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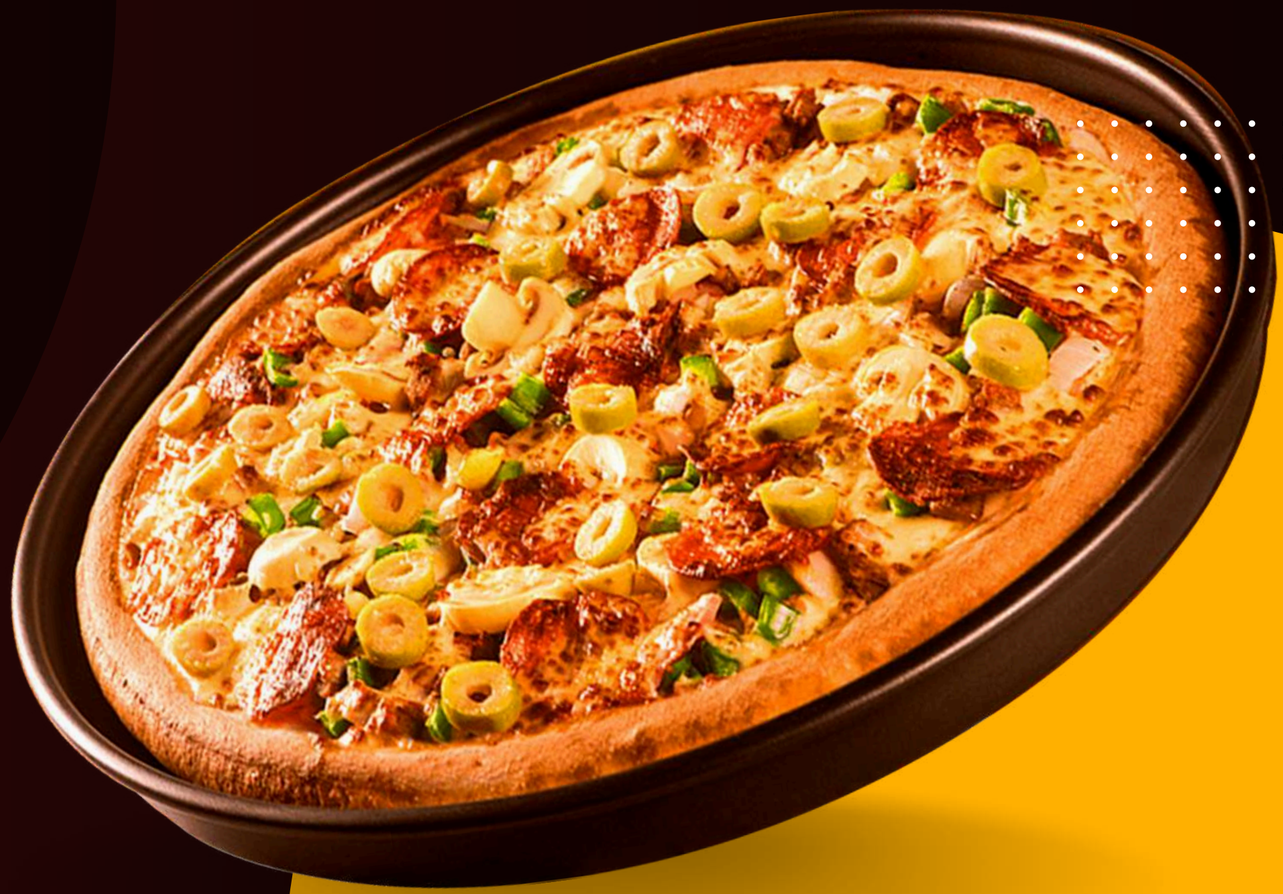
PIZZA HUT

- WHERE EVERY SLICE TELLS A STORY



Pizza Hut

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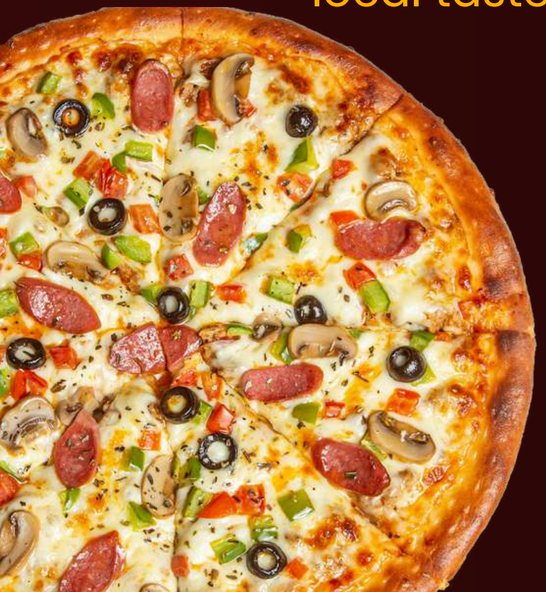
ABOUT US

