

# Pizza Sales Analytics

Sales Performance and Business Insights



# Key Performance Indicators

**\$817.9K**

Total Revenue

Sum of all pizza sales

**\$38.31**

Average Order Value

Revenue per order

**49,574**

Total Pizzas Sold

Units sold across all orders

**21,350**

Total Orders

Distinct customer orders

**2.32**

Pizzas Per Order

Average units per transaction

# Order Patterns: Daily Trends

Peak ordering days drive business performance. Understanding weekly patterns helps optimize staffing and inventory.

- Friday shows highest order volume
- Weekend demand remains strong
- Midweek shows consistent activity

## SQL Query

```
SELECT  
DATENAME(DW,  
order_date)  
AS order_day,  
COUNT(DISTINCT  
order_id)  
AS total_orders  
FROM pizza_sales  
GROUP BY  
DATENAME(DW,  
order_date)
```



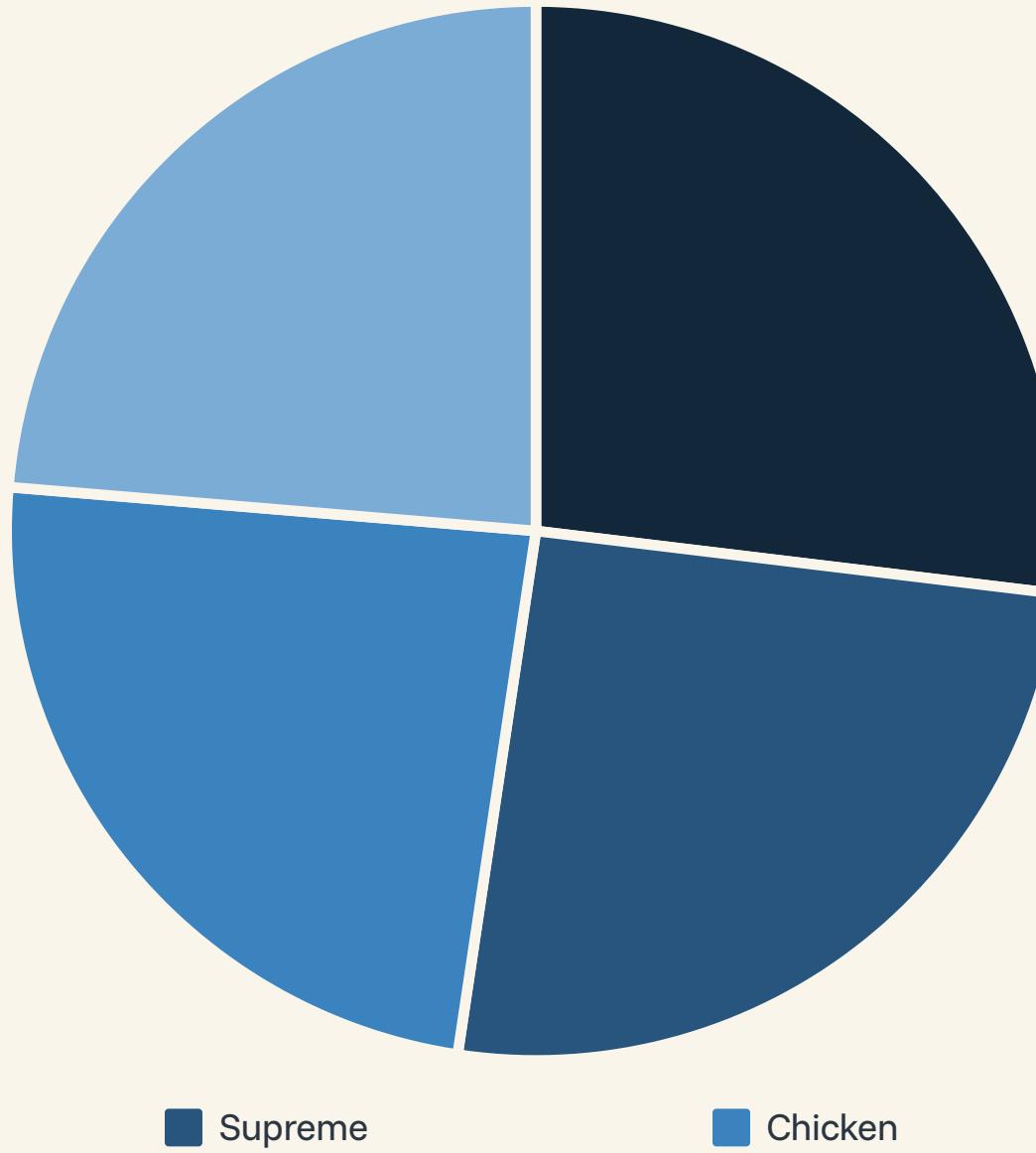


# Monthly Order Trends

- 1 January  
Post-holiday baseline
- 2 Peak Months  
July leads with highest orders
- 3 Seasonal Patterns  
Summer months show increased demand
- 4 Year-End  
December maintains steady volume

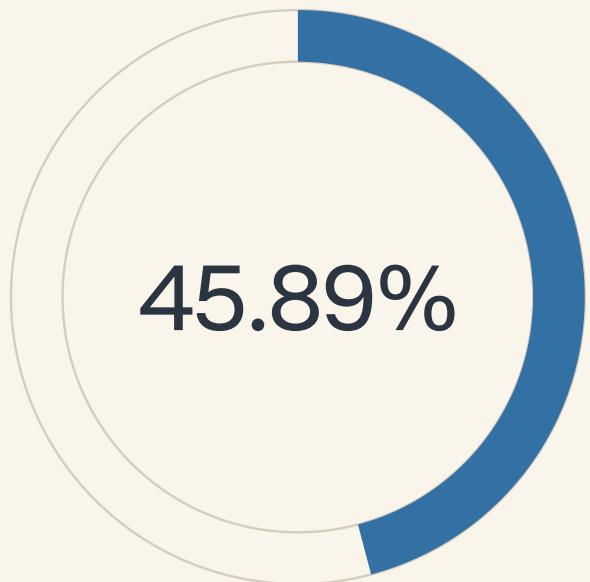
Monthly analysis reveals seasonal opportunities for promotions and inventory planning.

# Sales Distribution by Category

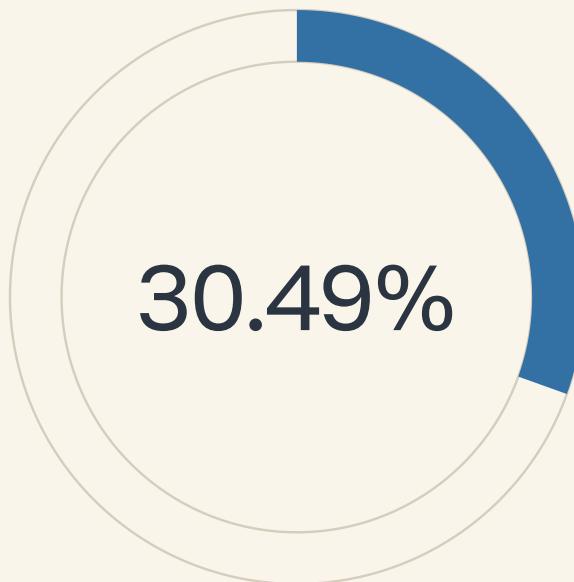


Classic pizzas lead revenue at 26.91%, followed closely by Supreme at 25.46%. All categories show balanced performance.

