



Data-Driven Analysis of PizzaToons Sales for Business Expansion to Kothrud

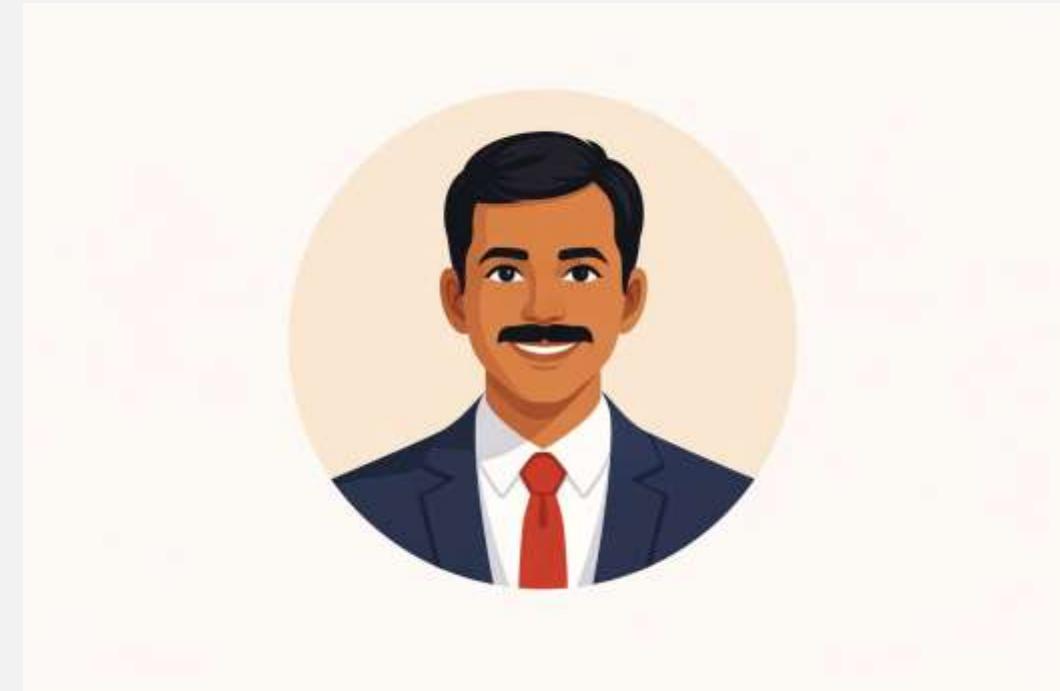
Using One-Year Sales Data to Support an Investment Decision



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Introduction

PizzaToon — Premium Pizza Store in Hinjewadi



- Known for quality ingredients & great atmosphere
- Opened on **1 Jan 2015**

- Successfully run by **Mr. Sharma (Hotel Management – USA)**
- Now planning to open a new branch in **Kothrud**

Problem Statement

Why Do We Need Data Before Expanding?



Problem 1 — Funding

₹50 Lakh investment — investor needs proof of profit.

Problem 2 — Competition

Kothrud already has strong brands (Domino's & Pizza Hut).



Problem 3 — Limited Resources

We must design the right menu & staffing within budget.



So our job: **Use 1-year Hinjewadi data to prove that Kothrud can be profitable.**

Let's See Data

Our Dataset & Table Structure

pizza

	Field	Type	Null	Key	Default	Extra
▶	pizza_id	varchar(200)	NO	PRI	NULL	
	pizza_type_id	varchar(200)	YES	MUL	NULL	
	price	decimal(10,0)	YES		NULL	
	size	varchar(50)	YES		NULL	

pizza_types

	Field	Type	Null	Key	Default	Extra
▶	pizza_type_id	varchar(200)	NO	PRI	NULL	
	name	varchar(255)	YES		NULL	
	category	varchar(100)	YES		NULL	
	Ingredients	text	YES		NULL	

