

*HOT AND FRESH*

# PIZZA



**ORDER NOW**



# HELLO

EXPERIENCE PIZZA PERFECTION AT HOT AND FRESH PIZZA, WHERE EVERY SLICE IS MADE WITH THE FRESHEST INGREDIENTS! DIVE INTO DELICIOUSNESS WITH FLAVORS THAT WILL LEAVE YOU CRAVING MORE!



*RETRIEVE THE TOTAL NUMBER OF ORDERS PLACED.*

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

|   | total_orders |
|---|--------------|
| ▶ | 21350        |



CALCULATE THE TOTAL REVENUE GENERATED FROM PIZZA SALES.

```
SELECT  
    ROUND(SUM(order_details.quantity * pizzas.price),  
          2) AS total_sales  
FROM  
    order_details  
    JOIN  
    pizzas ON pizzas.pizza_id = order_details.pizza_id
```

|   | total_sales |
|---|-------------|
| ▶ | 817860.05   |



# *IDENTIFY THE HIGHEST-PRICED PIZZA.*

```
SELECT
    pizza_types.name, pizzas.price
FROM
    pizza_types
        JOIN
    pizzas ON pizza_types.pizza_type_id = pizzas.pizza_type_id
ORDER BY pizzas.price DESC
LIMIT 1;
```

|   | name            | price |
|---|-----------------|-------|
| ▶ | The Greek Pizza | 35.95 |



*IDENTIFY THE MOST COMMON PIZZA SIZE ORDERED.*

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

|   | size | order_count |
|---|------|-------------|
| ▶ | L    | 18526       |
|   | M    | 15385       |
|   | S    | 14137       |
|   | XL   | 544         |
|   | XXL  | 28          |



*LIST THE TOP 5 MOST ORDERED PIZZA TYPES ALONG WITH THEIR QUANTITIES.*

```
SELECT
    pizza_types.name, SUM(order_details.quantity) AS quantity
FROM
    pizza_types
        JOIN
    pizzas ON pizza_types.pizza_type_id = pizzas.pizza_type_id
        JOIN
    order_details ON order_details.pizza_id = pizzas.pizza_id
GROUP BY pizza_types.name
ORDER BY quantity DESC
LIMIT 5;
```

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



*JOIN THE NECESSARY TABLES TO FIND THE TOTAL QUANTITY OF EACH PIZZA CATEGORY ORDERED.*

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

|   | category | quantity |
|---|----------|----------|
| ▶ | Classic  | 14888    |
|   | Supreme  | 11987    |
|   | Veggie   | 11649    |
|   | Chicken  | 11050    |



*D E T E R M I N E T H E D I S T R I B U T I O N O F  
O R D E R S B Y H O U R O F T H E D A Y.*

**SELECT**

```
HOUR(order_time) AS hour, COUNT(order_id) AS order_count  
FROM  
    orders  
GROUP BY HOUR(order_time);
```

|   | hour | order_count |
|---|------|-------------|
| ▶ | 11   | 1231        |
|   | 12   | 2520        |
|   | 13   | 2455        |
|   | 14   | 1472        |
|   | 15   | 1468        |
|   | 16   | 1920        |

|  | hour | order_count |
|--|------|-------------|
|  | 17   | 2336        |
|  | 18   | 2399        |
|  | 19   | 2009        |
|  | 20   | 1642        |
|  | 21   | 1198        |
|  | 22   | 663         |

|  | hour | order_count |
|--|------|-------------|
|  | 20   | 1642        |
|  | 21   | 1198        |
|  | 22   | 663         |
|  | 23   | 28          |
|  | 10   | 8           |
|  | 9    | 1           |



*JOIN RELEVANT TABLES TO FIND  
THE CATEGORY-WISE DISTRIBUTION  
OF PIZZAS.*

```
select category, count(name) from pizza_types  
group by category;
```

|   | category | count(name) |
|---|----------|-------------|
| ▶ | Chicken  | 6           |
|   | Classic  | 8           |
|   | Supreme  | 9           |
|   | Veggie   | 9           |



GROUP THE ORDERS BY DATE AND  
CALCULATE THE AVERAGE NUMBER  
OF PIZZAS ORDERED PER DAY.

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

|   | avg_pizza_orders_per_day |
|---|--------------------------|
| ▶ | 138                      |



*D E T E R M I N E   T H E   T O P   3   M O S T  
O R D E R E D   P I Z Z A   T Y P E S   B A S E D   O N  
R E V E N U E .*

```
SELECT
    pizza_types.name,
    SUM(order_details.quantity * pizzas.price) AS revenue
FROM
    pizza_types
        JOIN
    pizzas ON pizzas.pizza_type_id = pizza_types.pizza_type_id
        JOIN
    order_details ON order_details.pizza_id = pizzas.pizza_id
GROUP BY pizza_types.name
ORDER BY revenue DESC
LIMIT 3;
```

|   | name                         | revenue  |
|---|------------------------------|----------|
| ▶ | The Thai Chicken Pizza       | 43434.25 |
|   | The Barbecue Chicken Pizza   | 42768    |
|   | The California Chicken Pizza | 41409.5  |