HISTORY OF THE PIZZA HUT

Pizza Hut is one of the world's largest and most popular pizza restaurant chains, known for its wide variety of pizzas, pastas, and side dishes. Founded in 1958 in Wichita, Kansas, USA, Pizza Hut has grown to thousands of locations across more than 100 countries. It's recognized for innovations like stuffed crust pizza and a customizable menu that caters to both global and local tastes. In many regions, Pizza Hut operates through dine-in, takeaway, and delivery models.

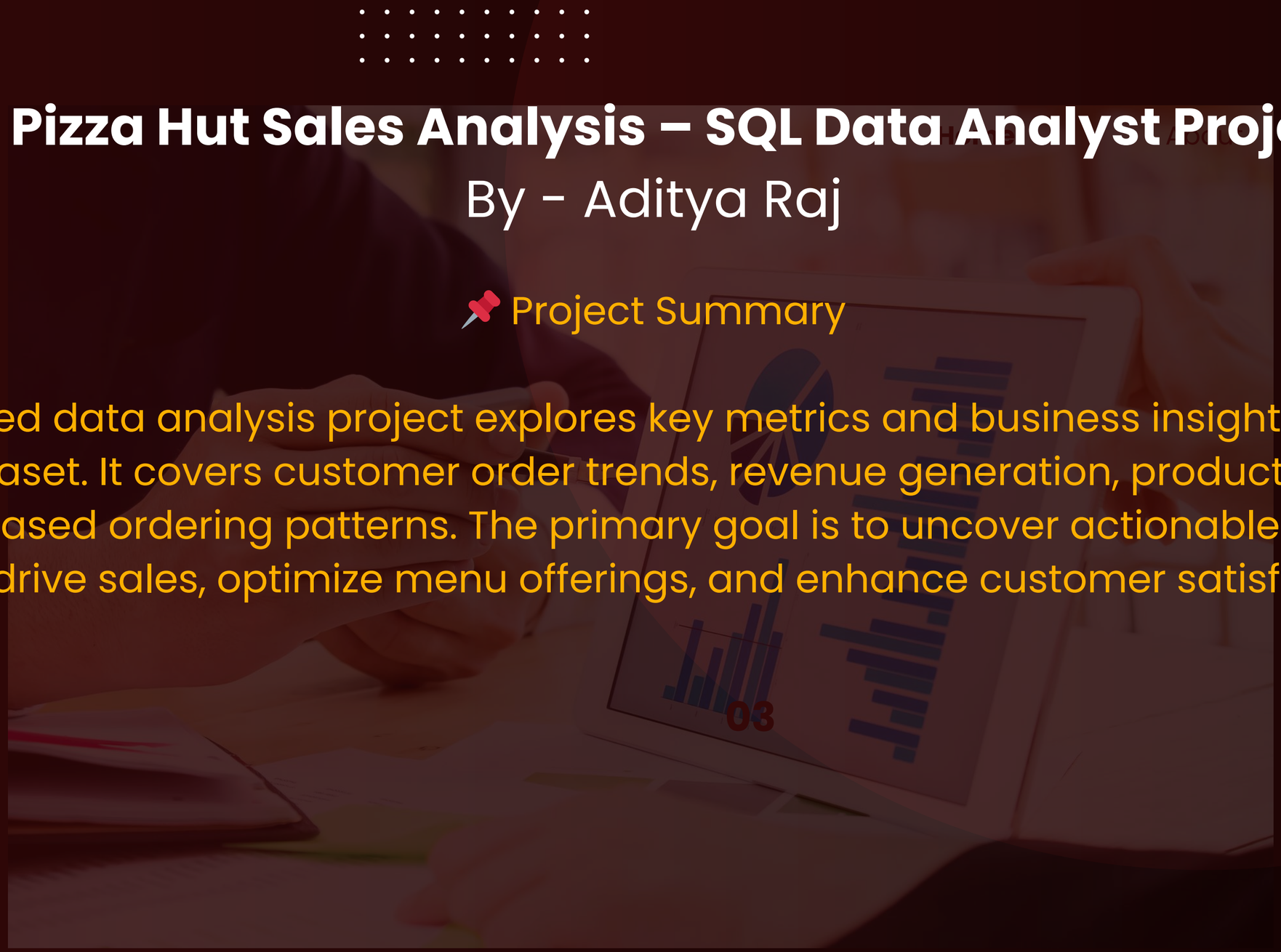


🍕 Pizza Hut Sales Analysis – SQL Data Analyst Project

By - Aditya Raj

📌 Project Summary

This SQL-based data analysis project explores key metrics and business insights for a fictional Pizza Hut dataset. It covers customer order trends, revenue generation, product performance, and time-based ordering patterns. The primary goal is to uncover actionable insights that help drive sales, optimize menu offerings, and enhance customer satisfaction.



Retrieve the total number of orders placed

```sql
SELECT
    COUNT(order_id) AS Total_order
FROM
    order_details
```

	Total_order
▶	48620

Calculate the total revenue generated from pizza sales

```
SELECT
    SUM(p.price * od.quantity) AS total_revenue
FROM
    pizzas p
        JOIN
    order_details od USING (pizza_id)
```

	total_revenue
▶	827450

Identify the highest-priced pizza

```
SELECT
    MAX(price) AS Highest_price_pizza
FROM
    pizzas;
```

	Highest_price_pizza
▶	36

Identify the most common pizza size order

```sql
SELECT
    p.size, COUNT(od.order_details_id) AS total_pizza
FROM
    pizzas p
        JOIN
    order_details od USING (pizza_id)
GROUP BY p.size
ORDER BY total_pizza DESC
LIMIT 1;
```

size	total_pizza
L	18526

List the top 5 most ordered pizza types along with their quantities

```sql
SELECT
    pizza_types.name, SUM(order_details.quantity) AS Total_pizza
FROM
    pizza_types
        JOIN
    Pizzas ON pizza_types.pizza_type_id = pizzas.pizza_type_id
