**Project Description**

**Pizza Sales Analysis**

This project involves analyzing pizza sales data to derive key insights and trends that can help inform business decisions. The analysis includes calculating total revenue, average order value, total pizzas sold, and other significant metrics. Additionally, it explores sales trends across different time dimensions and categorizes sales by pizza category and size.

**Walkthrough**

1. **Total Revenue**: Calculated the total revenue generated from pizza sales to understand the overall financial performance.
2. **Average Order Value**: Determined the average revenue per order to gauge the average spending per customer.
3. **Total Pizzas Sold**: Calculated the total number of pizzas sold to measure product demand.
4. **Total Orders Placed**: Counted the distinct number of orders placed to understand the customer order frequency.
5. **Average Pizzas per Order**: Calculated the average number of pizzas sold per order to identify customer purchasing behavior.
6. **Day of the Week Analysis**:
   * Added a new column to identify the day of the week each order was placed to analyze daily sales trends.
7. **Month Analysis**:
   * Added a new column to identify the month each order was placed to analyze monthly sales trends.
8. **Hour of the Day Analysis**:
   * Added a new column to identify the hour of the day each order was placed to analyze hourly sales trends.
9. **Daily Order Trends**: Analyzed the daily trend for total orders to identify peak sales days.
10. **Hourly Order Trends**: Analyzed the hourly trend for total orders to identify peak sales hours.
11. **Monthly Order Trends**: Analyzed the monthly trend for total orders to identify peak sales months.
12. **Sales by Pizza Category**:
    * Calculated total sales and the percentage of sales per pizza category to determine the most popular categories.
13. **Sales by Pizza Size**:
    * Calculated total sales and the percentage of sales by pizza size to understand size preferences.
14. **Pizzas Sold by Category**: Calculated the total number of pizzas sold per category to identify top-performing categories.
15. **Top Selling Pizzas**:
    * Identified the top 5 best-selling pizzas to highlight popular products.
16. **Lowest Selling Pizzas**:
    * Identified the top 5 lowest-selling pizzas to understand underperforming products.

**Usage**

This project can be used to understand sales performance, customer preferences, and temporal sales patterns. Such insights can help in optimizing inventory, crafting targeted marketing strategies, and improving overall business operations.