SQL + TABLEAU

PIZZA SALES ANALYSIS

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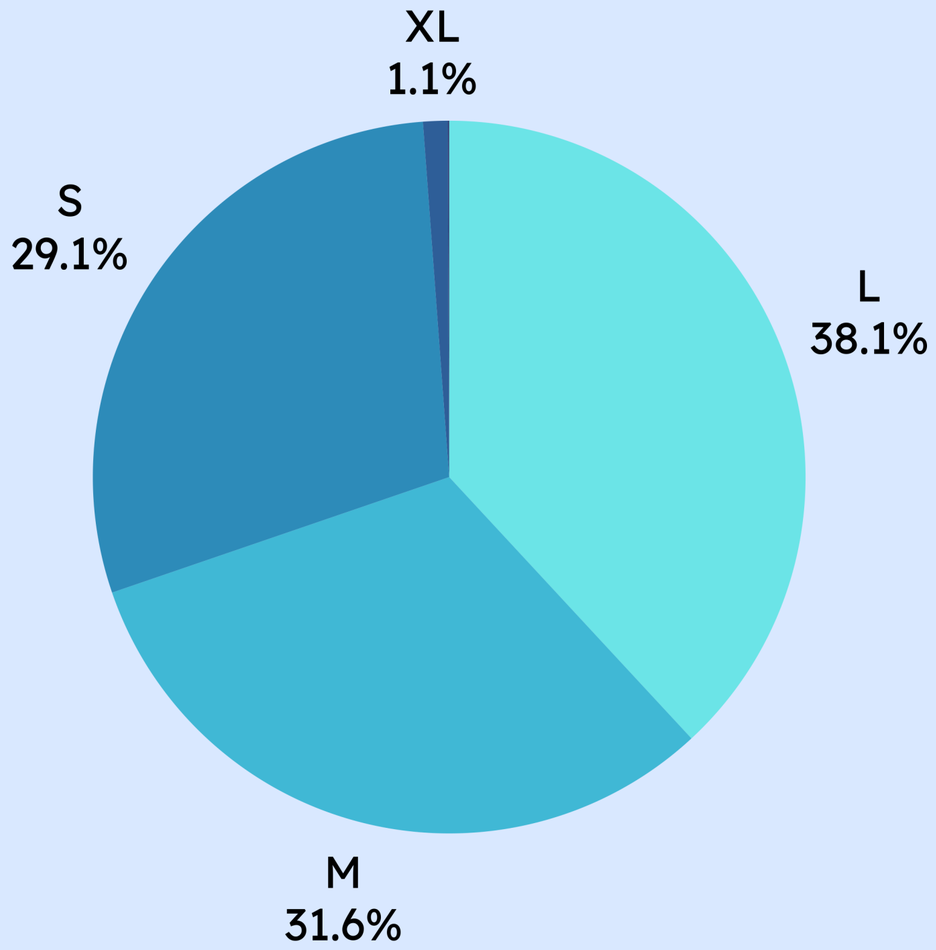
ABOUT

This project dives into pizza sales data using SQL for data extraction and Tableau for visualization. We aim to uncover insights like total orders, revenue trends, popular pizza sizes, peak sales times, and top-performing pizzas. By combining SQL and Tableau, we'll turn raw data into actionable insights, helping us understand customer preferences and improve operations.

KEY FINDINGS

- Total Orders Placed: 48,620
- Total Revenue Generated: $817,860.05
- Highest Priced Pizza: The Greek Pizza at $35.95
- Most Popular Pizza Size: Large, with 18,526 orders
- Busiest Hour for Orders: 12 PM, with 2,520 orders
- Total Pizzas Sold: 49,574
- Average Orders Per Day: 138.5



THE MOST COMMON PIZZA SIZE ORDERED.

