

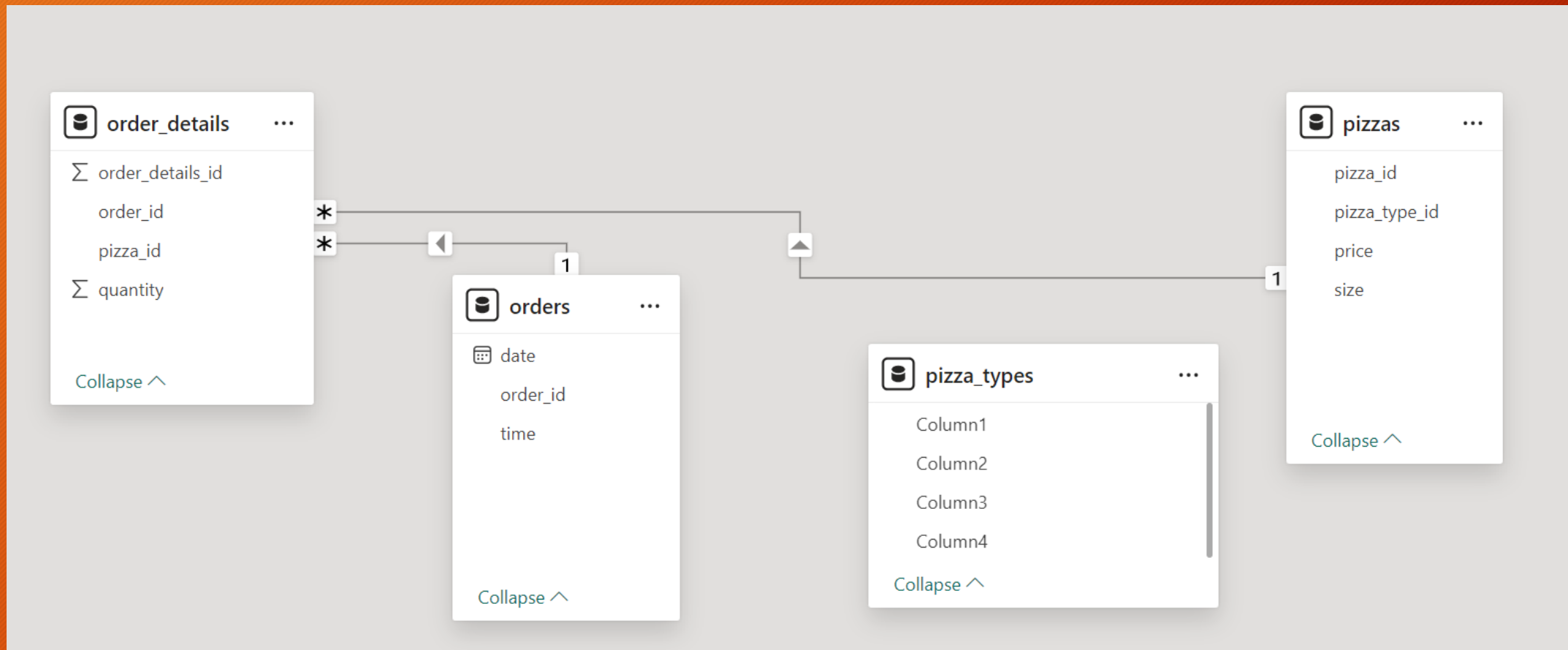
PIZZA SALES ANALYSIS

USING MySQL

This analysis aims to provide an in-depth examination of pizza sales trends, consumer preferences, and market dynamics.



DATA TABLES REQUIRED FOR ANALYSIS



Sales Performance Overview

Total Revenue: Highlights the overall revenue generated from pizza sales.

Top-Selling Pizzas: Identify the most popular pizzas size ordered with quantity.

Least Popular Pizzas: Point out pizzas with lower sales, suggesting potential areas for menu revision.

