SQL ANALYSIS OF PIZZA SALES

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ANALYSIS OVERVIEW

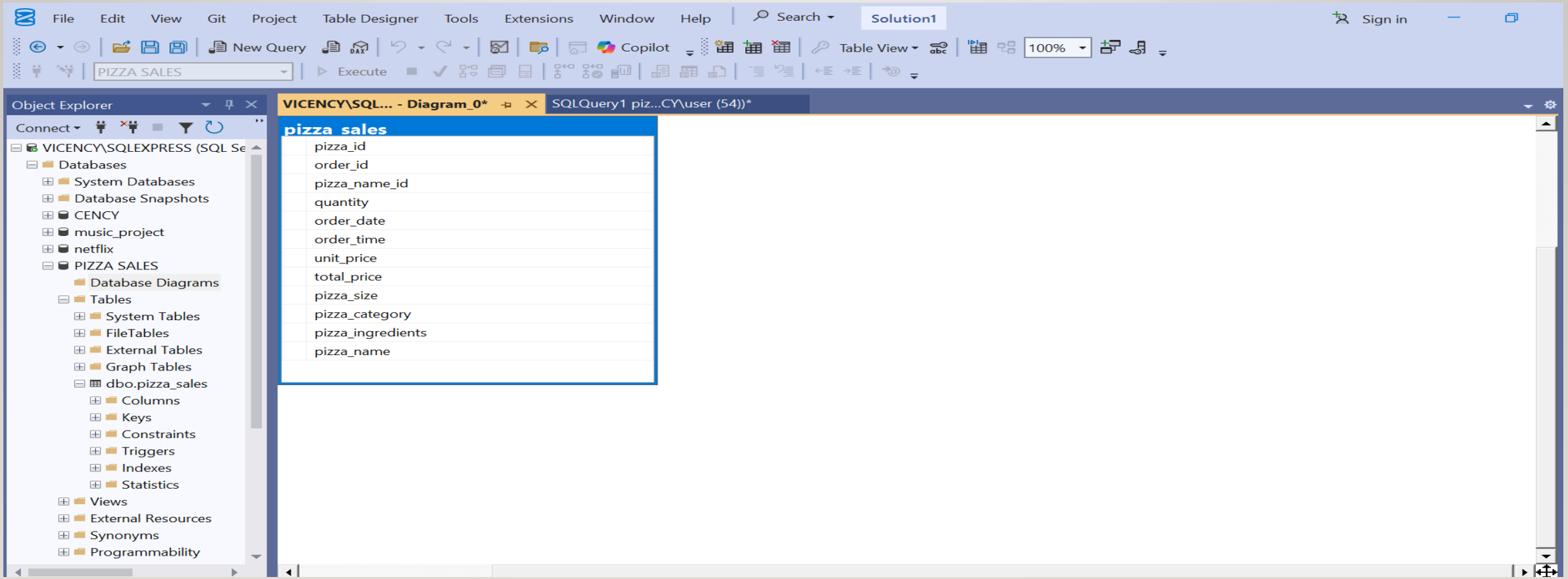
- This report involves a comprehensive analysis of pizza sales data using SQL. The goal is to extract valuable and actionable insights to inform business decision also answer various business questions based on the dataset. This report provides a detailed account of the objectives, business problems, solutions, findings, and conclusions

OBJECTIVES

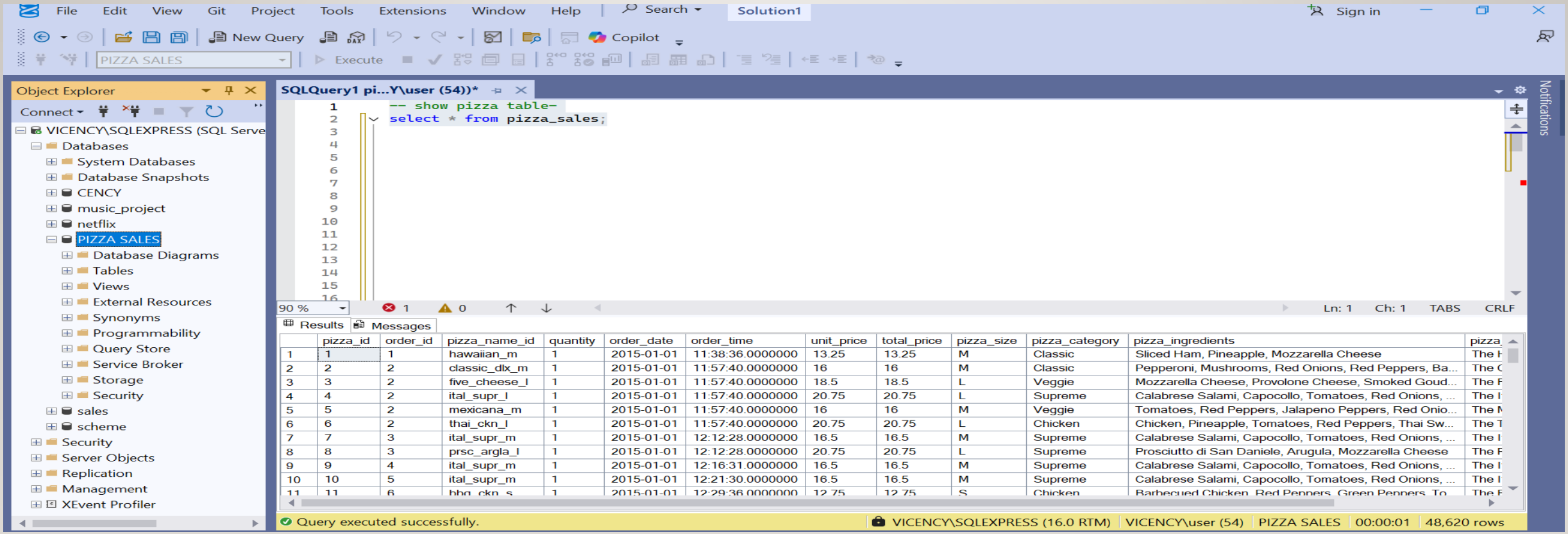
- To conduct a comprehensive analysis of pizza sales data using SQL and present the findings in a clear, visually appealing, and user-friendly format using PowerPoint. The analysis will enable stakeholders to:

1. Track sales performance: Understand sales trends and metrics.
2. Identify popular pizza flavors and toppings: Discover top-selling pizzas and ingredients.
3. Analyze customer preferences: Gain insights into customer behavior and preferences.
4. Identify opportunities for growth and improvement: Pinpoint areas for business expansion and optimization.

PIZZA SALES DATASET OVERVIEW



PIZZA TABLE OVERVIEW

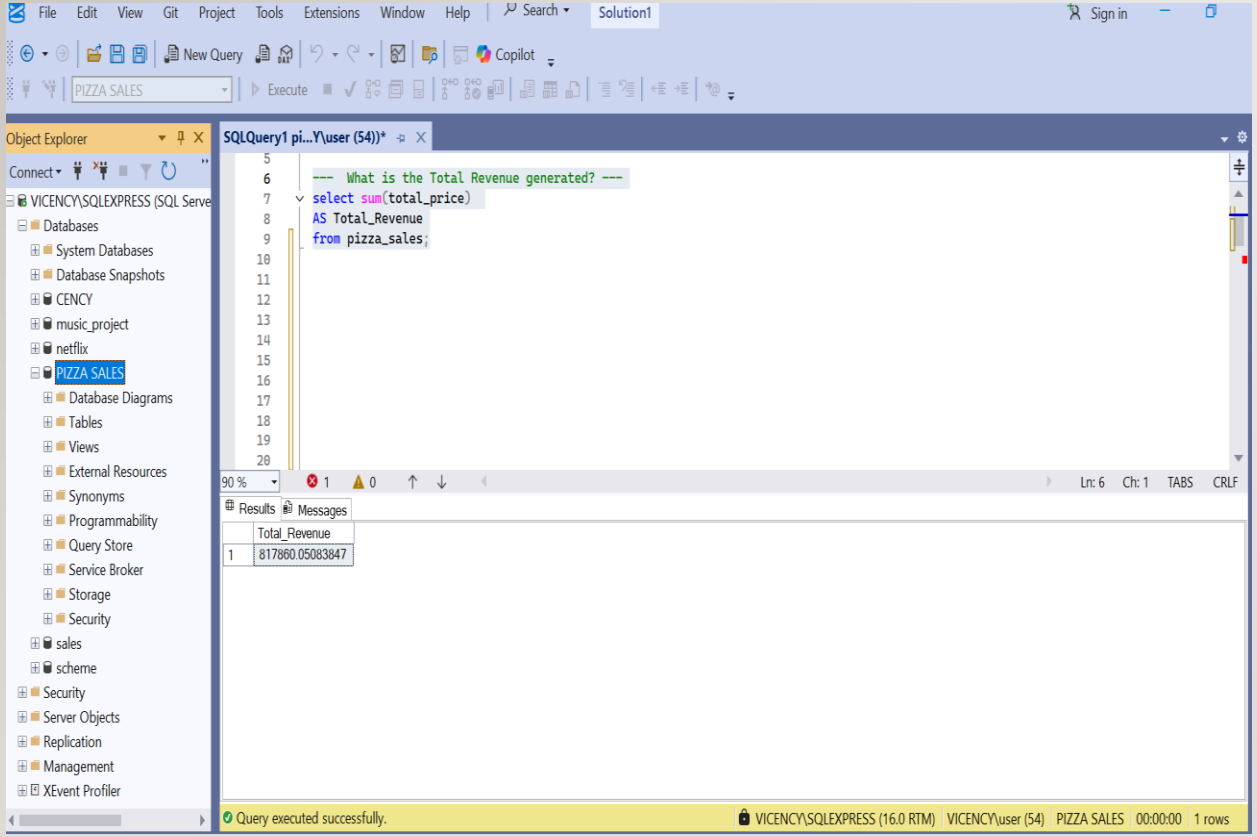


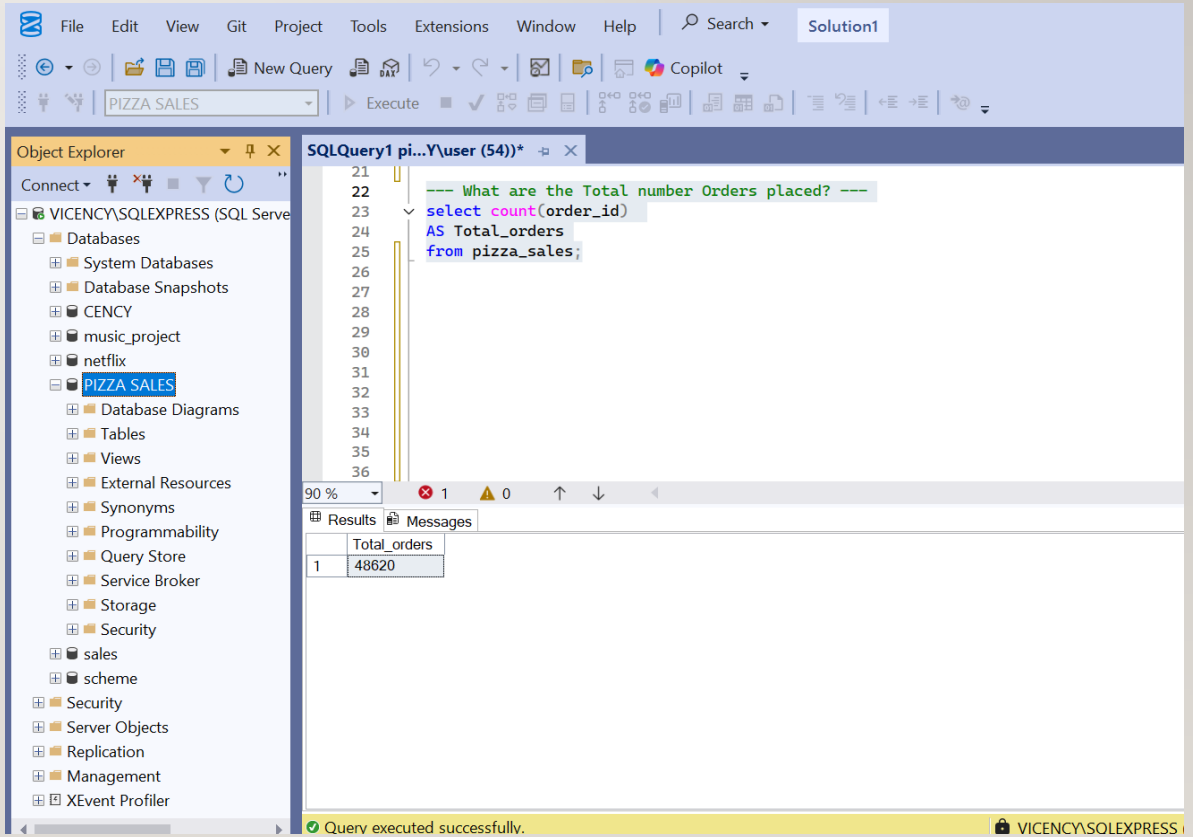
	pizza_id	order_id	pizza_name_id	quantity	order_date	order_time	unit_price	total_price	pizza_size	pizza_category	pizza_ingredients	pizza_
1	1	1	hawaiian_m	1	2015-01-01	11:38:36.0000000	13.25	13.25	M	Classic	Sliced Ham, Pineapple, Mozzarella Cheese	The H
2	2	2	classic_dlx_m	1	2015-01-01	11:57:40.0000000	16	16	M	Classic	Pepperoni, Mushrooms, Red Onions, Red Peppers, Ba...	The C
3	3	2	five_cheese_l	1	2015-01-01	11:57:40.0000000	18.5	18.5	L	Veggie	Mozzarella Cheese, Provolone Cheese, Smoked Goud...	The F
4	4	2	ital_supr_l	1	2015-01-01	11:57:40.0000000	20.75	20.75	L	Supreme	Calabrese Salami, Capocollo, Tomatoes, Red Onions, ...	The I