        JOIN
    order_details ON order_details.pizza_id = pizzas.pizza_id
GROUP BY pizza_types.name
ORDER BY total_pizza DESC
LIMIT 1 , 5;
```

name	Total_pizza
The Barbecue Chicken Pizza	2432
The Hawaiian Pizza	2422
The Pepperoni Pizza	2418
The Thai Chicken Pizza	2371
The California Chicken Pizza	2370

Join the necessary tables to find the total quantity of each pizza category ordered

```
SELECT
    pizza_types.category,
    SUM(order_details.quantity) AS Total_quantity
FROM
    pizza_types
        JOIN
    pizzas ON pizza_types.pizza_type_id = pizzas.pizza_type_id
        JOIN
    order_details ON order_details.pizza_id = pizzas.pizza_id
GROUP BY pizza_types.category
ORDER BY Total_quantity DESC
```

	category	Total_quantity
▶	Classic	14888
	Supreme	11987
	Veggie	11649
	Chicken	11050

Determine the distribution of orders by hour of the day


```
SELECT
    HOUR(time) AS Hour, SUM(order_id) AS orders
FROM
    orders
GROUP BY Hour
ORDER BY orders DESC
```

	Hour	orders
	17	24312547
	19	21634044
	16	20551671
	20	17668990
	15	15634879
	14	14867592
	11	13336362
	21	12868673
	22	7269872
	23	330700
	10	73999
	9	19176

Join relevant tables to find the category-wise distribution of pizzas

```sql
SELECT
    category, COUNT(name) AS pizza_type
FROM
    pizza_types
GROUP BY category
ORDER BY pizza_type DESC
```

category	pizza_type
Supreme	9
Veggie	9
Classic	8
Chicken	6

Group the orders by date and calculate the average number of pizzas ordered per day

```sql
with cte as(
select o.date as Date, sum(od.quantity) as total_quantity
from orders o join order_details od
on o.order_id = od.order_id
group by o.date)

select Date, round(avg(total_quantity),2) as Total_avg
from cte
group by Date
```

Date	Total_avg
2015-01-01	162.00
2015-01-02	165.00
2015-01-03	158.00
2015-01-04	106.00
2015-01-05	125.00
2015-01-06	147.00
2015-01-07	138.00
2015-01-08	173.00
2015-01-09	127.00
2015-01-10	146.00
2015-01-11	116.00
2015-01-12	119.00

