

Pizza Sales Analysis

Objective:

To analyze pizza sales performance using SQL, identify top-performing pizzas, busiest order times, and customer trends, and provide insights to improve business decisions.

Data Dictionary

Column	Description
order_id	Unique identifier for each order
order_details_id	Unique identifier for each pizza line item
pizza_id	Unique pizza identifier (links to pizza details)
pizza_name	Name of the pizza
pizza_type	Category of pizza (Classic, Veggie, Chicken, etc.)
pizza_size	Size (S, M, L, XL, XXL)
quantity	Number of pizzas ordered
unit_price	Price per pizza
total_price	unit_price × quantity
order_date	Date the order was placed
order_time	Time of order
pizza_ingredient	Ingredients list for each pizza

Questions to Solve

1. What days and times do we tend to be busiest?
2. How many pizzas are we making during peak periods?
3. What are our best- and worst-selling pizzas?
4. What is our average order value (AOV)?
5. How well are we utilizing our seating capacity (15 tables / 60 seats)?
6. Additional insights: revenue trend, pizza size performance, category contribution.