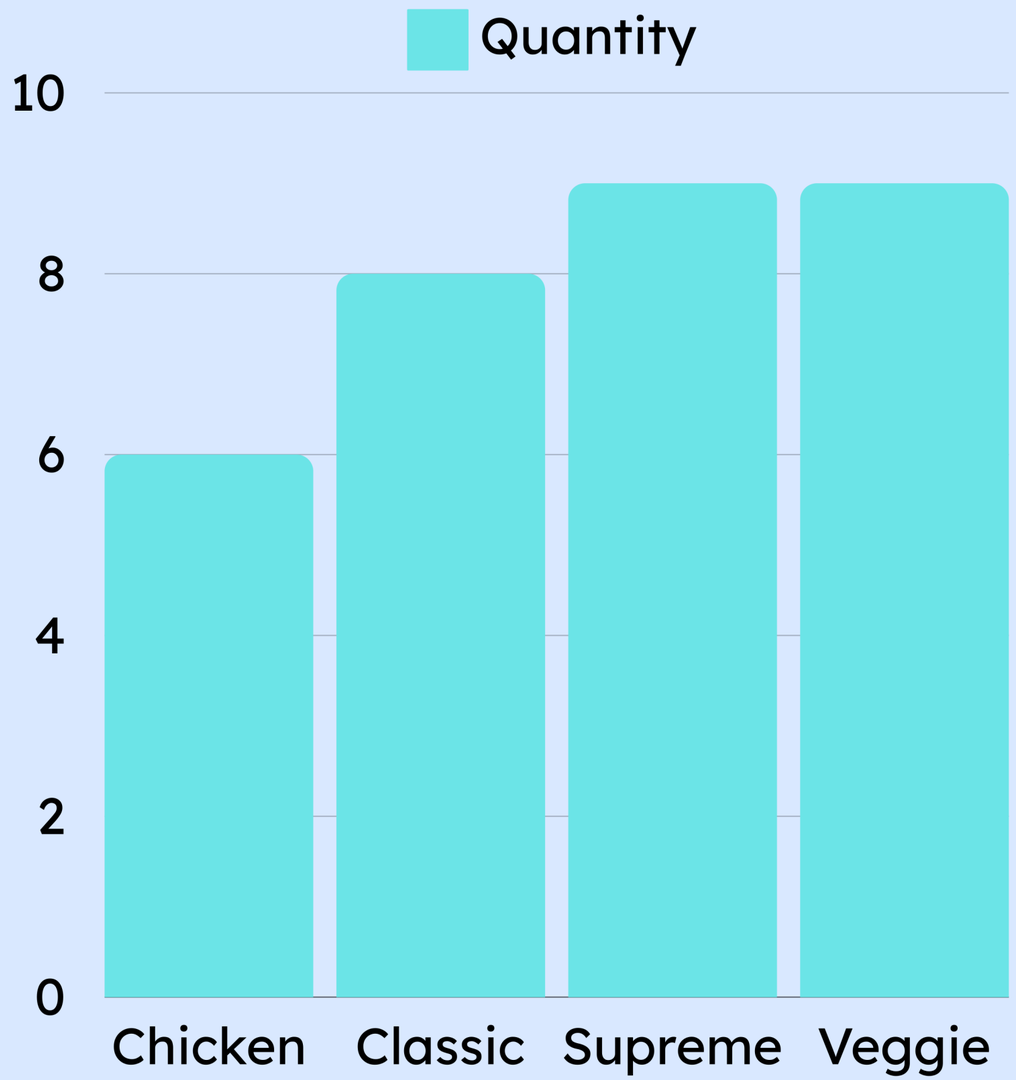
```sql
SELECT
    pizzas.size,
    COUNT(order_details.order_details_id) AS order_count
FROM
    pizzas
        JOIN
    order_details ON pizzas.pizza_id = order_details.pizza_id
GROUP BY pizzas.size
ORDER BY order_count DESC;
```