Determine the top 3 most ordered pizza types based on revenue

```sql
SELECT
    pt.name, SUM(p.price * od.quantity) AS Revenue
FROM
    pizza_types pt
        JOIN
    pizzas p ON pt.pizza_type_id = p.pizza_type_id
        JOIN
    order_details od ON od.pizza_id = p.pizza_id
GROUP BY pt.name
ORDER BY Revenue DESC
LIMIT 1 , 3
```

name	Revenue
The Barbecue Chicken Pizza	43376
The California Chicken Pizza	42002
The Classic Deluxe Pizza	38417

Calculate the percentage contribution of each pizza type to total revenue

```sql
WITH total_revenue AS (
  SELECT SUM(p.price * od.quantity) AS total
  FROM pizza_types pt
  JOIN pizzas p ON pt.pizza_type_id = p.pizza_type_id
  JOIN order_details od ON od.pizza_id = p.pizza_id
)
SELECT pt.category,
       ROUND(SUM(p.price * od.quantity) / tr.total * 100, 2) AS Revenue
FROM pizza_types pt
JOIN pizzas p ON pt.pizza_type_id = p.pizza_type_id
JOIN order_details od ON od.pizza_id = p.pizza_id
JOIN total_revenue tr
GROUP BY pt.category;
```

category	Revenue
Chicken	24.01
Classic	26.96
Supreme	25.51
Veggie	23.53

Analyze the cumulative revenue generated over time

```sql
with cte as(
select o.date as Date, sum(p.price*od.quantity) as Revenue
from order_details od join pizzas p
on od.pizza_id = p.pizza_id
join orders o
on o.order_id = od.order_id
group by o.date
order by o.date)

select Date, sum(revenue)
over(order by date) as cumulative_revenue
from cte
group by Date
```

Date	cumulative_revenue
2015-01-01	2746
2015-01-02	5512
2015-01-03	8203
2015-01-04	9983
2015-01-05	12075
2015-01-06	14532
2015-01-07	16761
2015-01-08	19628
2015-01-09	21777
2015-01-10	24270
2015-01-11	26161
2015-01-12	28105

Determine the top 3 most ordered pizza types based on revenue each pizza category

```sql
SELECT category, name AS pizza_type, revenue
FROM (
    SELECT
        pt.category,
        pt.name,
        ROUND(SUM(p.price * od.quantity), 2) AS revenue,
        ROW_NUMBER() OVER (PARTITION BY pt.category ORDER BY SUM(p.price * od.quantity) DESC) AS rank
    FROM pizza_types pt
    JOIN pizzas p ON pt.pizza_type_id = p.pizza_type_id
    JOIN order_details od ON od.pizza_id = p.pizza_id
    GROUP BY pt.category, pt.name
) AS ranked
WHERE ranked.rank <= 3
ORDER BY category, revenue DESC;
```

category	pizza_type	revenue
Chicken	The Thai Chicken Pizza	44027.00
Chicken	The Barbecue Chicken Pizza	43376.00
Chicken	The California Chicken Pizza	42002.00
Classic	The Classic Deluxe Pizza	38417.00
Classic	The Hawaiian Pizza	33122.00
Classic	The Pepperoni Pizza	30637.00
Supreme	The Spicy Italian Pizza	35516.00
Supreme	The Italian Supreme Pizza	34232.00
Supreme	The Sicilian Pizza	30456.00
Veggie	The Four Cheese Pizza	32478.00
Veggie	The Five Cheese Pizza	26771.00
Veggie	The Mexicana Pizza	26564.00

📊 Key Performance Indicators (KPIs)

Total Orders 48620

Total Revenue 8,27,450

Most Expensive Pizza “The Carnivore Deluxe” - $36

Most Popular Pizza Size Large

Top Pizza Type by Quantity “The Barbecue Chicken Pizza” 2432

Top Pizza Type by Revenue BBQ Chicken

Peak Order Hour 5PM

🔍 Observations

High Demand for Large Pizzas: Majority of customers prefer large-sized pizzas, indicating a value-conscious customer base.
Top Revenue Contributors: A few premium pizza types contribute disproportionately to revenue—highlighting upsell opportunities.
Evening Peak Hours: Most orders are placed between 6 PM and 8 PM, suggesting optimal time for promotions or staffing.
Category-Wise Preferences: Meat and Classic categories are more popular than Veggie or Supreme.
Consistent Daily Orders: The average number of pizzas per day shows consistent demand across the week.

