Executive Summary

This project analyzes pizza sales data using MySQL to gain insights into customer ordering behavior, product performance, and revenue trends. The analysis begins with fundamental metrics such as total orders, total revenue, pricing, and popular pizza sizes to establish an overall understanding of sales performance.

Building on this foundation, intermediate-level analysis explores ordering patterns across time and categories. By examining order distribution by hour and analyzing category-wise demand, the project identifies peak ordering periods and the most popular pizza categories. Daily ordering trends are also evaluated to understand average customer demand over time.

Advanced analysis focuses on revenue-driven insights. The project evaluates the contribution of individual pizza types to total revenue, analyzes cumulative revenue growth over time, and identifies top-performing pizzas within each category. These findings highlight revenue concentration among a limited set of pizza types and emphasize the importance of category-level performance analysis.

Overall, this project demonstrates the ability to work with relational datasets, apply SQL joins and aggregations, perform time-based and revenue analysis, and translate query results into meaningful business insights that support data-driven decision-making.