**Project Overview**

The purpose of this project is to analyze customer ordering behavior and extract actionable insights for operational improvements in a pizza delivery business. The data analysis focuses on answering key business questions, such as:

* What is the highest-priced pizza?
* Which pizza size is the most popular?
* What are the top 5 most ordered pizza types?
* What is the order distribution by hour of the day?
* How does pizza category-wise distribution look?

**Dataset Description**

The project includes 4 main datasets:

1. **pizzas**: Contains information about each pizza, including its size and price.
2. **pizza\_types**: Contains information about different pizza types, including names and categories.
3. **orders**: Contains order details including order times.
4. **order\_details**: Contains information about the quantity of each pizza ordered in an order.

**Data Fields:**

1. **pizzas**:
   * pizza\_id: Unique identifier for each pizza.
   * pizza\_type\_id: Identifier linking to pizza types.
   * size: Size of the pizza (Small, Medium, Large).
   * price: Price of the pizza.
2. **pizza\_types**:
   * pizza\_type\_id: Unique identifier for each pizza type.
   * name: Name of the pizza type.
   * category: Category of the pizza (Vegetarian, Non-Vegetarian).
3. **orders**:
   * order\_id: Unique identifier for each order.
   * order\_time: The time the order was placed.
4. **order\_details**:
   * order\_id: Unique identifier for each order.
   * pizza\_id: Identifier linking to the pizza ordered.
   * quantity: Quantity of the pizza ordered.

**Key Insights**

1. **Highest Price Pizza**: We found the most expensive pizza by joining the pizza and pizza types tables and sorting the results by price.
2. **Most Common Pizza Size**: Medium-sized pizzas are the most commonly ordered. The count and sum of pizza sizes were calculated using SQL joins and groupings.
3. **Top 5 Most Ordered Pizza Types**: The five most ordered pizza types were found by grouping pizzas by type and counting total quantities from the order details table.
4. **Order Distribution by Hour**: Peak pizza orders occur around lunchtime and early evening. Analyzing orders by hour helped identify busy periods.
5. **Category-wise Pizza Distribution**: Non-Vegetarian pizzas were ordered more frequently than Vegetarian ones. This was calculated by grouping pizzas by category.
6. **Average Pizzas Ordered per Day**: An average of X pizzas were ordered daily (final average calculated using SQL query that groups orders by date).