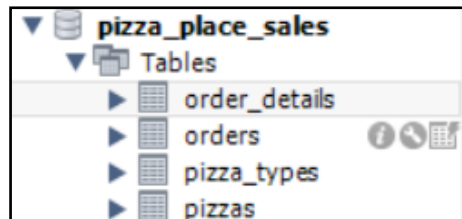


Pizza Place Sales

Overview of the Project: -

- 4 data sets names: -
1. order_details
 2. orders
 3. pizza_types
 4. pizzas



Recommended Analysis

Performed by SQL Tool

- How many customers do we have each day? Are there any peak hours.
- We see 60 customers a day on average.

```
1  #Q1. How many customers do we have each day? Are there any peak hours?
2  # How many customers do we have each day ?
3  • SELECT * FROM orders;
4
5  • SELECT Round(AVG(counts),0) as numbers_of_customers_each_day
6  FROM (
7      SELECT date, COUNT(DISTINCT order_id) AS counts
8      FROM orders
9      GROUP BY date
10 )subquery;
11
12  # We see 60 customers a day on average
13
```

Result Grid | Filter Rows: | Export: | Wrap Cell Content: |

numbers_of_customers_each_day
60

- There are two peak hours: from 12 to 1 and from 5 to 6 p.m., when most of the orders are placed.

```

12      #Are there any peak hours?
13
14 •    SELECT
15         hour(time) as hour,
16         count(*) as num_of_customers
17     FROM orders
18     GROUP BY hour(time)
19     ORDER BY hour
20

```

hour	num_of_customers
9	1
10	8
11	1231
12	2520
13	2455
14	1472
15	1468
16	1920
17	2336
18	2399
19	2009
20	1642
21	1198
22	663
23	28

- How many pizzas are typically in order? Do we have any bestsellers?
 - Average no. of pizza in an order is 2.

```

24      #Q2. How many pizzas are typically in order? Do we have any bestsellers?
25      #Average No. of Pizza in an Order
26 •    SELECT round(Avg(order_count),0) AS average_order_count
27     FROM (
28         SELECT order_id, COUNT(order_id) AS order_count
29         FROM order_details
30         GROUP BY order_id
31     ) subquery;
32

```

average_order_count
2

- The best seller pizza is **big_meat_s**

```
32
33     #Do we have any bestsellers?
34
35 •   SELECT pizza_id, Count(order_id) AS total_sold
36     FROM order_details
37     GROUP BY pizza_id
38     ORDER BY total_sold DESC;
```

	pizza_id	total_sold
▶	big_meat_s	1811
	thai_chn_l	1365
	five_cheese_l	1359
	four_cheese_l	1273
	classic_dlx_m	1159
	spicy_ital_l	1088
	hawaiian_s	1001
	southw_chn_l	993
	bbq_chn_l	967
	bbq_chn_m	926
	ital_supr_m	920
	pepperoni_m	918
	cali_chn_m	914
	hawaiian_l	896
	cali_chn_l	895
	mexicana_l	844
	classic_dlx_s	786
	pepperoni_s	739

➤ How much money did we make this year?

- This year we made **\$ 801,944.70**

```
40     # Q3. How much money did we make this year? Can we identify any seasonality in the sales?
41     #How much money did we make this year?
42 •   Select SUM(price) AS Total_profit
43     FROM
44     (
45     Select order_details.pizza_id, pizzas.price
46     FROM
47     order_details
48     LEFT JOIN
49     pizzas
50     ON
51     order_details.pizza_id=pizzas.pizza_id
52     ) AS pizza_prices;
```

	Total_profit
▶	801944.6999999925

➤ Are there any pizzas we should take off the menu

- We can take off the pizza from the menu is **the_greek_xxl** pizza it is lowest ordered pizza in that year.

```
53
54 #Q4. Are there any pizzas we should take off the menu, or any promotions we could leverage
55
56 • SELECT pizza_id, Count(order_id) AS total_sold
57 FROM order_details
58 GROUP BY pizza_id
59 ORDER BY total_sold;
```

Result Grid	Filter Rows:	Export:	Wrap Cell Content:
pizza_id	total_sold		
the_greek_xxl	28		
green_garden_l	94		
ckn_alfredo_s	96		
calabrese_s	99		
mexicana_s	160		
ckn_alfredo_l	187		
ital_veggie_l	190		
ital_supr_s	194		
the_greek_l	255		
spinach_supr_m	266		
soppressata_m	268		
mediterraneo_m	271		
calabrese_l	274		
ckn_pesto_m	274		
the_greek_m	279		
spin_pesto_l	279		
spinach_supr_l	280		
spin_pesto_m	281		

Some More Insights

➤ Total No. of Pizza Sold

```
68 #Total No. of Pizza Sold
69 • Select Count(order_details_id) AS Total_No_Of_Pizza_Sold
70 from order_details;
```

Result Grid	Filter Rows:	Export:	Wrap Cell Content:
Total_No_Of_Pizza_Sold			
48620			

➤ Total No. of Order Placed

```
73 #Total No. of Order Placed
74 • Select count(Order_id) AS Total_No_Of_Order_Placed
75 from orders;
```

Total_No_Of_Order_Placed
21350

➤ Average Order Value Per Customer

```
76 #Average Order Value Per Customer
77
78 • Select avg(total_price) AS average_order_value_per_customer
79 FROM (
80 SELECT order_details.order_id, SUM(pizzas.price) AS total_price
81 FROM order_details
82 LEFT JOIN pizzas ON order_details.pizza_id = pizzas.pizza_id
83 GROUP BY order_details.order_id )
84 as pizza_prices;
```

average_order_value_per_customer
37.56181264636966

➤ Total Sales as Per Pizza Category Size

```
86 #Sum of Sales as Per Pizza Category Size
87
88 • SELECT DISTINCT(pizzas.size), SUM(pizzas.price) AS sum_of_amount
89 FROM
90 order_details
91 LEFT JOIN
92 pizzas
93 ON order_details.pizza_id = pizzas.pizza_id
94 GROUP BY pizzas.size
```

size	sum_of_amount
M	245409.5
L	366862.10000000853
S	174794.49999999843
XL	13872
XXL	1006.6000000000005

Do you have any questions?

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