

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

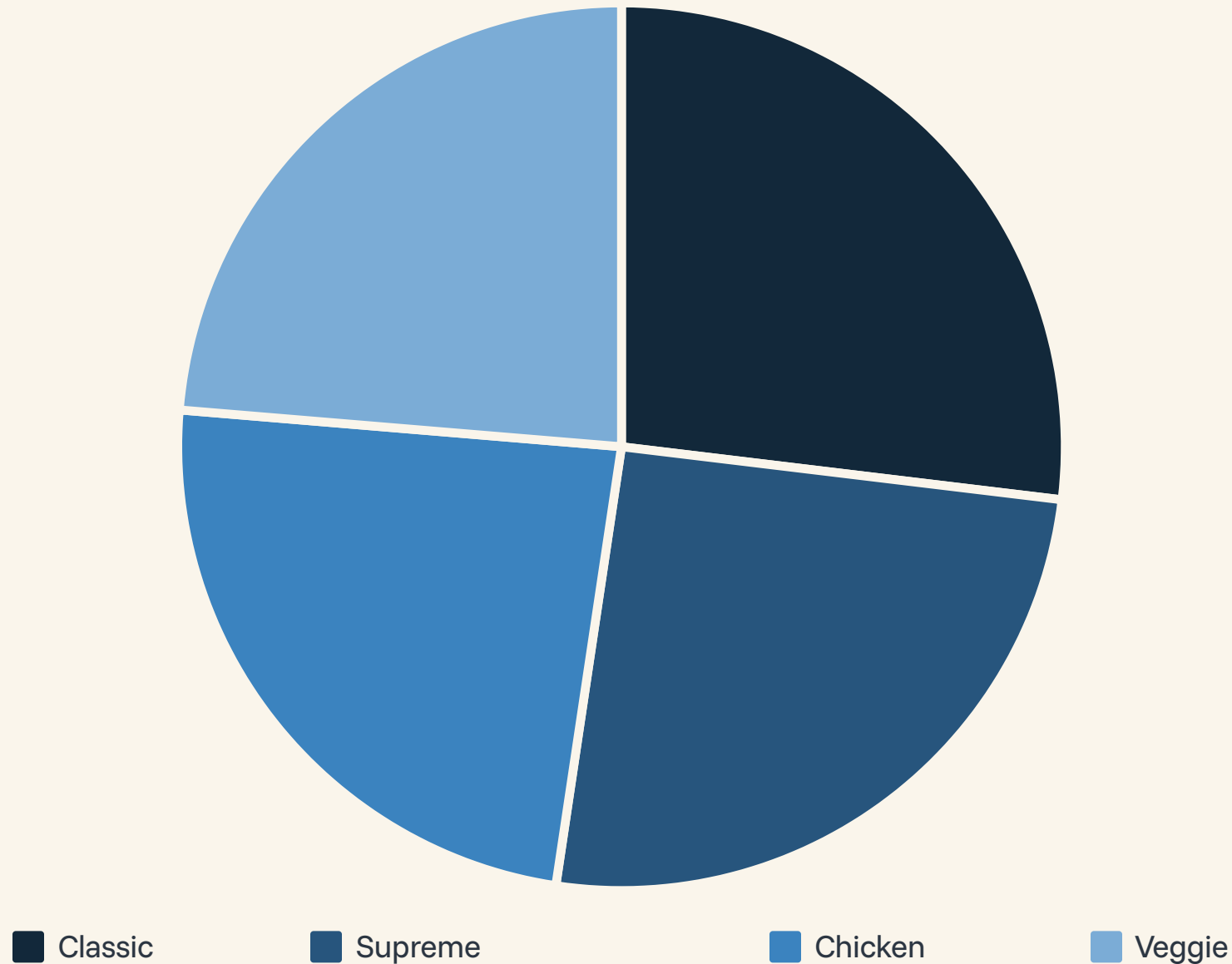
4

Year-End

December maintains steady volume

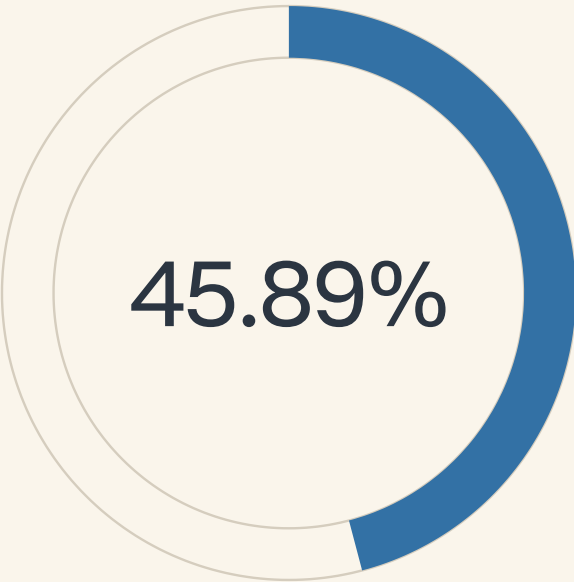
Monthly analysis reveals seasonal opportunities for promotions and inventory planning.

