



# PIZZAPUR

## PIZZA SALES ANALYSIS

*Analysis using SQL*







PIZZAPUR

# PROBLEM STATEMENT

Pizzapur is a leading pizza shop chain serving a variety of pizzas with customization in major city locations, trying to maximize revenue and optimize its operation.





PIZZAPUR

# ABOUT DATA

4 data tables are provided including

- Orders
- Order\_detail
- Pizza\_types
- Pizza







# DETAILS

Total Number of orders placed = 21350  
with an Average Pizza order of 138 per day per shop.





BORCELLE  
R E S T A U R A N T

# REVENUE GENERATED

Total revenue generated = \$ 817860.05

where major contributions are from Thai  
Chicken Pizza (\$43434.2), The Barbecue  
Chicken Pizza (\$42768), The California Chicken  
Pizza (\$41409.5)



# MOST COSTLY PIZZA

The Greek Pizza with  
pricing of \$ 35.95







# MOST COMMONLY ORDERED PIZZA SIZE

‘L’ size with 18526 orders  
followed by ‘S’ size.

# MOST 5 ORDERED PIZZA TYPE

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



# PIZZA QUANTITY WITH CATEGORY

category	category_order
Classic	14888
Supreme	11987
Veggie	11649
Chicken	11050



# PEAK SALES HOURS

hour(order_time)	order_count
12	2520
13	2455
18	2399
17	2336
19	2009



# % CONTRIBUTION OF EACH PIZZA TYPE TO REVENUE

category	revenue_percent
Classic	26.91
Supreme	25.46
Chicken	23.96
Veggie	23.68



# PEAK SALES DAY

Monday, Thursday, Friday,  
and Saturday, with  
maximum sales on Friday.







# NOTE

All trends and information are based on data provided for  
period of 2015-2018.



# KEY INFERENCES

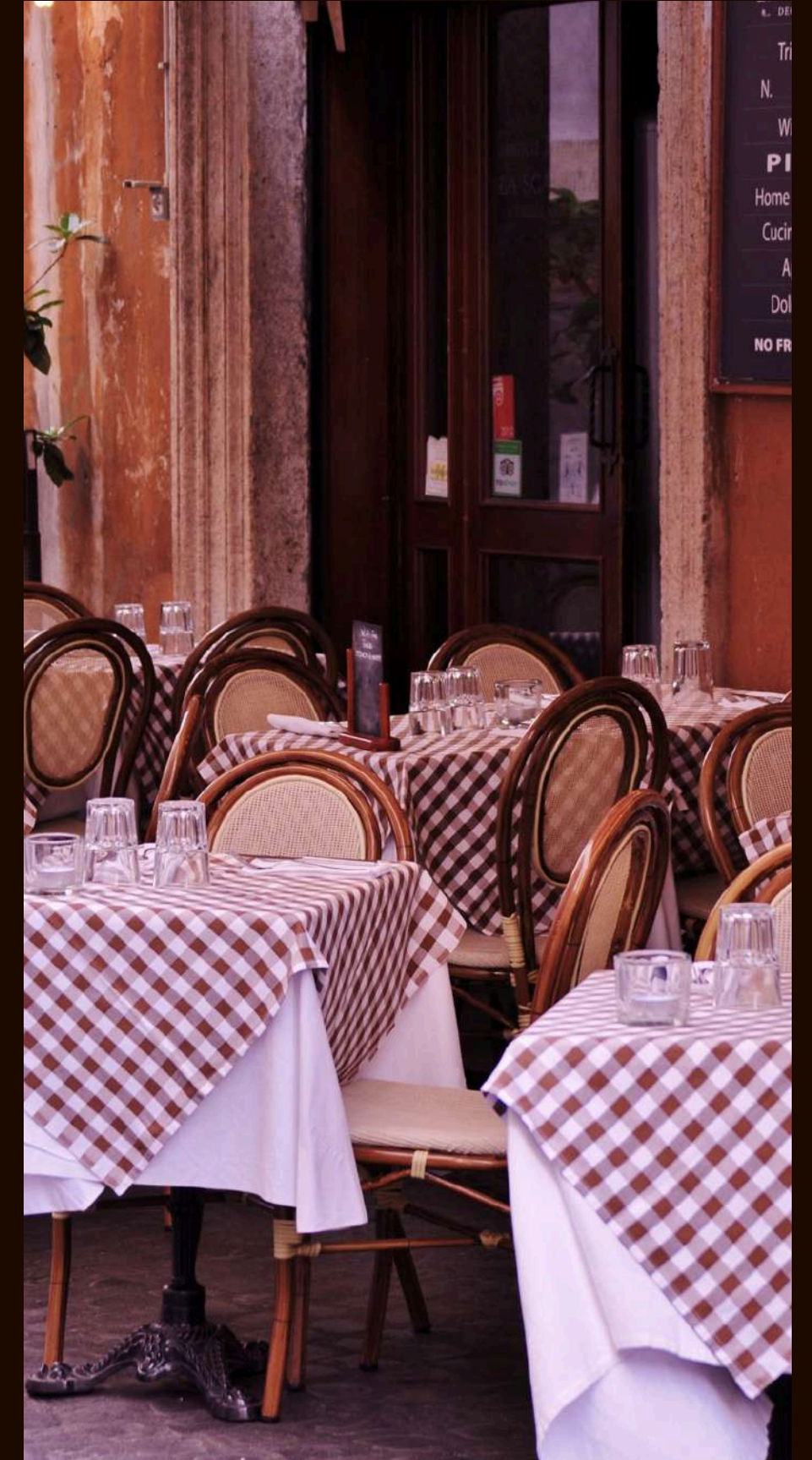
## Peak Hours :

- Lunch (12-14)
- Evening (17-18)
- Late Night (22-23)

## Maximise Revenue

- More L and S-size pizza
- Add More variety to Chicken and Veggie Pizza

More workers during the time (11-18) have maximum cumulative demand to reduce waiting time.







THANK YOU !!