5	5	2	mexicana_m	1	2015-01-01	11:57:40.0000000	16	16	M	Veggie	Tomatoes, Red Peppers, Jalapeno Peppers, Red Onio...	The M
6	6	2	thai_ckn_l	1	2015-01-01	11:57:40.0000000	20.75	20.75	L	Chicken	Chicken, Pineapple, Tomatoes, Red Peppers, Thai Sw...	The T
7	7	3	ital_supr_m	1	2015-01-01	12:12:28.0000000	16.5	16.5	M	Supreme	Calabrese Salami, Capocollo, Tomatoes, Red Onions, ...	The I
8	8	3	prsc_argla_l	1	2015-01-01	12:12:28.0000000	20.75	20.75	L	Supreme	Prosciutto di San Daniele, Arugula, Mozzarella Cheese	The P
9	9	4	ital_supr_m	1	2015-01-01	12:16:31.0000000	16.5	16.5	M	Supreme	Calabrese Salami, Capocollo, Tomatoes, Red Onions, ...	The I
10	10	5	ital_supr_m	1	2015-01-01	12:21:30.0000000	16.5	16.5	M	Supreme	Calabrese Salami, Capocollo, Tomatoes, Red Onions, ...	The I
11	11	6	bbq_ckn_s	1	2015-01-01	12:29:36.0000000	12.75	12.75	S	Chicken	Barbecued Chicken, Red Peppers, Green Peppers, To...	The B

TOTAL REVENUE & TOTAL ORDERS

•TOTAL REVENUE: THE BUSINESS GENERATED N 817,860.05 IN TOTAL SALES DURING THE PERIOD.
• SHOWING STRONG REVENUE PERFORMANCE