Sales Distribution by Category



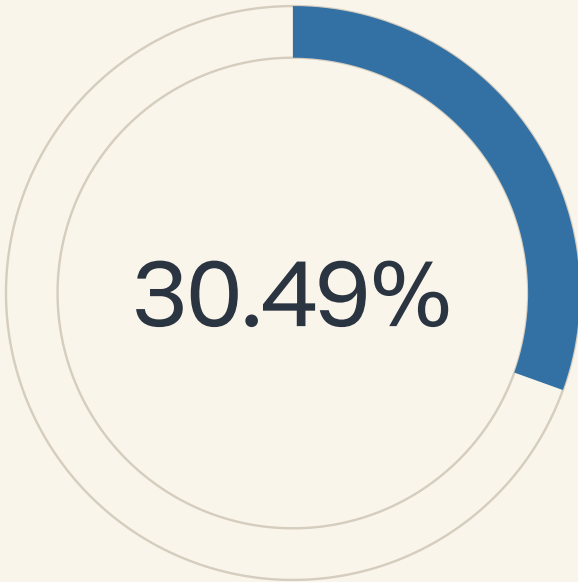
Classic pizzas lead revenue at 26.91%, followed closely by Supreme at 25.46%. All categories show balanced performance.

Pizza Size Analysis



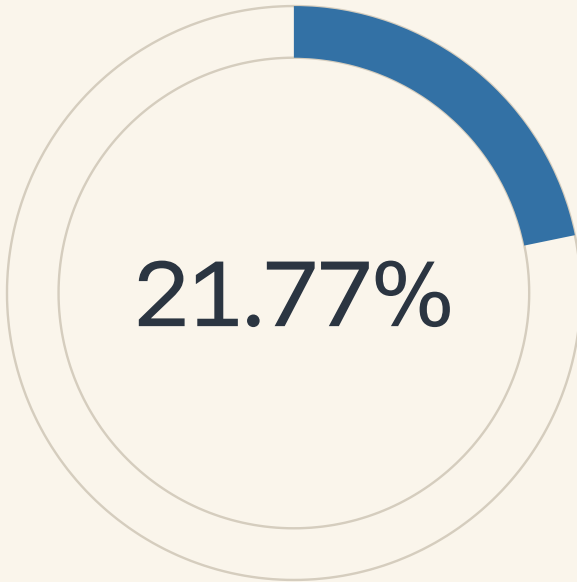
Large

Dominant size preference