order_details

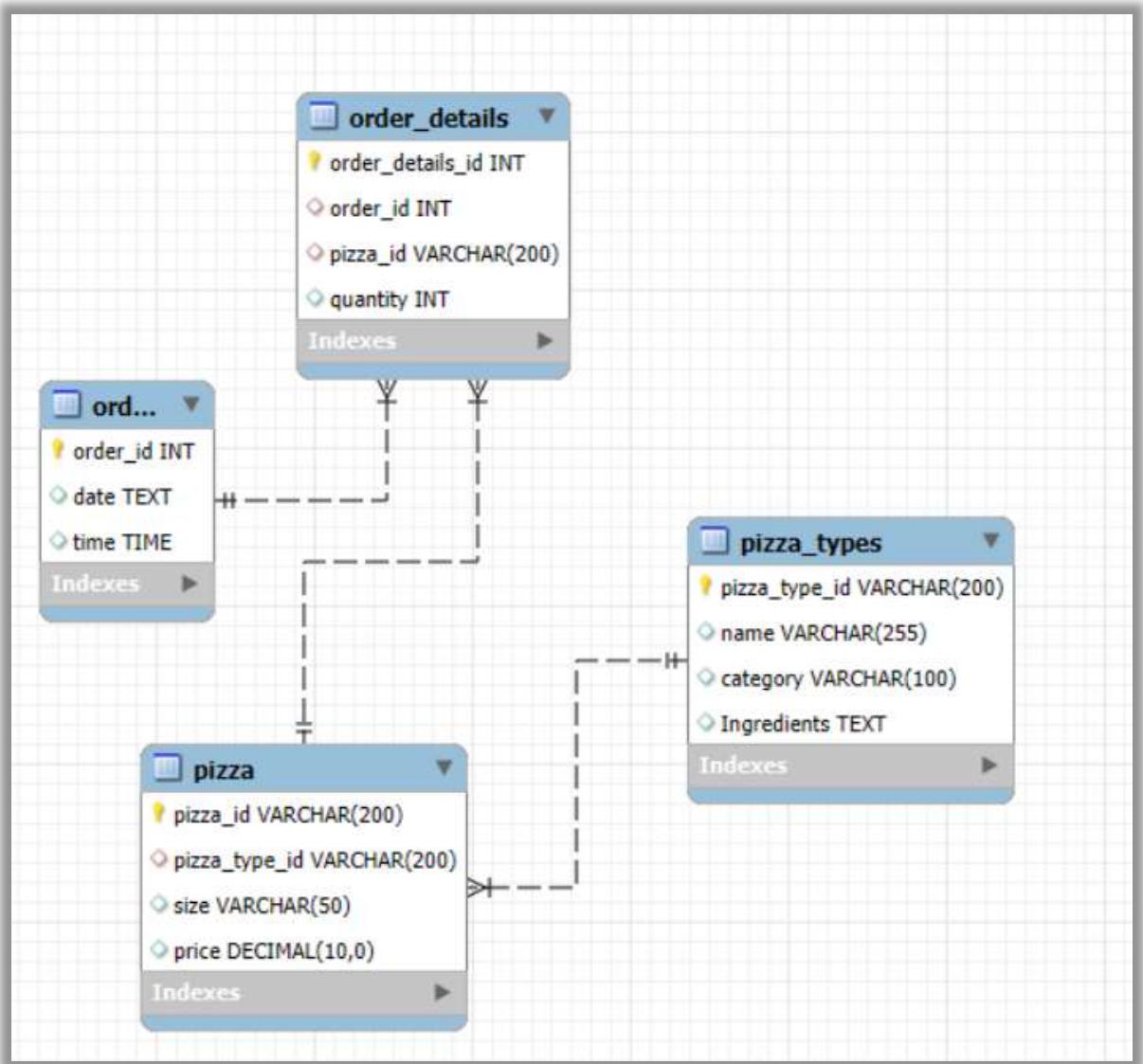
	Field	Type	Null	Key	Default	Extra
▶	order_details_id	int	NO	PRI	NULL	
	order_id	int	YES	MUL	NULL	
	pizza_id	varchar(200)	YES	MUL	NULL	
	quantity	int	YES		NULL	

orders

	Field	Type	Null	Key	Default	Extra
▶	order_id	int	NO	PRI	NULL	
	date	text	YES		NULL	
	time	time	YES		NULL	

This database structure allows accurate SQL analysis

ER Diagram



- ⌚ **orders** → When the customer placed the order
- 📋 **order_details** → Which pizzas & how many in that order
- 🍕 **pizza** → Pizza size & price
- ☛ **pizza_types** → Pizza name, category & ingredients

1. Converting Prices from USD to INR for Better Understanding



- Original dataset stored pizza prices in **USD**
- Investor is Indian — **Rupee values are easier to understand**
- All revenue, averages & charts shown in ₹ (**INR**)

```
UPDATE pizza  
SET price = price * 90;
```

Example: \$1 → ₹90

2. Does This Business Even Make Money?

```
select count(*) as total_orders from orders;
```

```
SELECT  
    ROUND(SUM(od.quantity * p.price), 2) AS total_revenue  
FROM order_details od  
JOIN pizza p  
ON od.pizza_id = p.pizza_id;
```

```
SELECT  
    SUM(p.price * od.quantity) / COUNT(DISTINCT od.order_id) AS avg_revenue_per_order  
FROM order_details od  
JOIN pizza p ON od.pizza_id = p.pizza_id;
```

Premium Pricing — customers are willing to pay for quality.



