

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

AAKANKSHA PAWAR

