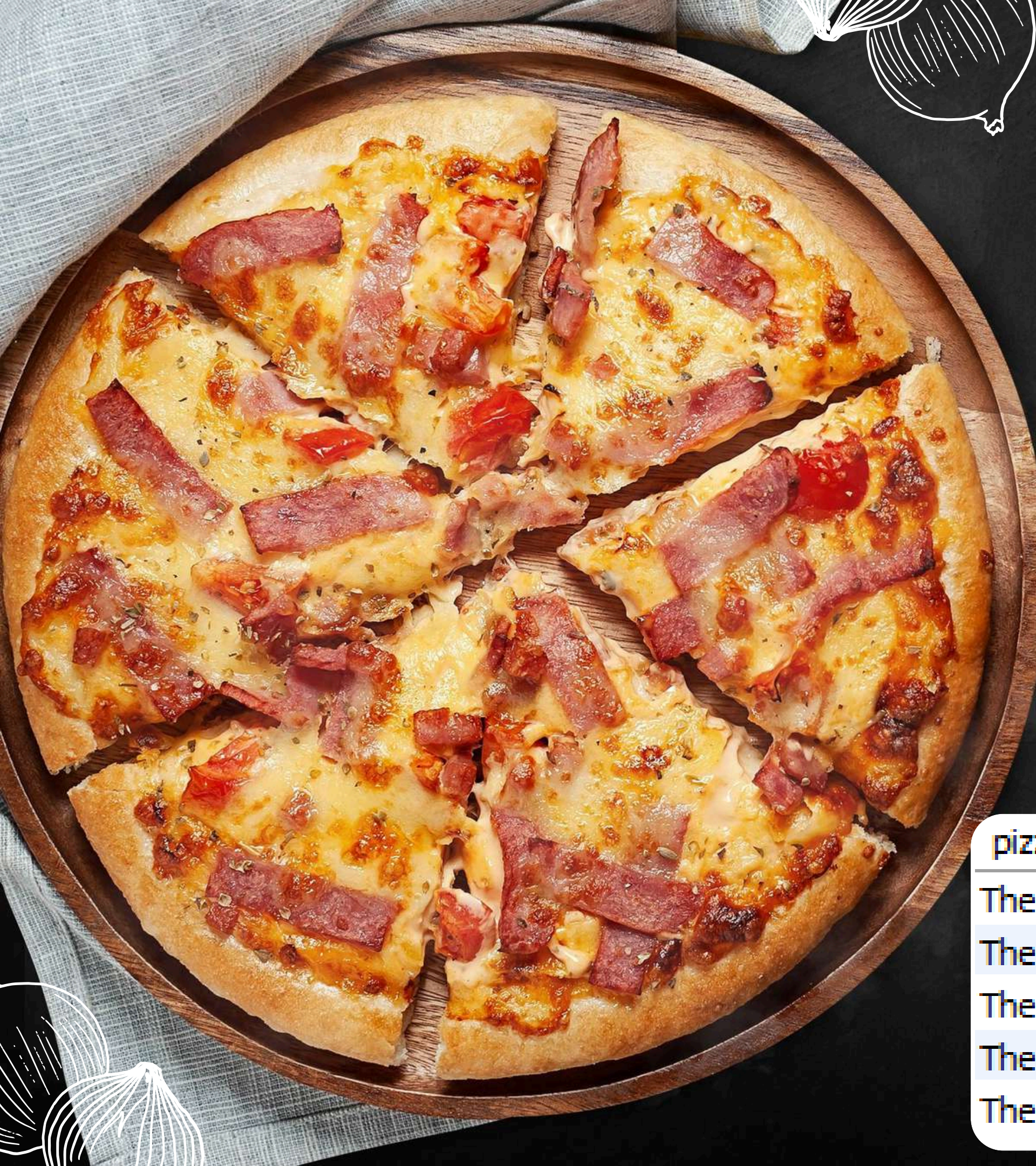
# TOP 5 WORST SELLERS WRT TOTAL ORDERS

```
select pizza_name as Pizza_Name, count(distinct order_id)
as Total_Orders
from pizza_sales
group by 1
order by 2 limit 5;
```

Pizza_Name	Total_Orders
The Brie Carre Pizza	480
The Mediterranean Pizza	912
The Calabrese Pizza	918
The Spinach Supreme Pizza	918
The Chicken Pesto Pizza	938







# PIZZAS FREQUENTLY ORDERED TOGETHER

```
select a.pizza_name AS pizza_1, b.pizza_name AS
pizza_2, COUNT(*) AS order_count
from pizza_sales a
join pizza_sales b
on a.order_id = b.order_id
and a.pizza_name < b.pizza_name
group by a.pizza_name, b.pizza_name
order by order_count desc
limit 5;
```

pizza_1	pizza_2	order_count
The Hawaiian Pizza	The Thai Chicken Pizza	319
The Barbecue Chicken Pizza	The Pepperoni Pizza	308
The Pepperoni Pizza	The Thai Chicken Pizza	299
The Hawaiian Pizza	The Pepperoni Pizza	299
The Classic Deluxe Pizza	The Hawaiian Pizza	296



# ORDER FREQUENCY BY DAY OF THE WEEK

```
SELECT days_of_week, pizza_name, order_count
FROM (
    SELECT days_of_week, pizza_name, COUNT(order_id) AS order_count,
           ROW_NUMBER() OVER (PARTITION BY days_of_week ORDER BY COUNT(order_id) DESC) AS rank1
    FROM pizza_sales
    GROUP BY days_of_week, pizza_name
) AS ranked_pizzas
WHERE rank1 = 1
ORDER BY 3;
```

days_of_week	pizza_name	order_count
Sunday	The Pepperoni Pizza	322
Monday	The Barbecue Chicken Pizza	332
Tuesday	The Classic Deluxe Pizza	343
Wednesday	The Hawaiian Pizza	357
Thursday	The Classic Deluxe Pizza	367
Saturday	The Barbecue Chicken Pizza	371
Friday	The Pepperoni Pizza	462







# ORDER PATTERNS BY PIZZA CATEGORY AND SIZE

```
SELECT pizza_category, pizza_size,  
COUNT(order_id) AS order_count  
FROM pizza_sales  
GROUP BY pizza_category, pizza_size  
ORDER BY order_count DESC  
LIMIT 10;
```

pizza_category	pizza_size	order_count
Classic	S	5975
Veggie	L	5263
Chicken	L	4799
Supreme	L	4477
Classic	M	4045



# CONCLUSION

- Peak Days: **Friday** shows the highest orders, making it ideal for targeted promotions.
- Peak Hours: Maximum orders are came on **12:00pm** to **1:00pm**.
- Monthly Trends: **July** has the highest orders, highlighting an opportunity for seasonal promotions.
- Top-Selling Pizza Categories: The **Classic** category is the most popular, suggesting a focus on promoting these pizzas.
- Popular Pizza Sizes: **Large** pizzas dominate sales, indicating a need for further promotion through deals or bundles.
- Customer Preferences: Combo deals with top-selling pizzas can boost average order value.
- Day-Specific Preferences: Tailored day-of-the-week pizza promotions can increase sales based on customer demand.





# THANK YOU!

