Pizza Hut Sales Analysis

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📌 Project Overview

Objective: Analyse Pizza Hut sales data using SQL to extract customer behaviour, pizza performance, and time trends insights.
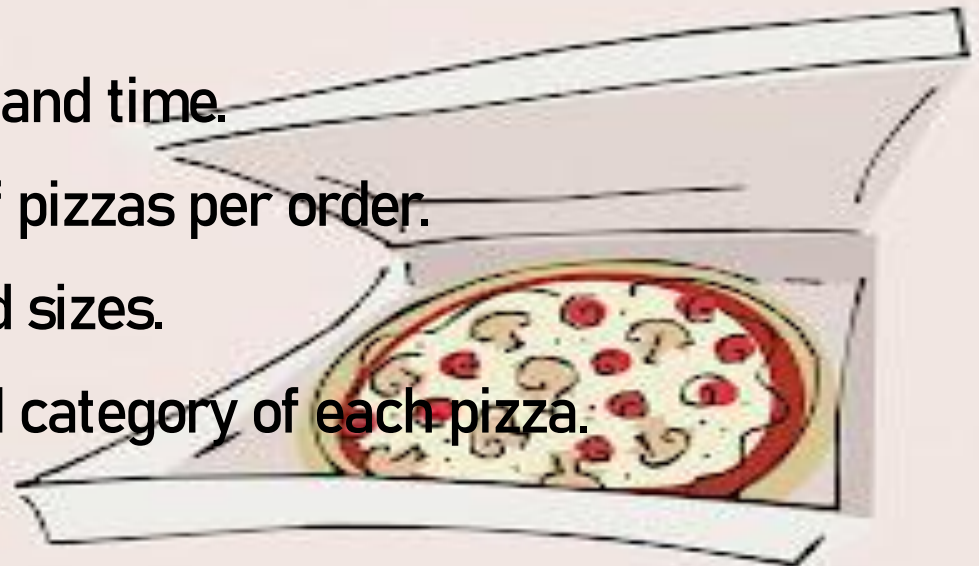**Tools Used:** MySQL, SQL Workbench
Duration: June 2025

📁 Dataset Description

orders – Contains each order's date and time.

order_details – Includes quantity and type of pizzas per order.

pizzas – Provides pizza prices and sizes.

pizza_types – Describes the name, ingredients, and category of each pizza.

Key Questions (Basic to Advanced)

