Pizza Sales Analysis – Project Summary

This project analyses sales data from a pizza restaurant to derive actionable insights using SQL. Key performance indicators (KPIs) and trends were identified from the pizzas sales table.

Few Important Key Performance Indicators: -

1. Total Revenue: (₹71,402.75) Calculated by the sum of all orders price.
2. Average Order Value: (1,853 orders) Revenue divided by the number of unique orders.
3. Total Pizzas Sold: (4,328 pizzas) Sum of quantities from all orders.
4. Total Orders: (₹38.53) Count of distinct order_ids
5. Average Pizzas per Order: (2.34 pizzas) Total pizzas sold divided by total orders.

Trends and insights: -

1. Daily Order Trend is tracked by day of the week to identify busiest days. Which is Wednesday with 237 orders
2. Hourly Order Trend is identified by peak order times based on the hour of the day. Most orders are place on evening.

Category & Size Insights: -

1. Top Category by Revenue: Classic Pizzas
2. Top Size by Revenue: Large Pizzas contributed the most sales
3. Top 5 Best-Sellers by quantity includes high-volume pizzas like *Barbecue Chicken* and *Classic Pepperoni*
4. Bottom 5 Worst-Sellers low-selling items possibly due to pricing or taste preferences

Conclusion: -

The business sees peak activity mid-week and during evening hours. Classic and large-sized pizzas dominate revenue. These findings can guide inventory planning, promotional timing, and menu optimization.