🍕 Pizza Sales Analysis – Business Analyst Project Report

Executive Summary

This project analyzes a pizza restaurant's sales data to identify **revenue drivers, customer demand patterns, product performance, and time-based trends**. Using SQL, Power BI, and Excel-grade datasets, the analysis delivers **actionable insights** to improve profitability, inventory planning, and marketing strategies.

Business Objective

- Identify top-performing pizzas and categories
- Analyze revenue and order trends over time
- Understand customer purchasing behavior
- Support **data-driven decision making** for sales growth

Dataset Overview

- **Records:** 48,620 rows
- **Time Period:** 2015
- **Key Fields:**
    - Order Date & Time
    - Pizza Name, Size & Category
    - Quantity Sold
    - Unit Price & Total Price

KPIs Defined Total Revenue

- Total Orders
- Total Pizzas Sold
- Average Order Value
- Average Pizzas per Order

SQL Analysis Performed

- Revenue by Pizza Category
- Revenue by Pizza Size
- Daily & Monthly Order Trends
- Top 5 & Bottom 5 Pizzas by Revenue
- Orders by Hour (Peak Time Analysis)
- Category-wise Quantity Sold

Key Business Insights

- **Revenue Insights**
  - **Classic category** contributes the highest revenue
  - **Large size pizzas** generate maximum sales value
- **Customer Behavior**
  - Peak order time: **12 PM – 1 PM** and **6 PM – 8 PM**
  - Highest orders on **weekends**
- **Product Performance**
  - Top pizzas consistently outperform others → ideal for promotions
  - Low-performing pizzas need pricing or menu optimization

Business Recommendations

1. Promote top-selling pizzas during peak hours
2. Bundle low-performing pizzas with bestsellers
3. Focus marketing campaigns on weekends
4. Optimize inventory for large-size pizzas
5. Introduce time-based discounts during off-peak hours

Conclusion

This analysis enables restaurant stakeholders to **increase revenue, optimize operations, and improve customer satisfaction** using structured data insights.