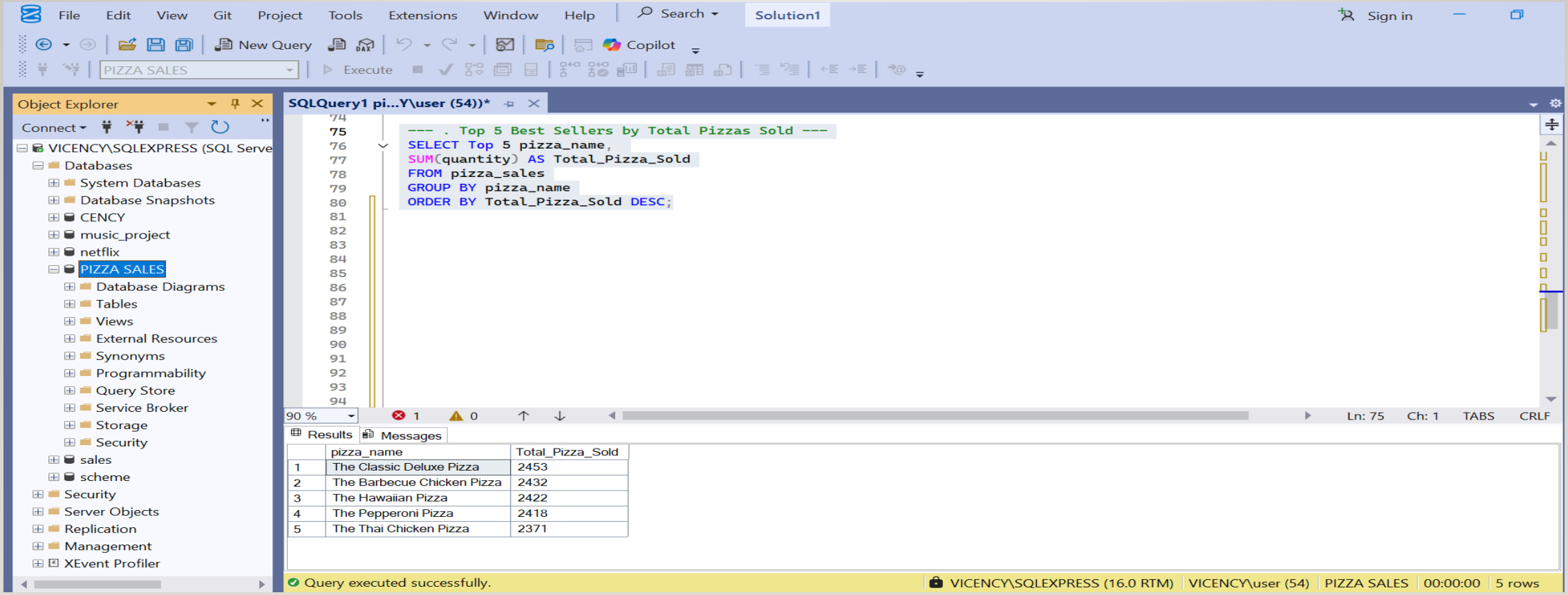
.•TOTAL ORDERS : A TOTAL OF 49574 ORDERS WERE PLACED, HIGHLIGHTING CUSTOMER DEMAND AND TRANSACTION VOLUME.