🧠 Basic

- How many total orders were placed?
- What is the total revenue?
- Which pizza is the most expensive?
- Which size is most popular?
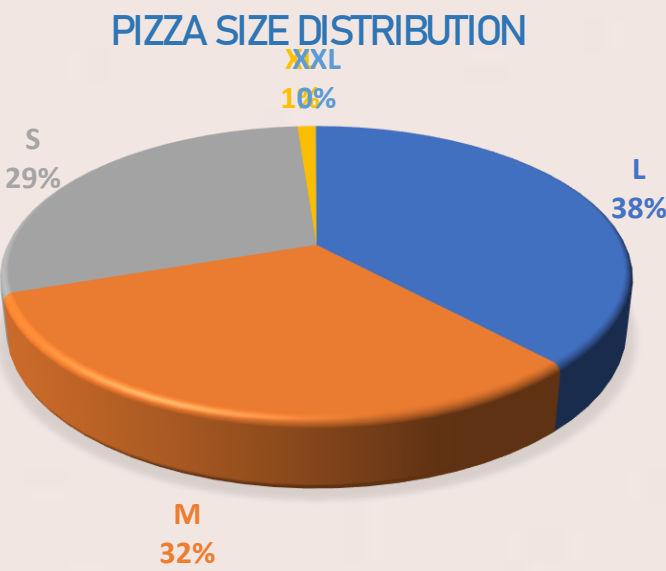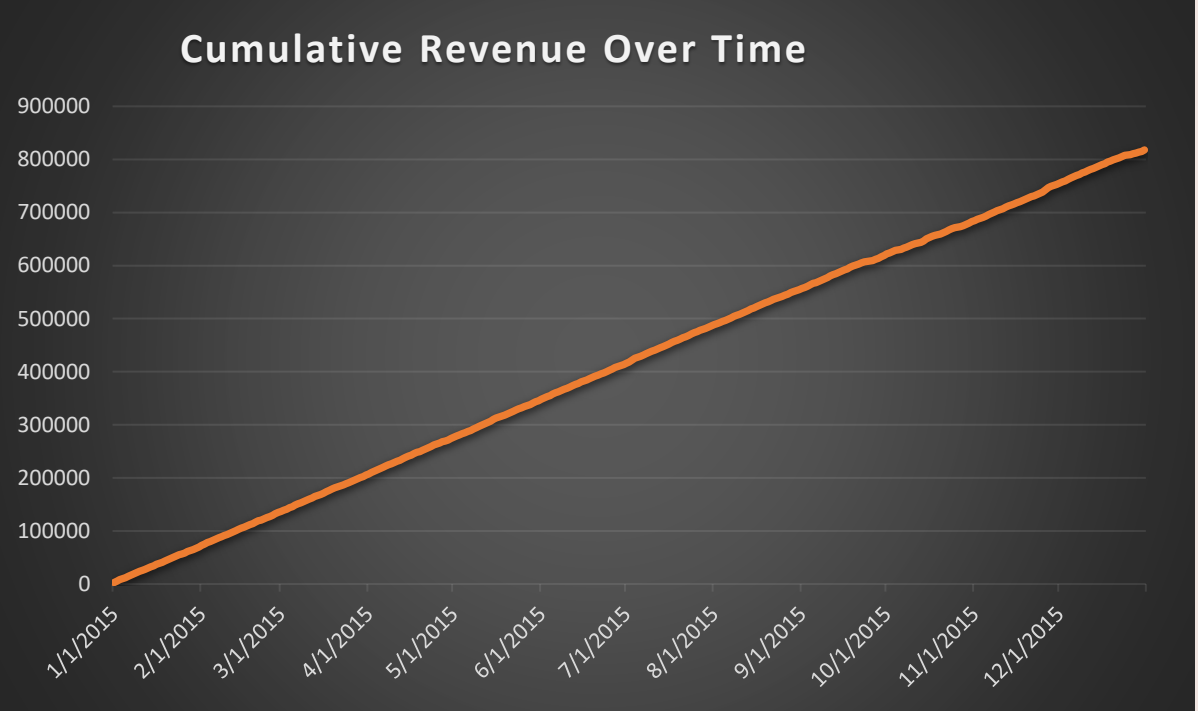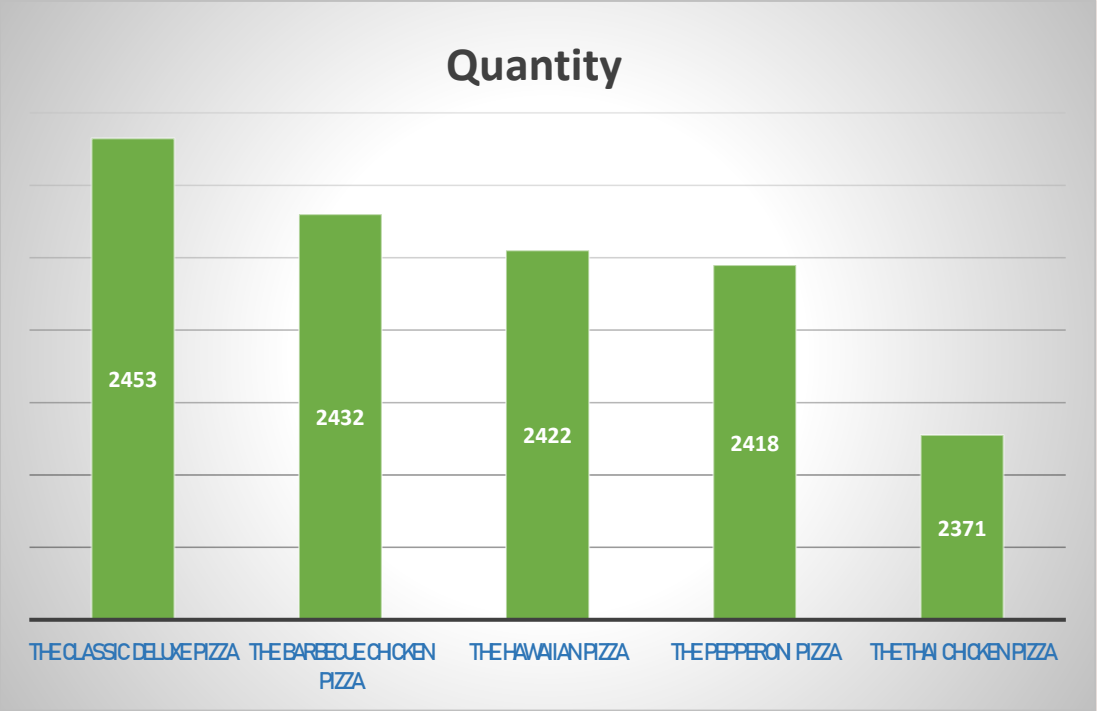- Top 5 pizzas by quantity?

