
# Pizza Hut Sales Data Analysis 2024-2025

Comprehensive analysis of Pizza Hut's sales data to drive strategic business decisions and optimize menu offerings based on customer preferences and revenue patterns.

**by TANISHQ SONI**


# About Pizza Hut

## Founded in 1958

1

Pizza Hut started with a simple idea in Wichita, Kansas - serve up delicious, authentic Italian-American cuisine.

2

## Italian-American Classics

The menu features iconic pizzas, pastas, sides, and desserts that have become beloved favorites.

## A Legacy of Flavor

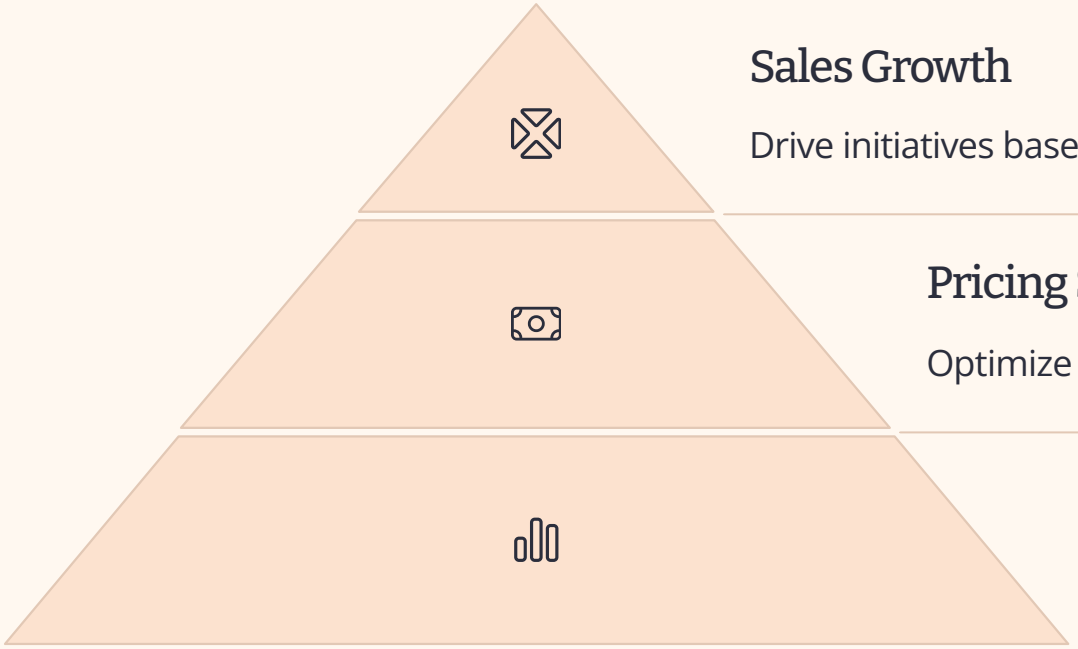
3

For over 60 years, Pizza Hut has been bringing families and friends together around the table to enjoy great food and create lasting memories.

## Global Presence

Second-largest pizza company with 20,000+ restaurants in 110+ countries.