*CALCULATE THE PERCENTAGE  
CONTRIBUTION OF EACH PIZZA TYPE  
TO TOTAL REVENUE.*

```
select pizza_types.category,  
round((sum(order_details.quantity * pizzas.price) /  
     (select round(sum(order_details.quantity*pizzas.price),2)  
      as total_sales  
   from order_details  
   join pizzas  
  on pizzas.pizza_id = order_details.pizza_id) )*100, 2) as revenue  
from pizza_types join pizzas  
on pizza_types.pizza_type_id = pizzas.pizza_type_id  
join order_details  
on order_details.pizza_id = pizzas.pizza_id  
group by pizza_types.category order by revenue desc ;
```

|   | category | revenue |
|---|----------|---------|
| ▶ | Classic  | 26.91   |
|   | Supreme  | 25.46   |
|   | Chicken  | 23.96   |
|   | Veggie   | 23.68   |



*ANALYZE THE CUMULATIVE REVENUE  
GENERATED OVER TIME.*

```
select order_date,  
sum(revenue) over (order by order_date) as cum_revenue  
from  
(select orders.order_date,  
sum(order_details.quantity * pizzas.price) as revenue  
from order_details join pizzas  
on order_details.pizza_id = pizzas.pizza_id  
join orders  
on orders.order_id = order_details.order_id  
group by orders.order_date) as sales ;
```



|   | order_date | cum_revenue        |
|---|------------|--------------------|
| ▶ | 2015-01-01 | 2713.8500000000004 |
|   | 2015-01-02 | 5445.75            |
|   | 2015-01-03 | 8108.15            |
|   | 2015-01-04 | 9863.6             |
|   | 2015-01-05 | 11929.55           |
|   | 2015-01-06 | 14358.5            |

|  | order_date | cum_revenue       |
|--|------------|-------------------|
|  | 2015-01-19 | 43365.75000000001 |
|  | 2015-01-20 | 45763.65000000001 |
|  | 2015-01-21 | 47804.20000000001 |
|  | 2015-01-22 | 50300.90000000001 |
|  | 2015-01-23 | 52724.60000000006 |
|  | 2015-01-24 | 55013.85000000006 |

|  | order_date | cum_revenue       |
|--|------------|-------------------|
|  | 2015-01-07 | 16560.7           |
|  | 2015-01-08 | 19399.05          |
|  | 2015-01-09 | 21526.4           |
|  | 2015-01-10 | 23990.35000000002 |
|  | 2015-01-11 | 25862.65          |
|  | 2015-01-12 | 27781.7           |

|  | order_date | cum_revenue        |
|--|------------|--------------------|
|  | 2015-01-25 | 56631.40000000001  |
|  | 2015-01-26 | 58515.80000000001  |
|  | 2015-01-27 | 61043.85000000001  |
|  | 2015-01-28 | 63059.85000000001  |
|  | 2015-01-29 | 65105.150000000016 |
|  | 2015-01-30 | 67375.45000000001  |

|  | order_date | cum_revenue       |
|--|------------|-------------------|
|  | 2015-01-13 | 29831.30000000003 |
|  | 2015-01-14 | 32358.70000000004 |
|  | 2015-01-15 | 34343.50000000001 |
|  | 2015-01-16 | 36937.65000000001 |
|  | 2015-01-17 | 39001.75000000001 |
|  | 2015-01-18 | 40978.60000000006 |

|  | order_date | cum_revenue      |
|--|------------|------------------|
|  | 2015-01-31 | 69793.3000000002 |
|  | 2015-02-01 | 72982.5000000001 |
|  | 2015-02-02 | 75311.1000000002 |
|  | 2015-02-03 | 77925.9000000002 |
|  | 2015-02-04 | 80159.8000000002 |
|  | 2015-02-05 | 82375.6000000002 |



*D E T E R M I N E   T H E   T O P   3   M O S T  
O R D E R E D   P I Z Z A   T Y P E S   B A S E D   O N  
R E V E N U E   F O R   E A C H   P I Z Z A  
C A T E G O R Y.*

```
select name,revenue from
(select category,name,revenue,
rank() over(partition by category order by revenue desc) as rn
from
(select pizza_types.category, pizza_types.name,
sum((order_details.quantity) * pizzas.price) as revenue
from pizza_types join pizzas
on pizza_types.pizza_type_id = pizzas.pizza_type_id
join order_details
on order_details.pizza_id = pizzas.pizza_id
group by pizza_types.category, pizza_types.name) as a) as b
where rn <= 3;
```



|   | name                         | revenue  |
|---|------------------------------|----------|
| ▶ | The Thai Chicken Pizza       | 43434.25 |
|   | The Barbecue Chicken Pizza   | 42768    |
|   | The California Chicken Pizza | 41409.5  |
|   | The Classic Deluxe Pizza     | 38180.5  |
|   | The Hawaiian Pizza           | 32273.25 |
|   | The Pepperoni Pizza          | 30161.75 |

|  | name                      | revenue           |
|--|---------------------------|-------------------|
|  | The Spicy Italian Pizza   | 34831.25          |
|  | The Italian Supreme Pizza | 33476.75          |
|  | The Sicilian Pizza        | 30940.5           |
|  | The Four Cheese Pizza     | 32265.70000000065 |
|  | The Mexicana Pizza        | 26780.75          |
|  | The Five Cheese Pizza     | 26066.5           |



THANK YOU FOR EXPLORING THE PIZZA  
SALES ANALYSIS!

**SUMMARY:** THROUGH THIS PROJECT,  
WE'VE UNCOVERED KEY INSIGHTS INTO  
PIZZA SALES PERFORMANCE, CUSTOMER  
PREFERENCES, AND SALES TRENDS. BY  
LEVERAGING SQL, WE'VE HIGHLIGHTED  
THE VALUE OF DATA-DRIVEN  
DECISIONS FOR IMPROVING BUSINESS  
OUTCOMES IN THE FOOD INDUSTRY.



*PROJECT BY*

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