📊 Intermediate

- Quantity per pizza category?
- Peak order hours?
- Pizza category distribution?
- Daily average pizza sales?
- Top 3 pizzas by revenue?

🚀 Advanced

- Revenue % by category?
- Cumulative revenue over time?
- Top 3 pizzas by revenue within each category?

Quantity

Pizza	Quantity
THE CLASSIC DELUXE PIZZA	2453
THE BARBECUE CHICKEN PIZZA	2432
THE HAWAIIAN PIZZA	2422
THE PEPPERONI PIZZA	2418
THE THAI CHICKEN PIZZA	2371

Cumulative Revenue Over Time

PIZZA SIZE DISTRIBUTION

- XXL 0%
- L 38%
- M 32%
- S 29%
- 1%

✅ Business Insights

🔍 Key Takeaways:

🍕 Classic pizzas are the most popular by sales volume, making them a core category to promote.

🐔 Chicken-based pizzas (like Thai and Barbecue) dominate revenue, showing strong customer preference.
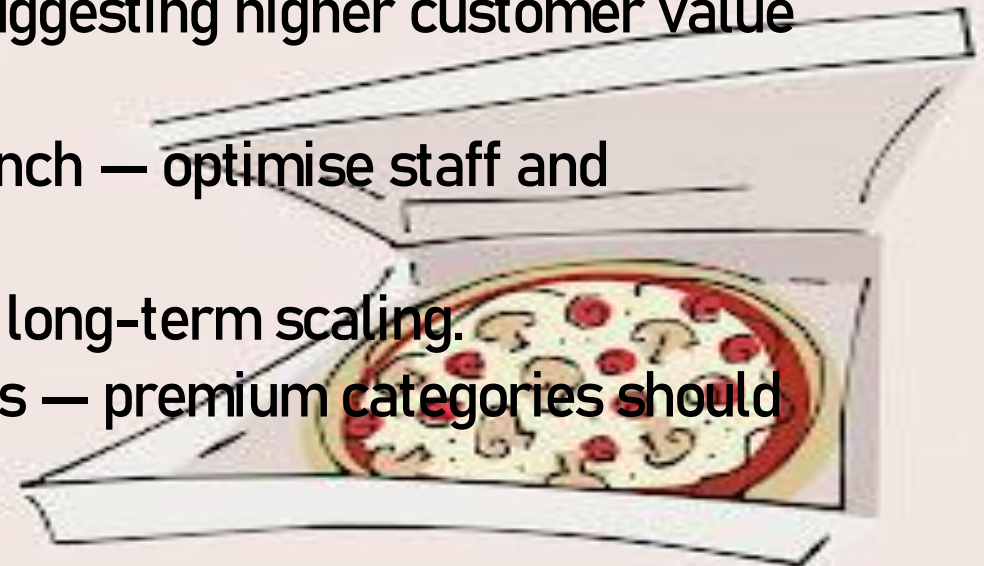
💰 "The Thai Chicken Pizza" is the top revenue generator, followed closely by Barbecue Chicken and California Chicken.

📏 Large-size pizzas are the most commonly ordered, suggesting higher customer value per order.

🕐 Peak order time is 12 PM to 1 PM, which aligns with lunch — optimise staff and marketing during this window.

📈 Cumulative revenue shows steady growth — ideal for long-term scaling.

🏆 Deluxe and Supreme pizzas are among the top-sellers — premium categories should be retained and featured.