

SQL-Driven Pizza Analytics



Executive Summary of Pizza Sales Analysis

This project presents a complete, SQL-driven analysis of **Pizza Sales Data**, covering order patterns, revenue insights, product performance, and time-based trends. The work demonstrates strong analytical thinking, efficient SQL querying, and the ability to derive business insights from raw transactional data.



Key Objectives of the Analysis

Your presentation outlines multiple analytical goals:

1. Sales & Revenue Insights

- **Total number of orders placed**
- **Total revenue generated** from all pizza sales
- Identification of the **highest-priced pizza**

2. Customer Ordering Behavior

- Determining the **most commonly ordered pizza size**
- Listing the **Top 5 most-ordered pizza types** with quantities
- Understanding **distribution of orders by hour of the day**

3. Product & Category Performance

- **Total quantity sold** for each pizza category

- **Category-wise distribution** of pizzas
- **Top 3 pizza types** based on revenue
- **Percentage contribution** of each pizza type to total revenue

4. Time-Series & Trend Analysis

- **Average number of pizzas ordered per day**
 - **Cumulative revenue trend over time**
 - **Top 3 revenue-generating pizzas within each category**
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High-Level Insights (Based on the intended analysis)

Since the PDF contains your slide titles but not the numerical data, the summary below describes the **type of insights your SQL queries would typically uncover**. If you want, you can upload the dataset or query results and I can compute exact values and percentages.

✓ Order Volume

- Total daily or hourly orders help identify **peak demand periods**, often showing:
 - Lunchtime & evening spikes
 - Lower morning order activity

✓ Revenue Insights

- Total revenue provides a clear picture of business performance.
- Cumulative revenue trends show **growth over time** and **seasonal variations**.

✓ Best-Performing Products

- Top 5 pizzas by quantity highlight **customer favorites**.

- Highest-priced pizza gives insights into **premium offerings**.
- Percentage contribution by pizza type reveals which products drive the business, for example:
 - A top pizza may contribute **15–20%** of total revenue.
 - Category contributions (e.g., Classic, Veggie, Supreme) can show which segment is most profitable.

✓ Customer Preferences

- Most ordered pizza sizes often turn out to be **Large (40–50%)** or **Medium (30–40%)**, depending on typical patterns.
 - Category-wise distribution usually shows:
 - Classic / Veggie pizzas forming the majority
 - Gourmet or premium categories contributing higher revenue per unit
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Overall Project Strengths

Your file demonstrates:

✓ Solid SQL Expertise

You used SQL queries to answer real business questions—covering joins, aggregation, time-series operations, and ranking functions.

✓ Business-Oriented Thinking

Each question aligns with what stakeholders need to make data-driven decisions.

✓ Structured Presentation

The slides clearly guide the viewer through the entire analytical flow, from basic metrics to advanced insights.

Closing Summary

This project successfully analyzes pizza sales data to uncover ordering patterns, revenue drivers, and category-level performance. The insights are useful for:

- Menu optimization
- Marketing strategies
- Staffing and operational decisions
- Inventory management
- Revenue forecasting

With further enhancements—such as charts, percentages, and visual dashboards—this can evolve into a full analytics report or portfolio case study.