THE TOP 5 MOST ORDERED PIZZA TYPES ALONG WITH THEIR QUANTITIES.


```sql
SELECT
    pizza_types.name, SUM(order_details.quantity) AS quantity
FROM
    pizza_types
        JOIN
    pizzas ON pizza_types.pizza_type_id = pizzas.pizza_type_id
        JOIN
    order_details ON order_details.pizza_id = pizzas.pizza_id
GROUP BY pizza_types.name
ORDER BY quantity DESC
LIMIT 5;
```

THE CATEGORY-WISE DISTRIBUTION OF PIZZAS.

```sql
SELECT
    pizza_types.category,
    COUNT(pizza_types.name) AS no_of_pizzas
FROM
    pizza_types
GROUP BY pizza_types.category
```



THE TOTAL QUANTITY OF EACH PIZZA CATEGORY ORDERED.

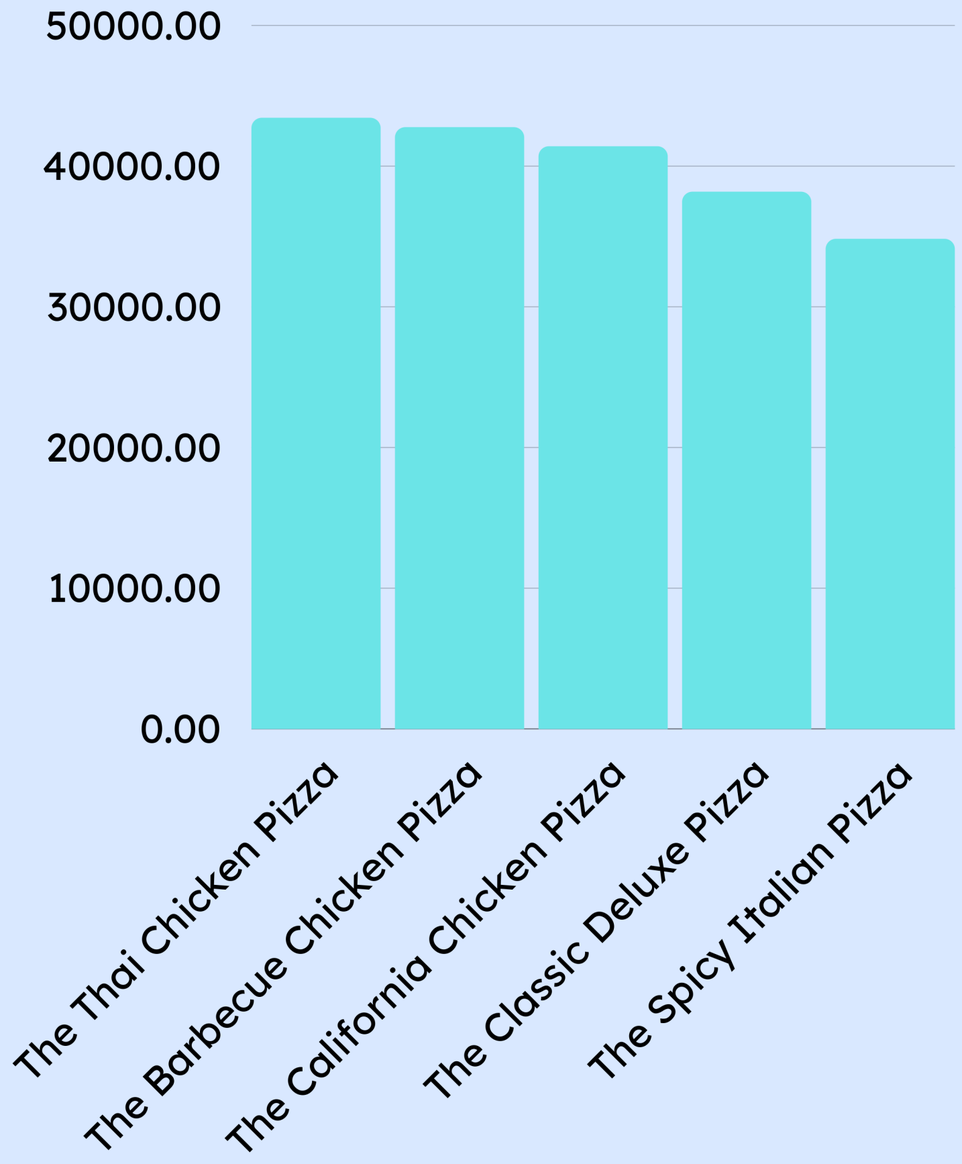
```sql
SELECT
    pizza_types.category, SUM(order_details.quantity) AS quantity
FROM
    pizza_types
        JOIN
    pizzas ON pizza_types.pizza_type_id = pizzas.pizza_type_id
        JOIN
    order_details ON order_details.pizza_id = pizzas.pizza_id
GROUP BY pizza_types.category
```

