



**Pizza SALES
PROJECT USING
SQL
PARTH MAHERIYA**

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Problem statement

Dominos is famous for it's pizza and it has outlet across the globe.The company has data with them in the form of excel file of last 8 months and want to know about sales in pizza outlet of Colorado also wants to know about overall revenue and profits.To know about these trend, company management has decided to hire external service provider to give valuable insights from data provided by the company.Data analyst insights will help them to improve their sales in the area.

Project Overview

This project aims to analyze sales and give insights about it and in this project Dominos have provided data analyst database in which it includes pizzas, orders ,pizza_type and order_details file analyst have to work upon it and analyse it.The objective is to help them to know about their sales and provide them useful insights which will help them grow futher in this competitive market

The total number of orders placed.

QUERY

```
SELECT  
    COUNT(order_id) AS total_orders  
FROM  
    pizza_project.orders;
```

OUTPUT

	total_orders
21350	

Total revenue generated from pizza sales

QUERY

```
SELECT
    SUM(order_details.quantity * pizzas.price) AS total_rev
FROM
    pizza_project.order_details
    JOIN
    pizza_project.pizzas ON pizza_project.order_details.pizza_id = pizza_project.pizzas.pizza_id;
```

OUTPUT

total_rev

817860.05

Highest-priced pizza.

QUERY

```
SELECT  
    pizza_id, price  
FROM  
    pizza_project.pizzas  
ORDER BY price DESC limit 3;
```

OUTPUT

	pizza_id	price
▶	the_greek_xxl	35.95
	the_greek_xl	25.5
	brie_carre_s	23.65

Most common pizza size ordered

QUERY

```
SELECT
    pizza_project.pizzas.size,
    COUNT(pizza_project.order_details.order_details_id) AS pizza_ordered
FROM
    pizza_project.pizzas
    JOIN
    pizza_project.order_details ON
    pizza_project.order_details.pizza_id = pizza_project.pizzas.pizza_id
GROUP BY pizza_project.pizzas.size
ORDER BY pizza_ordered DESC;
```

OUTPUT

size	pizza_ordered
L	18526
M	15385
S	14137
XL	544
XXL	28

Top 5 most ordered pizza types along with their quantities

QUERY

```
SELECT
    pizza_project.pizza_type.name,
    SUM(pizza_project.o_d.quantity) AS pizza_ji
FROM
    pizza_project.piz
    JOIN
    pizza_project.p_t ON pizza_project.piz.pizza_type_id = pizza_project.p_t.pizza_type_id
    JOIN
    pizza_project.o_d ON pizza_project.o_d.pizza_id = pizza_project.piz.pizza_id
GROUP BY pizza_project.p_t.name
ORDER BY pizza_ji DESC limit 5;
```

OUTPUT

	name	pizza_ji
▶	The Classic Deluxe Pizza	2453
▶	The Barbecue Chicken Pizza	2432
▶	The Hawaiian Pizza	2422
▶	The Pepperoni Pizza	2418
▶	The Thai Chicken Pizza	2371

Total quantity of each pizza category ordered

QUERY

```
SELECT
    pizza_project.pizza_type.category,
    SUM(pizza_project.order_details.quantity) AS quantity
FROM
    pizza_project.pizza_type
    JOIN
    pizza_project.pizzas ON
    pizza_project.pizza_type.pizza_type_id = pizza_project.pizzas.pizza_type_id
    JOIN
    pizza_project.order_details ON
    pizza_project.order_details.pizza_id = pizza_project.pizzas.pizza_id
GROUP BY pizza_project.pizza_type.category
ORDER BY quantity DESC;
```

OUTPUT

	category	quantity
▶	Classic	14888
	Supreme	11987
	Veggie	11649
	Chicken	11050

Average number of pizzas ordered per day

QUERY

```
SELECT  
    ROUND(AVG(quantity), 0)  
FROM  
    (SELECT  
        pizza_project.orders.date,  
        SUM(pizza_project.order_details.quantity) AS quantity  
    FROM  
        pizza_project.orders  
    JOIN pizza_project.order_details ON  
        pizza_project.order_details.order_id = pizza_project.orders.order_id  
    GROUP BY pizza_project.orders.date) AS order_quantity;
```

