Pizza Sales Analysis Project Growth Strategy & Insights PPT

Pizza Sales Analysis:

• Using SQL, Excel, and Visualization Tools.

Objective:

• Analyze pizza sales data to uncover revenue-driving insights and business opportunities.

• Product performance, monthly trends, customer preferences

Key Insight:

Month

. Peak Months: March, May, July

• Low Months: September, October

Hour

• Peak Hours: 6 PM – 9 PM

Highest Ordered Pizzas

• Pepperoni, Mushroom, and Olive

• Calabrese

• Barbecue Chicken

Revenue Share by category

• Chicken: ~27%

• Supreme: ~27%

• Veggie: ~27%

• Classic: ~19%

Size

 • Most Ordered Sizes: Medium (M), Large (L)

 • Least Ordered: Small (S)

 • Total Orders: 48,620

 • Total Items Sold: 49,574

 • Total Revenue: $1,578.3K

 • Average Pizza Price: $16.4

Business Growth Strategy Marketing:

• Boost sales in low-performing months with offers.

• Build a strong social media presence with interactive campaigns.

• Target ads featuring top pizzas.

• Product Innovation:

• Introduce new premium options in underperforming categories.

• Launch limited-edition flavors.

• Promote larger sizes through value bundles.

• Partner with food delivery apps for better reach

Summary:

• Plan promotions and campaigns during slow months to increase sales.

• Highlight these in menu and promotional campaigns.

• Classic needs a rebranding or revamp strategy.

• Create combo offers for small pizzas or phase out low-performing sizes.

• Conducted detailed analysis across time, category, and size dimensions.

• Identified best-selling items, seasonal order trends, and category-wise revenue shares.

Recommended promotions during low months, spotlighting top products, rebranding classics, and bundling low-performing sizes.

Conclusion:

Analysis revealed strong patterns in customer preferences, popular items, and seasonal performance.

Key insights led to targeted strategies for improving product mix, pricing, and promotional timing.

These recommendations aim to maximize sales performance, enhance customer satisfaction, and support business scalability.