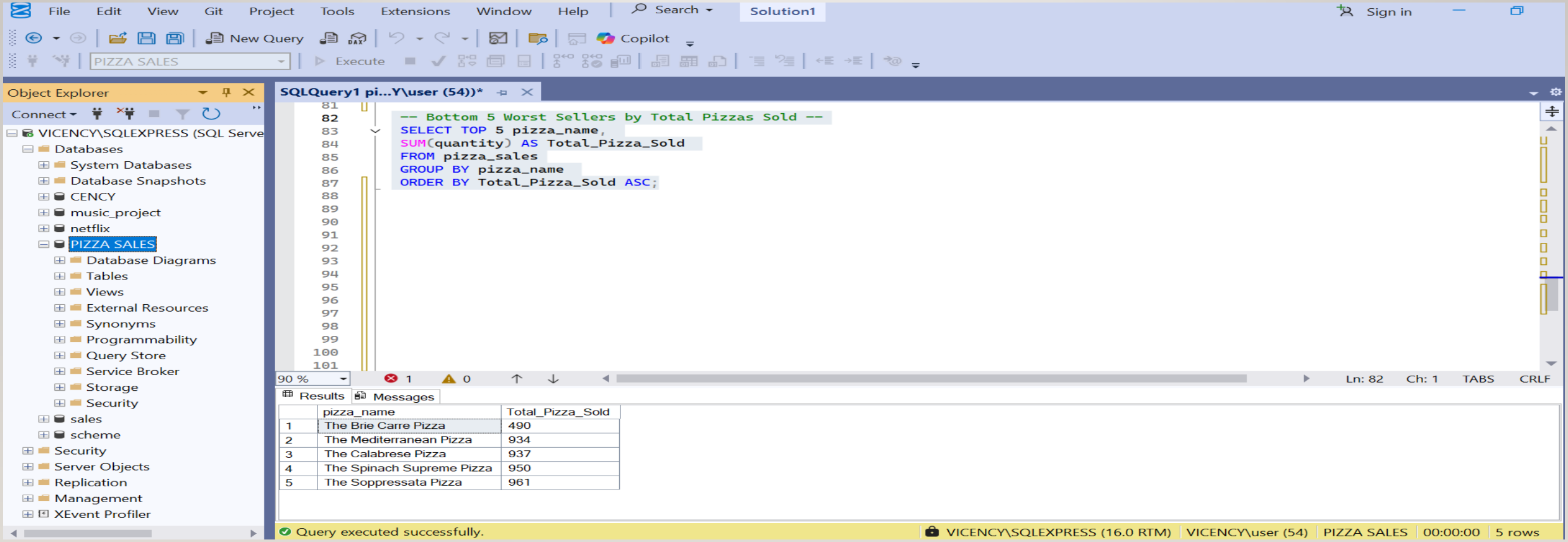
5 TOP SELLING PIZZAS

• TOP SELLING PIZZA: CLASSIC DELUXE PIZZA IS THE MOST POPULAR PIZZA WITH THE TOTAL NUMBER OF 2453 SOLD PIZZA



5 WORST SELLING PIZZAS

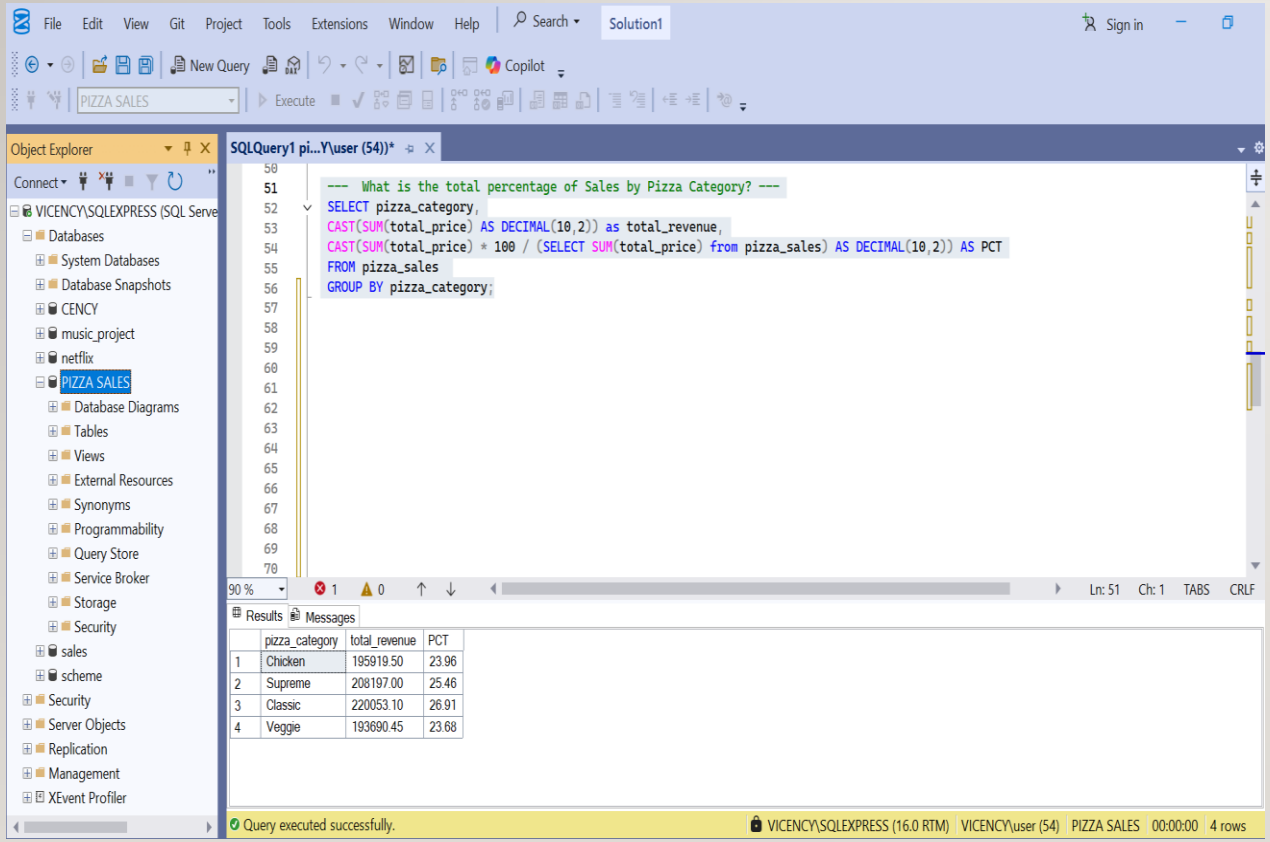
- WORST SELLING PIZZA: THE BRIE CARRE PIZZA IS LEAST POPULAR PIZZA WITH THE TOTAL NUMBER OF 490 SOLD PIZZA