OUTPUT

	round(avg(quantity),0)
▶	138

Percentage contribution of each pizza type to total revenue

QUERY

```
SELECT
    pizza_project.pizza_type.category,
    ROUND(SUM(pizza_project.pizzas.price * pizza_project.order_details.quantity) / (SELECT
        ROUND(SUM(pizza_project.order_details.quantity * pizza_project.pizzas.price),
        2) AS total_sales
    )
    FROM
        pizza_project.order_details
        JOIN
            pizza_project.pizzas ON
                pizza_project.order_details.pizza_id = pizza_project.pizzas.pizza_id) * 100,2) AS total_rev
FROM
    pizza_project.pizzas
    JOIN
        pizza_project.pizza_type ON pizza_project.pizzas.pizza_type_id = pizza_project.pizza_type.pizza_type_id
    JOIN
        pizza_project.order_details ON pizza_project.order_details.pizza_id = pizza_project.pizzas.pizza_id
GROUP BY pizza_project.pizza_type.category
ORDER BY total_rev DESC;
```

OUTPUT

	category	total_rev
▶	Classic	26.91
	Supreme	25.46
	Chicken	23.96
	Veggie	23.68

Most ordered pizza types based on revenue from each pizza category

QUERY

```
select category, name, revenue,
rank() over(partition by category order by revenue desc) as r_k from
(select pizza_project.pizza_type.category, pizza_project.pizza_type.name,
sum((pizza_project.order_details.quantity)* pizza_project.pizzas.price) as revenue
from pizza_project.pizza_type join pizza_project.pizzas on
pizza_project.pizza_type.pizza_type_id=pizza_project.pizzas.pizza_type_id
join pizza_project.order_details on pizza_project.order_details.pizza_id=pizza_project.pizzas.pizza_id
group by pizza_project.pizza_type.category, pizza_project.pizza_type.name) as a;
```

OUTPUT

category	name	revenue	r_k
Chicken	The Thai Chicken Pizza	43434.25	1
Chicken	The Barbecue Chicken Pizza	42768	2
Chicken	The California Chicken Pizza	41409.5	3
Chicken	The Southwest Chicken Pizza	34705.75	4
Chicken	The Chicken Alfredo Pizza	16900.25	5
Chicken	The Chicken Pesto Pizza	16701.75	6
Classic	The Classic Deluxe Pizza	38180.5	1
Classic	The Hawaiian Pizza	32273.25	2
Classic	The Pepperoni Pizza	30161.75	3
Classic	The Greek Pizza	28454.100000000013	4
Classic	The Italian Capocollo Pizza	25094	5
Classic	The Napolitana Pizza	24087	6
Classic	The Big Meat Pizza	22968	7
Classic	The Pepperoni, Mushroom, ...	18834.5	8
Supreme	The Spicy Italian Pizza	34831.25	1
Supreme	The Italian Supreme Pizza	33476.75	2
Supreme	The Sicilian Pizza	30940.5	3
Supreme	The Pepper Salami Pizza	25529	4

CONCLUSION

The total number of pizza ordered were place 21,350

Total revenue generated in 6 months is 817860.05

Top 2 highest priced pizza are :-

- 1.)The Greek XXL pizza
- 2.)Brie Carre S pizza

Most common sized pizza is large which was ordered around 18526

Top 5 most ordered pizza types along with their quantities

- 1.)The classic deluxe pizza
- 2.)The barbecue chicken pizza
- 3.)The Hawaiian pizza
- 4.)The pepperoni pizza
- 5.)The thai chicken pizza

Total quantity of each pizza category ordered is classic around 14888

Average number of pizzas ordered per day are 138

Percentage contribution of each pizza type to total revenue :-

- 1.)Classic-26.51%**
- 2.)Supreme-25.46%**
- 3.)Chicken-23.96%**
- 4.)Veggie-23.68%**

Most ordered pizza types based on revenue from each pizza category

- 1.)Chicken-The Thai chicken pizza**
- 2.)Classic-The classic deluxe pizza**
- 3.)Supreme-The spicy Italian pizza**
- 4.)Veggie-The four cheese pizza**



THANK YOU