# Analysis Objectives



## Sales Growth

Drive initiatives based on data insights

## Pricing Strategy

Optimize menu item pricing

## Product Performance

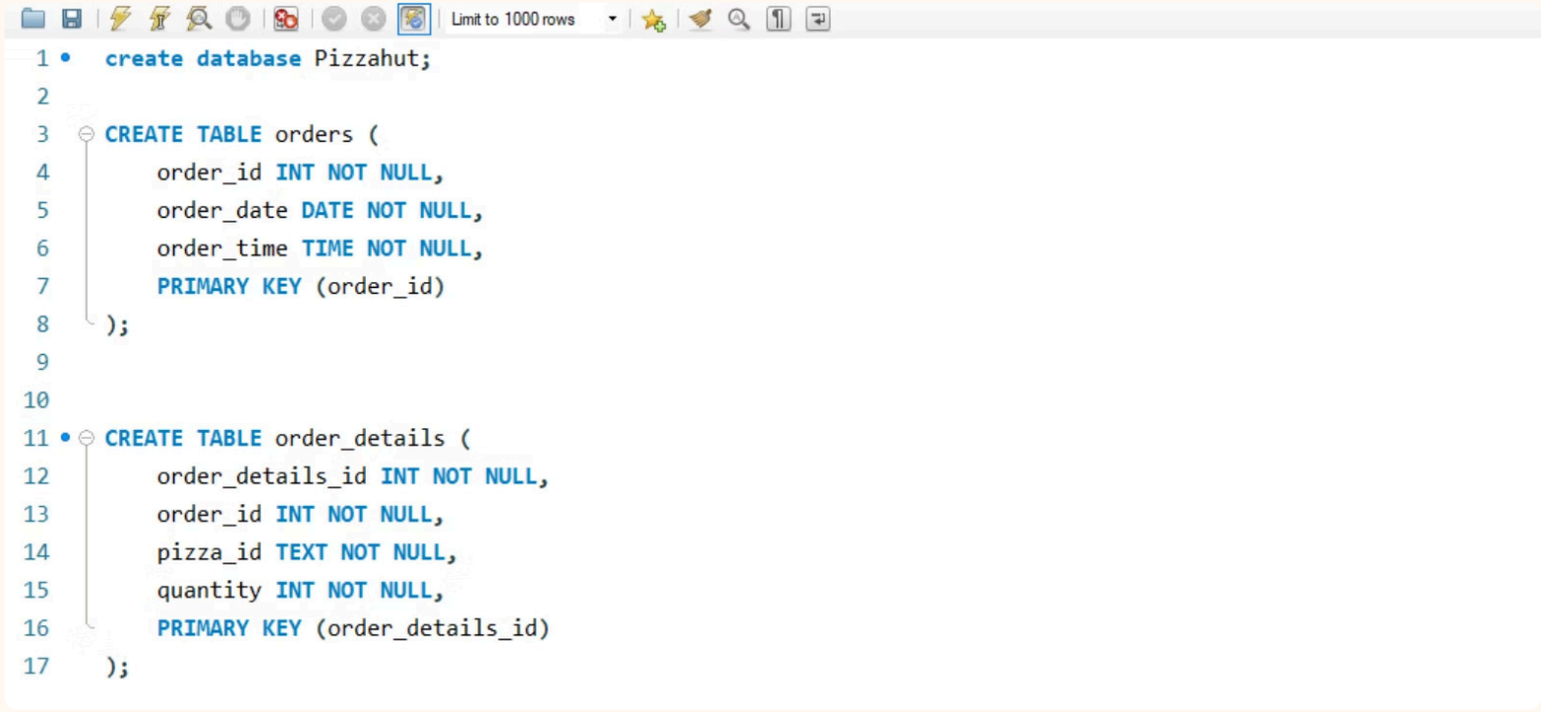
Identify high-demand pizzas and preferences

As a **Data Analyst at Pizza Hut**, my task is to use SQL to analyze order data and customer preferences.

# Problem Statement :

- Retrieve the total number of orders placed.
- Calculate the total revenue generated from pizza sales.
- Identify the highest-priced pizza.
- Identify the most common pizza size ordered.
- List the top 5 most ordered pizza types along with their quantities.
- Join the necessary tables to find the total quantity of each pizza category ordered.
- Determine the distribution of orders by hour of the day.
- Join relevant tables to find the category-wise distribution of pizzas.
- Group the orders by date and calculate the average number of pizzas ordered per day.
- Determine the top 3 most ordered pizza types based on revenue.

# Database Structure



```sql
create database Pizzahut;

CREATE TABLE orders (
    order_id INT NOT NULL,
    order_date DATE NOT NULL,
    order_time TIME NOT NULL,
    PRIMARY KEY (order_id)
);


CREATE TABLE order_details (
    order_details_id INT NOT NULL,
    order_id INT NOT NULL,
    pizza_id TEXT NOT NULL,
    quantity INT NOT NULL,
    PRIMARY KEY (order_details_id)
);
```

1

## Orders Table

Contains order_id, date, and time information for each purchase.