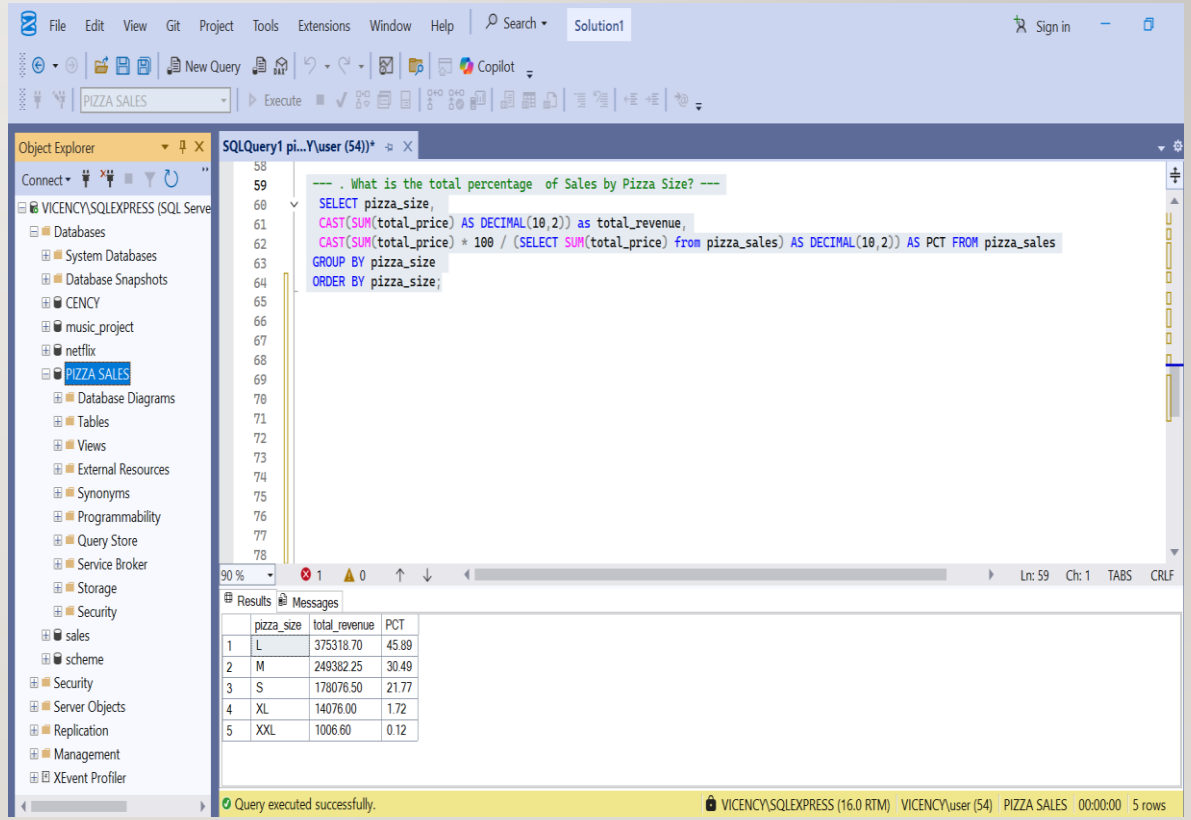


SALES BY CATEGORY & SALES BY SIZE

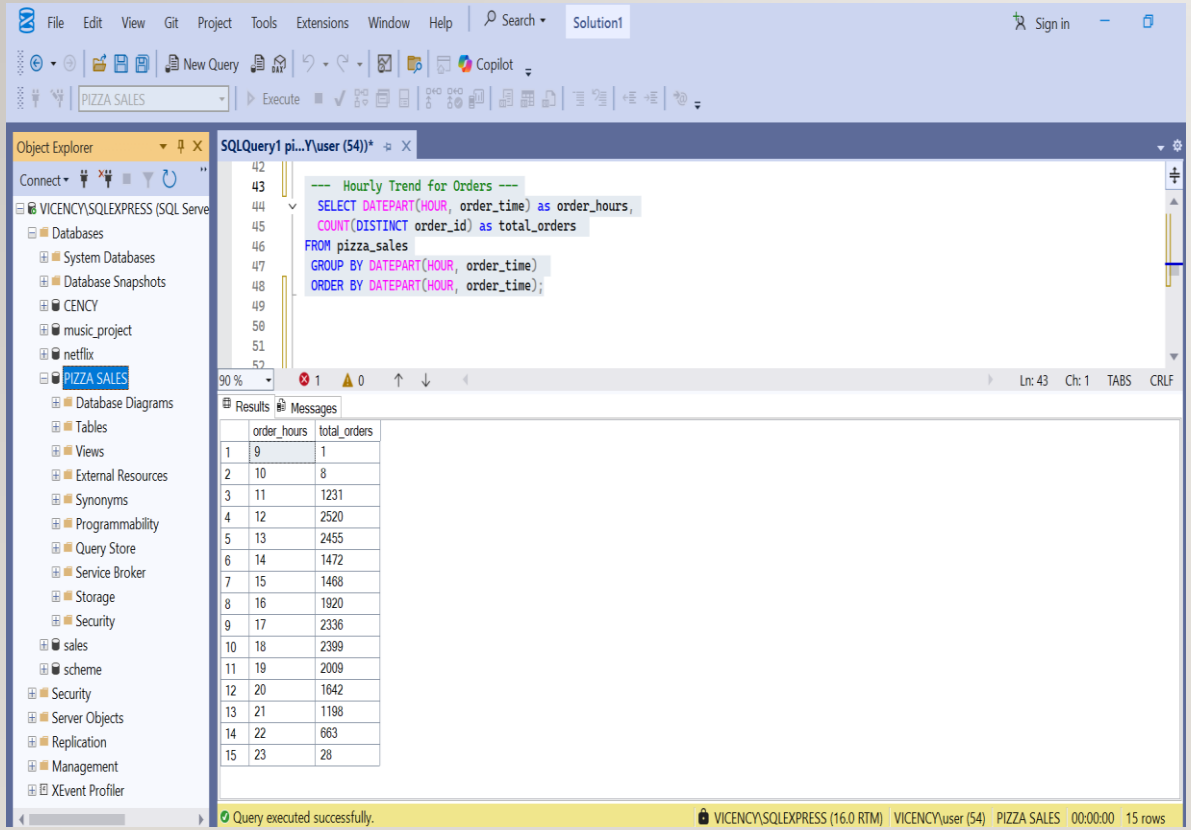
• SALES BY CATEGORY: CLASSIC PIZZA GENERATED THE HIGHEST REVENUE CONTRIBUTING 26.91% OF THE TOTAL REVENUE, WHILE VEGGIE PIZZA GENERATED THE LOWEST REVENUE WITH 23.68% CONTRIBUTION TO THE TOTAL REVENUE.

• SALES BY SIZE: L SIZE PIZZA GENERATED THE HIGHEST REVENUE WITH 45.89% CONTRIBUTION TO THE TOTAL REVENUE WHILE XXL SIZE PIZZA GENERATED THE LOWEST REVENUE CONTRIBUTING 0.12% OF THE TOTAL REVENUE