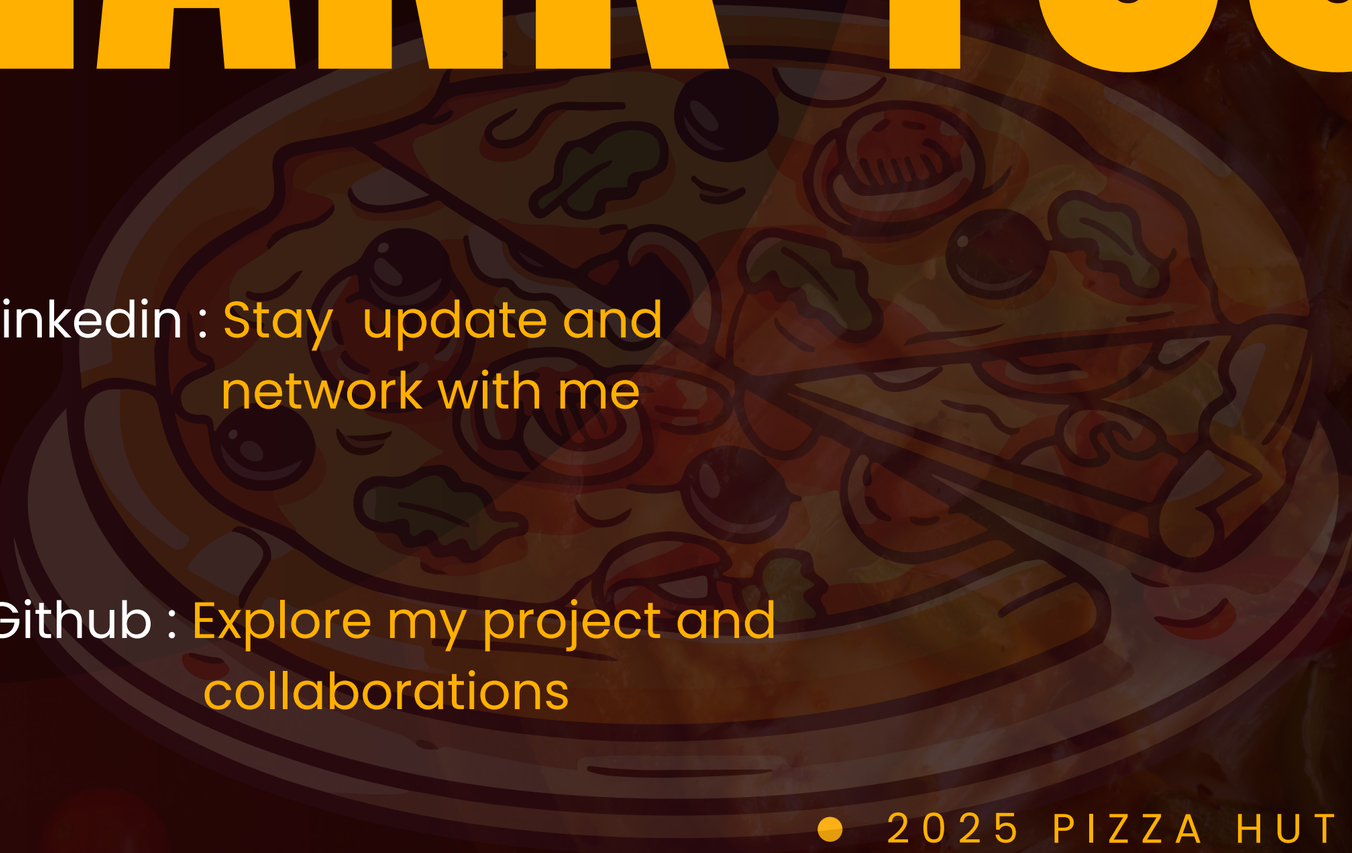
💡 Business Strategies

Upselling & Combos: Promote high-revenue pizzas during peak hours using combo deals or discounts.
Focus on Large Size: Push large pizzas through bundle offers or loyalty points to match demand.
Menu Optimization: Reduce low-performing pizza types and focus on the top 5 types that drive revenue.
Time-Based Promotions: Offer limited-time evening discounts to increase average ticket size.
Introduce New Flavors in Popular Categories: Use trends from top categories (e.g., Meat Lovers) to innovate.

✅ Good Things About Your Pizza Hut Brand

Strong Evening Sales: Customer preference during dinner time ensures consistent footfall.
Menu Variety: A well-balanced offering across vegetarian, meat, and exotic categories.
High Customer Loyalty: Repeated orders for specific pizza types and sizes point to a loyal customer base.
Revenue from Premium Pizzas: High-priced pizzas are selling well, indicating that customers value quality and are willing to pay more.

THANK YOU



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2025 PIZZA HUT PRESENTATION