2

## Order_Details Table

Links orders to specific pizzas with quantity and price det

# Total Orders Analysis

```sql
-- Retrieve the total number of orders placed.

SELECT
    COUNT(order_id) AS Total_orders
FROM
    orders;
```


## 21,350

### Total Orders

Unique order transactions processed in the analysis period

# Revenue Analysis

```sql
-- Calculate the total revenue generated from pizza sales.

SELECT
    ROUND(SUM(order_details.quantity * pizzas.price),
            2) AS Total_sales
FROM
    order_details
        JOIN
    pizzas ON pizzas.pizza_id = order_details.pizza_id
```

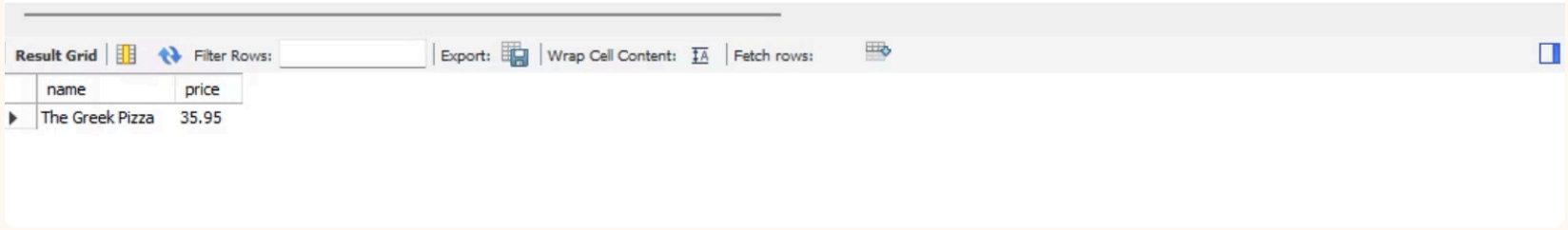
Result Grid | Filter Rows: | Export: | Wrap Cell Content:

| Total_sales |
| --- |
| 817860.05 |

Total revenue from pizza sales reached **$817,860.05**. Classic pizzas contributed the highest revenue portion.

# Premium Product Analysis

```sql
-- Identify the highest-priced pizza.

SELECT
    pizza_types.name, pizzas.price
FROM
    pizza_types
        JOIN
    pizzas ON pizza_types.pizza_type_id = pizzas.pizza_type_id
ORDER BY pizzas.price DESC
LIMIT 1;
```




Discover the ultimate indulgence on our menu - the **Greek Pizza**, crowned as the highest-priced delight.

# Size Preference Analysis

```sql
-- Identify the most common pizza size ordered.

SELECT
    pizzas.size,
    COUNT(order_details.order_details_id) AS order_count
FROM
    pizzas
        JOIN
    order_details ON pizzas.pizza_id = order_details.pizza_id
GROUP BY pizzas.size
ORDER BY order_count DESC
LIMIT 1;
```

Result Grid | Filter Rows: | Export: | Wrap Cell Content: | Fetch rows:

| size | order_count |
|---|---|
| L | 18526 |

Customers prefer the **Large** pizza size

# Top Pizza Types

```sql
-- List the top 5 most ordered pizza types along with their quantities.
SELECT
    pizza_types.name, SUM(order_details.quantity) AS quantity
FROM
    pizza_types
        JOIN
    pizzas ON pizza_types.pizza_type_id = pizzas.pizza_type_id
        JOIN
    order_details ON order_details.pizza_id = pizzas.pizza_id
GROUP BY pizza_types.name
ORDER BY quantity DESC
LIMIT 5;
```

Result Grid | Filter Rows: | Export: | Wrap Cell Content: | Fetch rows:

| name | quantity |
|---|---|
| The Classic Deluxe Pizza | 2453 |
| The Barbecue Chicken Pizza | 2432 |
| The Hawaiian Pizza | 2422 |
| The Pepperoni Pizza | 2418 |
| The Thai Chicken Pizza | 2371 |

### The Classic Deluxe

2,453 units

### The Barbecue Chicken

2,432 units

### The Hawaiian

2,422 units

### The Pepperoni

2,418 units

### The Spicy Italian

2,370 units

Traditional favorites dominate our top sellers. The **Classic Deluxe** leads by a narrow margin.