Total Revenue

```
# Calculate the total revenue generated from pizza sales.
```

```
SELECT
```

```
    ROUND(SUM(orders_detail.quantity * pizzas.price),  
           2) AS total_sales
```

```
FROM
```

```
    orders_detail
```

```
    JOIN
```

```
    pizzas ON pizzas.pizza_id = orders_detail.pizza_id
```

	total_sales
▶	817860.05

TOP FIVE MOST ORDERED PIZZA



```
# List the top 5 most ordered pizza types along with their quantities.  
select pizza_id , sum(quantity) from orders_detail group by pizza_id order by  
sum(quantity) desc limit 5
```

Result Grid			Filter Rows:
	pizza_id	sum(quantity)	
▶	big_meat_s	1914	
	thai_chn_l	1410	
	five_cheese_l	1409	
	four_cheese_l	1316	
	classic_dlx_m	1181	

Most common pizza size ordered

identify the most common pizza size ordered.

```
SELECT
    pizzas.size, COUNT(orders_detail.quantity) AS most_common
FROM
    pizzas
    JOIN
    orders_detail ON pizzas.pizza_id = orders_detail.pizza_id
GROUP BY pizzas.size
ORDER BY COUNT(orders_detail.quantity) DESC
```

Result Grid |   Filter Rows:

	size	most_common
▶	L	18526
	M	15385
	S	14137
	XL	544
	XXL	28

Top 3 most ordered pizza types based on revenue

```
1  #Determine the top 3 most ordered pizza types based on revenue
2  •  SELECT
3      SUM(pizzas.price * orders_detail.quantity) AS Revenue,
4      pizzas.pizza_type_id
5  FROM
6      pizzas
7      JOIN
8      orders_detail ON orders_detail.pizza_id = pizzas.pizza_id
9  GROUP BY pizza_type_id
10 ORDER BY revenue DESC
11 LIMIT 3
```

Result Grid			Filter Rows:
	Revenue	pizza_type_id	
▶	43434.25	thai_ckn	
	42768	bbq_ckn	
	41409.5	cali_ckn	

Customer Behavior

Peak Ordering Times: Identify the times of day or days of the week with the highest sales.

Average Order Value: Discuss the average spend per customer, indicating the profitability of each transaction.

Order Frequency: Analyze how often customers are ordering, which can inform customer loyalty strategies.

Category and Product Insights

```
# Join the necessary tables to find the total quantity of each pizza category ordered.  
SELECT  
    SUM(orders_detail.quantity) AS Total, pizza_types.category  
FROM  
    orders_detail  
    JOIN  
    pizzas ON pizzas.pizza_id = orders_detail.pizza_id  
    JOIN  
    pizza_types ON pizza_types.pizza_type_id = pizzas.pizza_type_id  
GROUP BY category
```

Result Grid					F
	Total	category			
▶	14888	Classic			
	11649	Veggie			
	11987	Supreme			
	11050	Chicken			

Customer Behavior

Peak Ordering Times

```
#determine the distribution of orders by hour of the day
SELECT
    HOUR(order_time), COUNT(order_id)
FROM
    orders
GROUP BY HOUR(order_time) ORDER BY COUNT(order_id) DESC
```

	HOUR(order_time)	COUNT(order_id)
▶	12	2520
	13	2455
	18	2399
	17	2336
	19	2009

Average Order Value Each Day

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

SELECT

ROUND(AVG(quantity), 0)

FROM

(SELECT

orders.order_date, SUM(orders_detail.quantity) AS quantity

FROM

orders

JOIN orders_detail ON orders.order_id = orders_detail.order_id

GROUP BY order_date) AS order_quantity

Result Grid	
	ROUND(AVG(quantity), 0)
▶	138

**comprehensive and actionable insights
of the pizza sales analysis**

Enhance Marketing Focus

Recommendation : Invest in marketing campaigns that highlight the popularity of the most ordered pizza like big meat pizza , thai chicken pizza , classic deluxe especially targeting the key demographics that favor it. Consider loyalty programs or exclusive deals for repeat customers.

Maintain Competitive Pricing

Keep the price of the most ordered pizza competitive to avoid alienating price-sensitive customers. Consider offering tiered pricing options, such as smaller versions or meal deals, to cater to different budgets.

Leverage Promotions Strategically

Use data-driven insights to time promotions for the most ordered pizza during peak periods or slow sales times to maximize impact. Consider bundling the most ordered pizza with complementary items to increase average order value.

Monitor and Adapt to Trends

Continuously monitor sales trends and customer feedback for the most ordered pizza. Be ready to adapt ingredients, pricing, or marketing strategies in response to changing consumer preferences or market conditions.



Thankyou