PIZZA SALES ANALYSIS

➢OBJECTIVE OF THIS PROJECT :

The objective of this project is to analyze pizza sales data to derive meaningful insights that can help optimize operations, enhance customer satisfaction, and drive business growth. By examining various aspects of the sales data, such as pizza types, orders, revenue, and customer preferences, the project aims to provide a comprehensive understanding of sales patterns and trends

➤ **About Dataset :**

Tables :

1) pizzas : Contains information about different pizzas available for sale.
- Attributes - pizza_id , pizza_type_id , size , price .

2) orders : Records details of each order placed.
- Attributes – order_id , order_date , order_time .

3) pizza_types : Describes the characteristics of each pizza type.
- Attributes – pizza_type_id , name , category , ingredients .

4) order_details : Provides specifics of each pizza ordered within an order.
- Attributes – order_id , pizza_id , quantity .

➢ **Key Attributes**

- **pizza_id :** Unique identifier for each pizza.

- **Pizza_type_id :** Identifier linking pizza types across tables .

- **size :** Size of the pizza.

- **price :** Price of the pizza.

- **order_id :** Unique identifier for each order.

- **order_date :** Date when the order was placed.

- **order_time :** Time when the order was placed.

- **name :** Name of the pizza type.

- **category :** Category to which the pizza type belongs.

- **Ingredients :** Ingredients used in the pizza.

- **quantity :** The number of units of a specific pizza ordered.

➢ Key Insights

- There are 32 Distinct Pizza types are available.

- There are different categories of pizza – Chicken ,Classic ,Supreme & Veggie are available.

- 'The Greek Pizza' is the most ordered and highest-priced pizza.

- Total Revenue generated by the Pizza sales is $817860 .

- The highest number of orders occurs at 12:00 PM, with 2520 orders. Indicating that many customers prefer ordering pizzas during their lunch break.

- Average number of Pizza ordered per day are 138.

- On Fridays, we observe the highest number of pizza orders, with 8242 pizzas ordered.

- Classic pizzas contribute 26.91% to total revenue, Supreme pizzas 25.46%, Chicken pizzas 23.96%, and Veggie pizzas 23.68%.

- The Thai Chiken Pizza type has generared highest revenue amounting to $43,434."