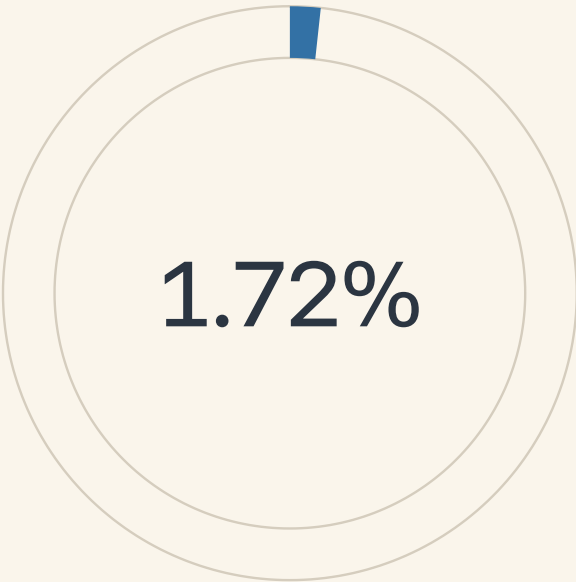
Medium

Second most popular



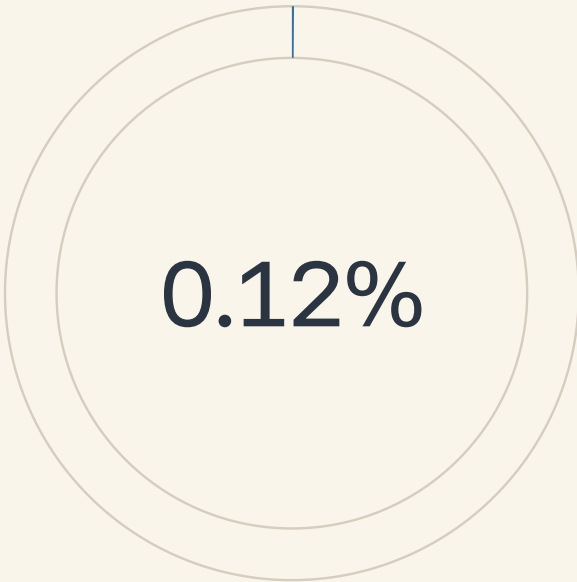
Small

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

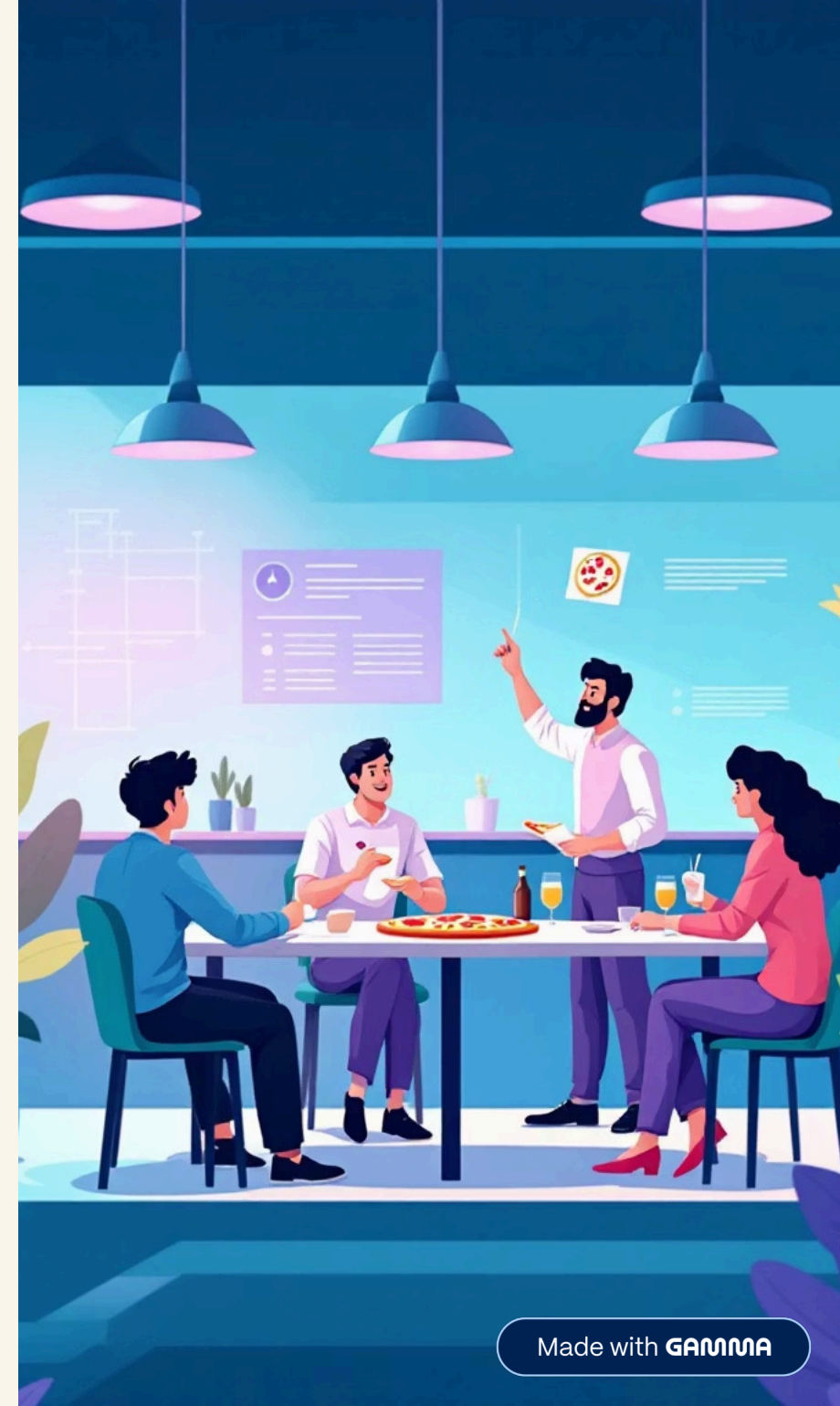
Fewest Orders

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.