THE DISTRIBUTION OF ORDERS BY HOUR OF THE DAY.


```sql
SELECT
    HOUR(orders.order_time) AS order_hour,
    COUNT(order_id) AS order_count
FROM
    orders
GROUP BY order_hour
```

THE TOP 5 MOST ORDERED PIZZA TYPES BASED ON REVENUE.

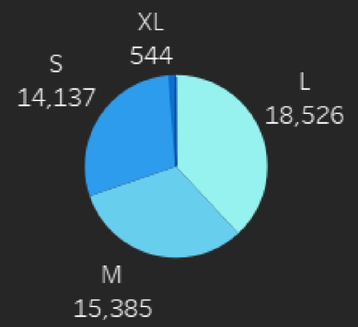
```sql
SELECT
    pizza_types.name,
    SUM(order_details.quantity * pizzas.price) AS revenue
FROM
    pizza_types
        JOIN
    pizzas ON pizzas.pizza_type_id = pizza_types.pizza_type_id
        JOIN
    order_details ON order_details.pizza_id = pizzas.pizza_id
GROUP BY pizza_types.name
ORDER BY revenue DESC
LIMIT 5;
```



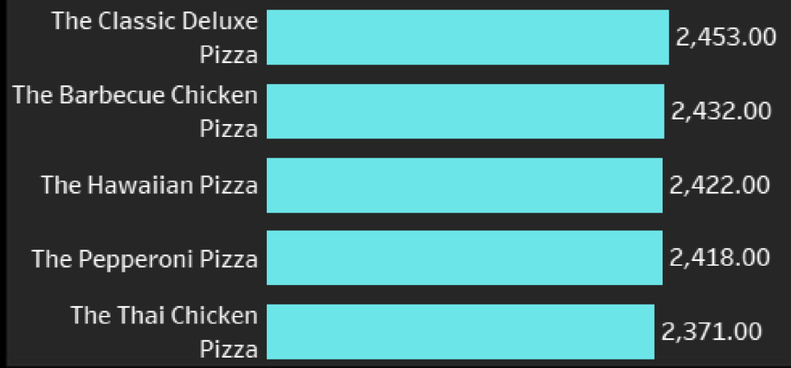
PIZZA SALES ANALYSIS

Total Orders	Total Revenue	Total Pizzas Sold	Avg Orders Per Day
48,620	817,860.05	49,574	138.5