# Pizza Type and Category Distribution

```sql
-- Join the necessary tables to find the total quantity of each pizza category ordered.
SELECT
    pizza_types.category,
    SUM(order_details.quantity) AS quantity
FROM
    pizza_types
        JOIN
    pizzas ON pizza_types.pizza_type_id = pizzas.pizza_type_id
        JOIN
    order_details ON order_details.pizza_id = pizzas.pizza_id
GROUP BY pizza_types.category
ORDER BY quantity DESC;
```

Result Grid | Filter Rows: | Export: | Wrap Cell Content:

| category | quantity |
|---|---|
| Classic | 14888 |
| Supreme | 11987 |
| Veggie | 11649 |
| Chicken | 11050 |

Classic pizzas are the most popular at 26.9%, followed by Supreme at 25.1%. Veggie, Chicken, and Gourmet make up the rest.

# Hourly Order Volume Trends

```sql
-- Determine the distribution of orders by hour of the day.

SELECT
    HOUR(order_time) AS hour, COUNT(order_id) AS order_count
FROM
    orders
GROUP BY HOUR(order_time);
```

Result Grid | Filter Rows: | Export: | Wrap Cell Content:

| hour | order_count |
|---|---|
| 11 | 1231 |
| 12 | 2520 |
| 13 | 2455 |
| 14 | 1472 |
| 15 | 1468 |
| 16 | 1920 |
| 17 | 2336 |
| 18 | 2399 |
| 19 | 2009 |
| 20 | 1642 |

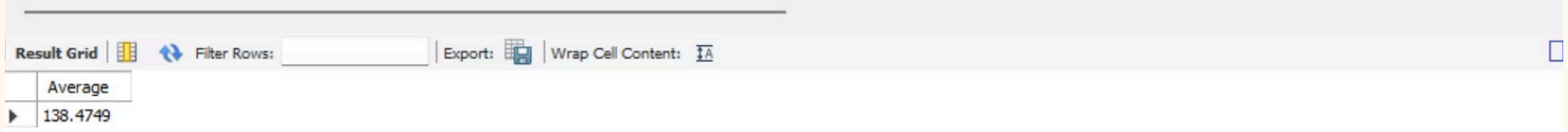
# Category-wise Distribution Trends

```sql
-- Join relevant tables to find the category-wise distribution of pizzas.

select category , count(name) from pizza_types
group by category;
```


| category | count(name) |
|---|---|
| Chicken | 6 |
| Classic | 8 |
| Supreme | 9 |
| Veggie | 9 |

# Daily Pizza Order Volume Analysis

```sql
-- Group the orders by date and calculate the average number of pizzas ordered per day.

select avg (quantity) as Average from
(select orders.order_date, sum(order_details.quantity)as quantity
from orders join order_details
on orders.order_id = order_details.order_id
group by orders.order_date) as order_quantity;
```



# Top Revenue-Generating Pizzas

```sql
-- Determine the top 3 most ordered pizza types based on revenue.

select pizza_types.name,
sum(order_details.quantity * pizzas.price) as revenue
from pizza_types join pizzas
on pizzas.pizza_type_id = pizza_types.pizza_type_id
join order_details
on order_details.pizza_id = pizzas.pizza_id
group by pizza_types.name order by revenue desc limit 3;
```

Result Grid | Filter Rows: | Export: | Wrap Cell Content: | Fetch rows:

| name | revenue |
|---|---|
| The Thai Chicken Pizza | 43434.25 |
| The Barbecue Chicken Pizza | 42768 |
| The California Chicken Pizza | 41409.5 |

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