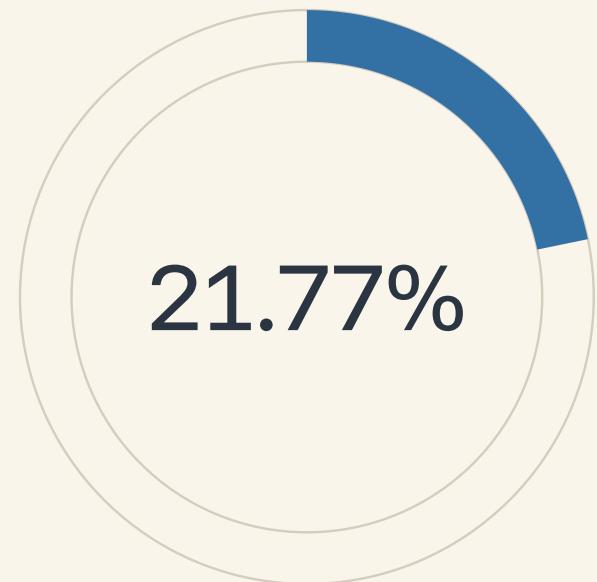
# Pizza Size Analysis



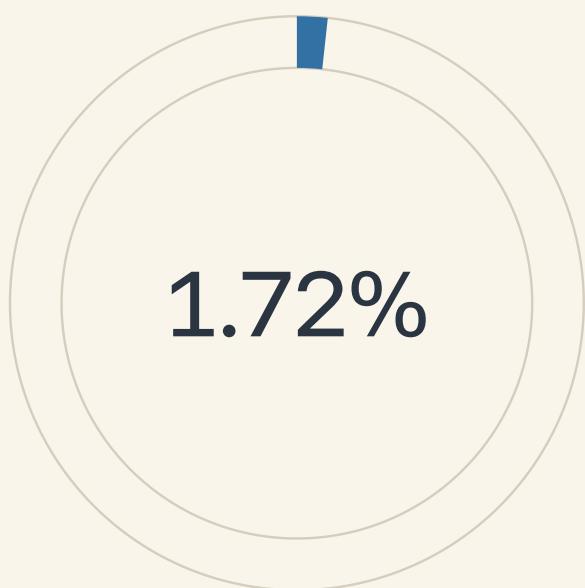
Large  
Dominant size preference



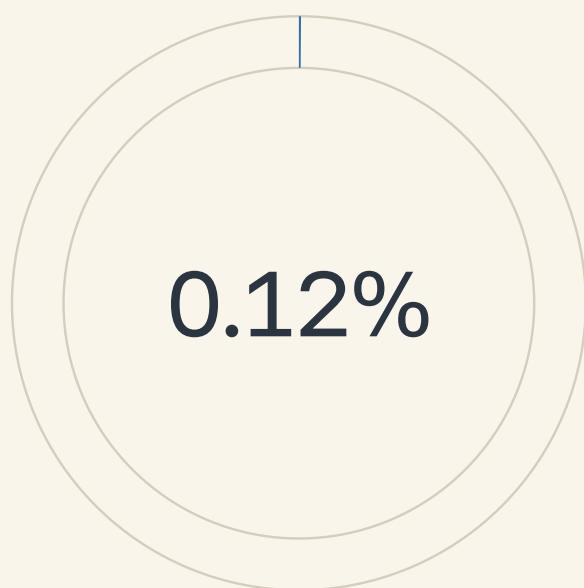
Medium  
Second most popular



Small  
Individual servings



X-Large  
Specialty orders



XX-Large  
Rare premium option

# Top Revenue Performers

Thai Chicken Pizza

\$43,434 total revenue

Barbecue Chicken

\$42,768 revenue leader

California Chicken

\$41,410 strong performer

Classic Deluxe

\$38,181 classic favorite

Spicy Italian

\$34,831 rounds top 5

# Performance Insights: Quantity vs Orders

## Top Sellers by Quantity

1. Classic Deluxe: 2,453 pizzas
2. Barbecue Chicken: 2,432 pizzas
3. Hawaiian: 2,422 pizzas
4. Pepperoni: 2,418 pizzas
5. Thai Chicken: 2,371 pizzas

## Most Ordered Pizzas

1. Classic Deluxe: 2,329 orders
2. Hawaiian: 2,280 orders
3. Pepperoni: 2,278 orders
4. Barbecue Chicken: 2,273 orders
5. Thai Chicken: 2,225 orders

Classic Deluxe dominates both metrics, showing consistent customer preference and repeat ordering.

# Underperformers: Opportunity Areas

## Lowest Revenue

**Brie Carre Pizza:** \$11,588

Mediterranean and Spinach variants also underperform

## Lowest Quantity

**Brie Carre:** 490 pizzas sold

Specialty pizzas need marketing boost

## Fewest Orders

**Brie Carre:** 480 orders

Consider menu optimization or promotion

- Strategic Recommendation:** Analyze whether low performers should be promoted, reformulated, or removed from menu to optimize profitability.



# SQL Query Framework

01

## KPI Calculations

Revenue, order value, quantity metrics using SUM and COUNT functions

02

## Trend Analysis

DATENAME functions for daily and monthly patterns

03

## Category Breakdown

GROUP BY with percentage calculations for segmentation

04

## Top/Bottom Rankings

TOP clause with ORDER BY for performance identification

05

## Filtering Options

WHERE clause for category, size, or date-specific analysis

Apply filters using WHERE pizza\_category = 'Classic' or WHERE pizza\_size = 'L' to refine any query for specific insights.