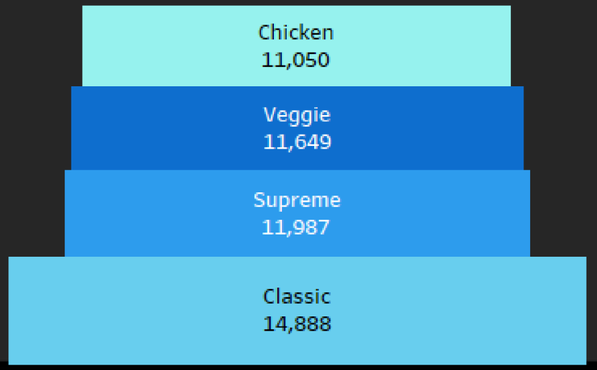
The Most common pizza side ordered



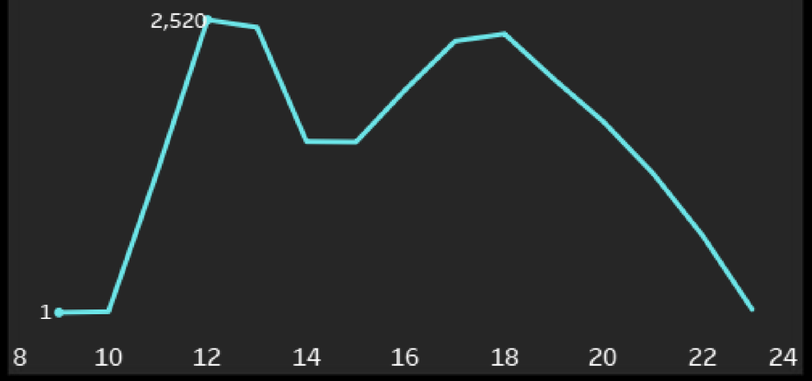
Top 5 most ordered pizza types along with quantities



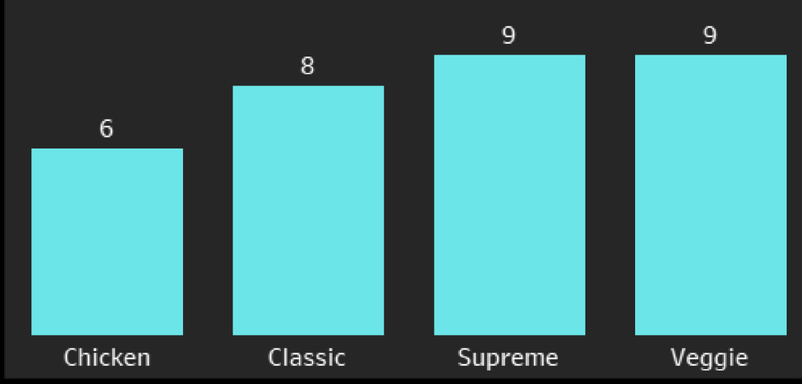
The total quantity of each pizza category ordered



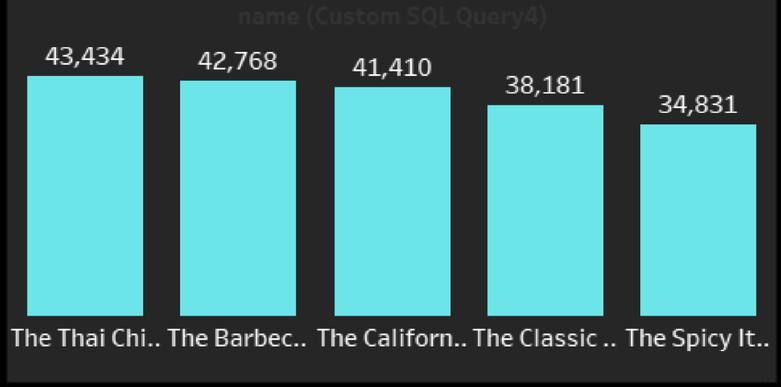
The distribution of orders by hour of the day



The category-wise distribution of pizza



The 5 most ordered pizza types based on revenue



RECOMMENDATIONS

- Promote Large Pizzas: Focus marketing on popular large size.
- Optimize Lunchtime Operations: Enhance staffing at peak hour (12 PM).
- Highlight Premium Options: Market the Greek Pizza to attract premium customers.
- Expand Variety: Introduce new pizza options to maintain interest.
- Monitor Trends: Adjust strategies based on ongoing sales data.

Thank you!