

# 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	$\text{unit\_price} \times \text{quantity}$
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.