➤ Total Orders
✓ 21,350 orders



➤ Total Revenue (₹)
✓ ₹ 7.44 Crores



➤ Average Bill Per Order
✓ ₹ ~3,488

3. But Hinjewadi is IT Crowd... Will This Work in Kothrud?

```
SELECT p.size, COUNT(*) AS total_orders  
FROM order_details od  
JOIN pizza p ON od.pizza_id = p.pizza_id  
GROUP BY p.size  
ORDER BY total_orders DESC;
```



size	total_orders
L	18526
M	15385
S	14137
XL	544
XXL	28

Out of 48,620 pizzas sold
— **18,526** were Large size.

- Most customers prefer **Large / Family pizzas**
- Hinjewadi = office crowd, still buying big meals
- In Kothrud (families & students) this demand can be even stronger

Domino's in Kothrud pushes **small cheap pizzas**
PizzaToon already knows how to sell **premium large pizzas**

4.Designing the Right Menu for Kothrud

```
SELECT pt.name, SUM(od.quantity) AS total_quantity
FROM order_details od
JOIN pizza p ON od.pizza_id = p.pizza_id
JOIN pizza_types pt ON p.pizza_type_id = pt.pizza_type_id
GROUP BY pt.name
ORDER BY total_quantity DESC
LIMIT 5;
```



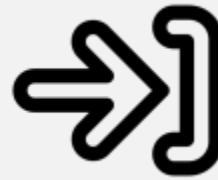
	name	total_quantity
▶	The Classic Deluxe Pizza	2453
	The Barbecue Chicken Pizza	2432
	The Hawaiian Pizza	2422
	The Pepperoni Pizza	2418
	The Thai Chicken Pizza	2371

These **5 pizzas** contribute the majority of volume & revenue.

```

SELECT pt.name, SUM(od.quantity) AS total_quantity
FROM order_details od
JOIN pizza p ON od.pizza_id = p.pizza_id
JOIN pizza_types pt ON p.pizza_type_id = pt.pizza_type_id
GROUP BY pt.name
ORDER BY total_quantity asc
LIMIT 10;

```



	name	total_quantity
▶	The Brie Carre Pizza	490
	The Mediterranean Pizza	934
	The Calabrese Pizza	937
	The Spinach Supreme Pizza	950
	The Soppressata Pizza	961
	The Spinach Pesto Pizza	970
	The Chicken Pesto Pizza	973
	The Italian Vegetables Pizza	981
	The Chicken Alfredo Pizza	987
	The Green Garden Pizza	997

TOP 5 PIZZAS

	The Classic Deluxe Pizza
	The Barbecue Chicken Pizza
	The Hawaiian Pizza
	The Pepperoni Pizza
	Thai Chicken Pizza

PizzaToon

Bottom 10 pizzas = very low sales — rarely ordered

Less Inventory = Less Risk + Faster Service + Better Quality

5. When Do We Actually Need More Staff?

```
SELECT  
    DAYNAME(o.date) AS day_of_week,  
    COUNT(DISTINCT o.order_id) AS total_orders,  
    SUM(p.price * od.quantity) AS total_revenue  
FROM orders o  
JOIN order_details od ON o.order_id = od.order_id  
JOIN pizza p ON od.pizza_id = p.pizza_id  
GROUP BY DAYNAME(o.date)  
ORDER BY total_revenue DESC;
```



day_of_week	total_orders	total_revenue
Friday	3538	12392730
Thursday	3239	11244780
Saturday	3158	11216970
Wednesday	3024	10417770
Tuesday	2973	10393740
Monday	2794	9771660
Sunday	2624	9032850



Friday = Peak Day

```
SELECT HOUR(time) AS order_hour, COUNT(*) AS total_orders  
FROM orders  
GROUP BY order_hour  
ORDER BY order_hour;  
#most busy hour  
SELECT HOUR(time) AS order_hour, COUNT(*) AS total_orders  
FROM orders  
GROUP BY order_hour  
ORDER BY total_orders desc ;
```

Peak Hours = Evenings



	order_hour	total_orders
▶	12	2520
	13	2455
	18	2399
	17	2336
	19	2009
	16	1920
	20	1642
	14	1472
	15	1468
	11	1231
	21	1198
	22	663
	23	28
	10	8
	9	1



Hire Part-Time Staff Only
for Peak Day/Hours

Conclusion:

-  ₹7 Crore+ annual revenue & 21,350 orders prove strong demand
-  Large pizzas dominate — perfect fit for family-heavy Kothrud
-  Top 5 pizzas drive most sales — simplified, low-risk menu
-  Peak-based staffing reduces cost & increases efficiency
-  Premium brand positioning already works — customers pay for quality

Data-Driven Expansion = Confident Investment Decision



THANK YOU