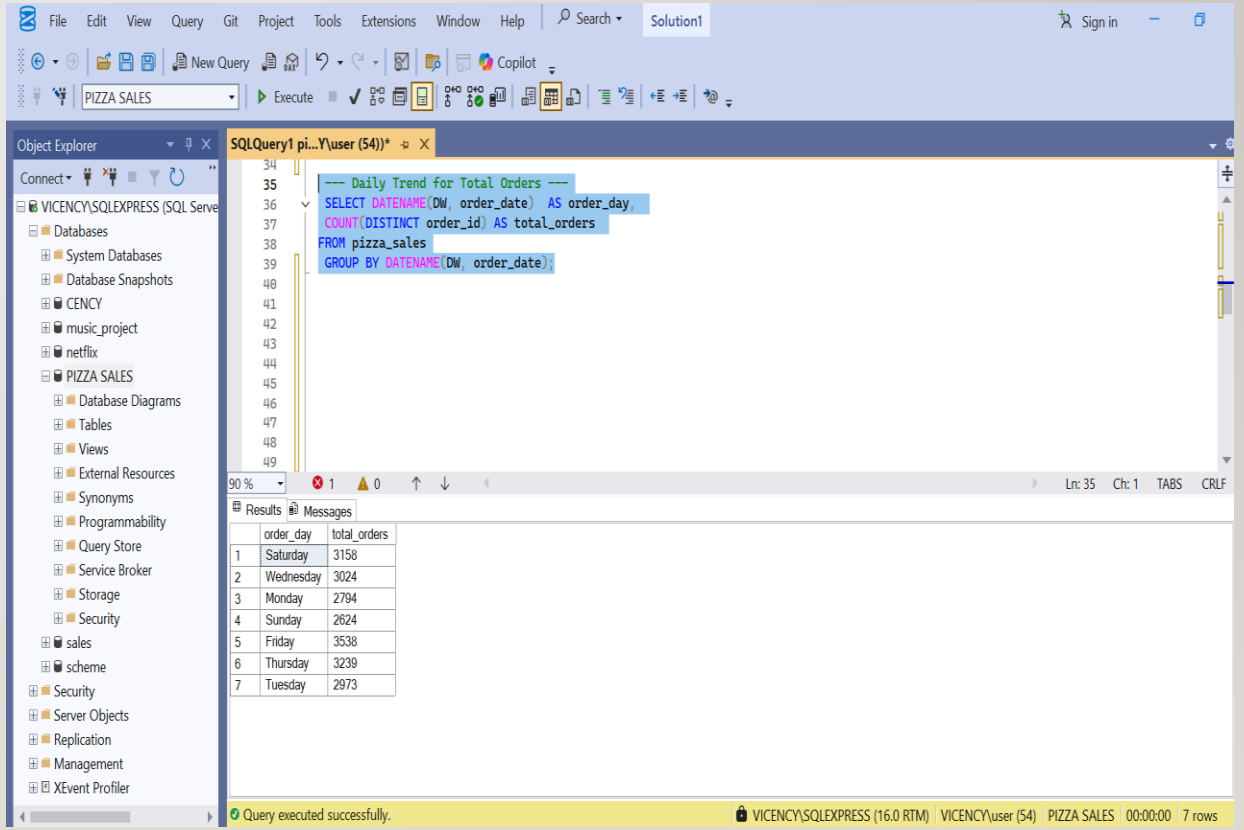


TIME OF THE DAY SALES & WEEK DAYS SALES



```
--- Hourly Trend for Orders ---
SELECT DATEPART(HOUR, order_time) as order_hours,
COUNT(DISTINCT order_id) as total_orders
FROM pizza_sales
GROUP BY DATEPART(HOUR, order_time)
ORDER BY DATEPART(HOUR, order_time);
```

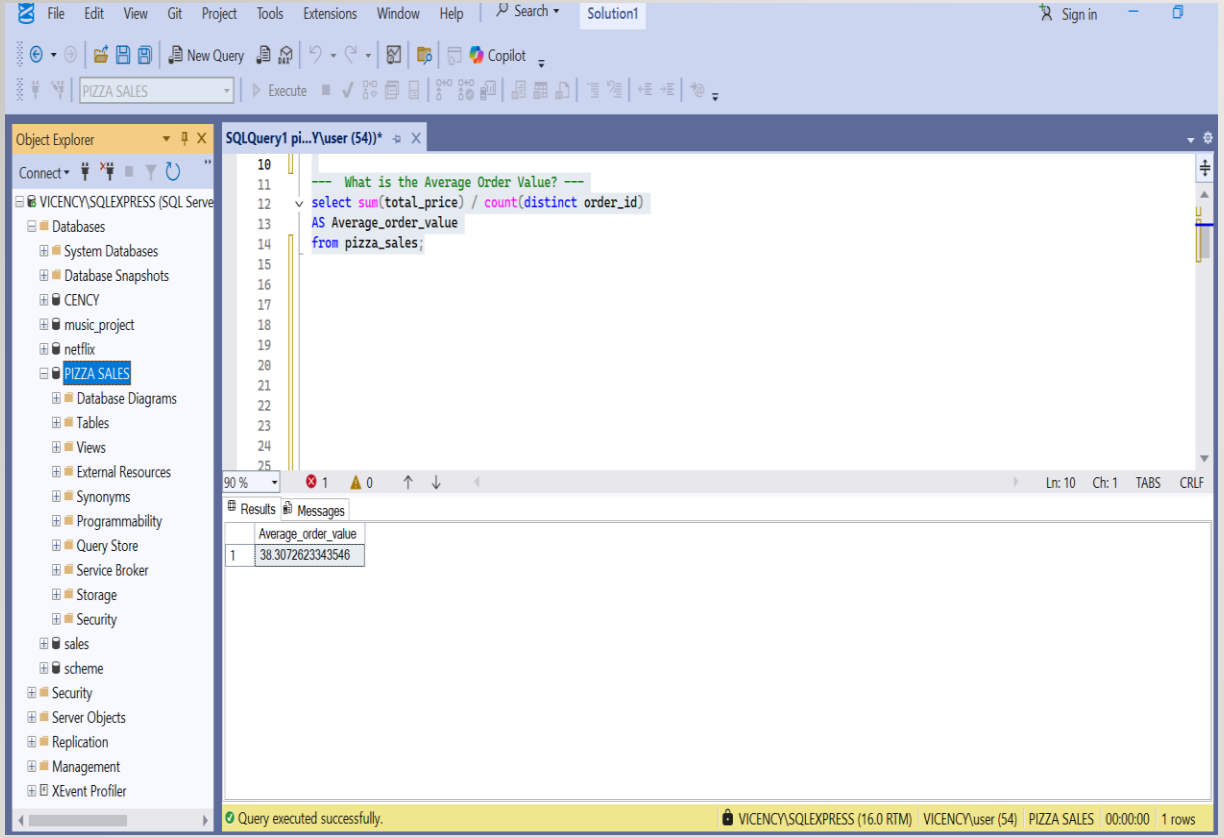
	order_hours	total_orders
1	9	1
2	10	8
3	11	1231
4	12	2520
5	13	2455
6	14	1472
7	15	1468
8	16	1920
9	17	2336
10	18	2399
11	19	2009
12	20	1642
13	21	1198
14	22	663
15	23	28

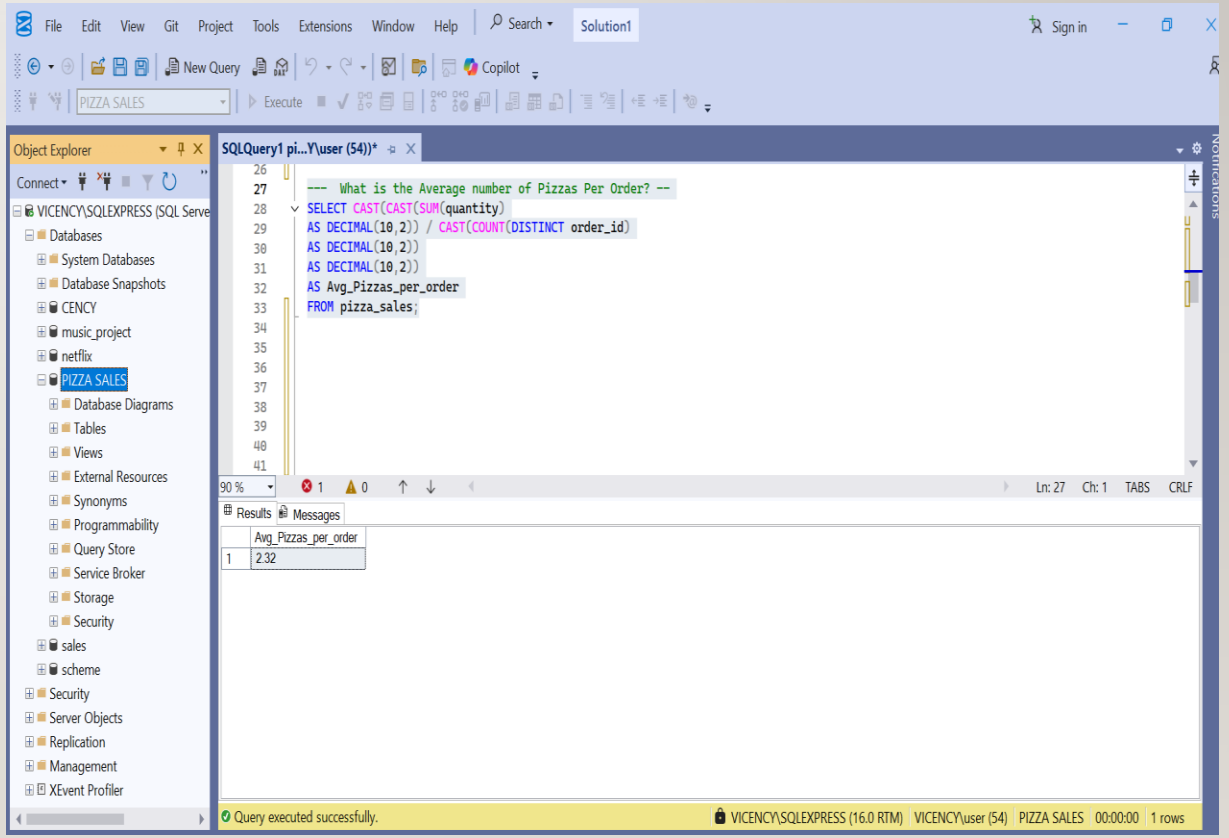


```
--- Daily Trend for Total Orders ---
SELECT DATENAME(DW, order_date) AS order_day,
COUNT(DISTINCT order_id) AS total_orders
FROM pizza_sales
GROUP BY DATENAME(DW, order_date);
```

	order_day	total_orders
1	Saturday	3158
2	Wednesday	3024
3	Monday	2794
4	Sunday	2624
5	Friday	3538
6	Thursday	3239
7	Tuesday	2973

AVERAGE ORDER VALUE & AVERAGE NUMBER OF PIZZAS PER ORDERS





RECOMMENDATION

- Promote Classic Deluxe Pizza through bundles and special offers to boost revenue.
- Reevaluate or remove Brie Carre Pizza due to consistently low sales.
- Focus on L-size pizzas for upselling; consider phasing out XXL size due to low demand.
- Target Thursday, Friday, and Saturday with exclusive deals to maximize peak-day performance.
- Align inventory and staffing with top-selling products and high-order days.
- Continuously monitor product performance to refine the menu and reduce waste.

CONCLUSION

The analysis provides valuable insights into pizza sales trends, customer preferences, and opportunities for growth. Key takeaways include:

- Menu optimization: Consider emphasizing top-selling pizzas and categories.
- Targeted marketing: Focus on peak days and hours to maximize sales.
- Upselling and cross-selling: Leverage average order value and pizzas per order to increase revenue.
- Inventory management: Ensure adequate stock of popular pizza ingredients and sizes.
- Menu engineering: Consider adjusting menu offerings based on sales data and customer preferences.

By implementing these strategies, the pizza business can potentially increase revenue, improve customer satisfaction, and gain a competitive edge in the market.