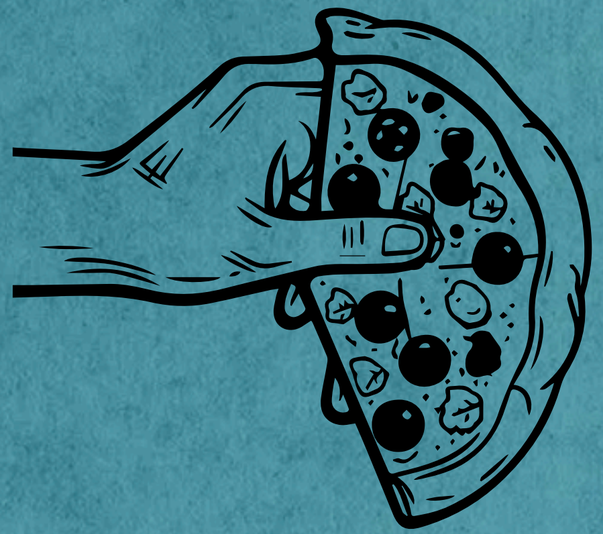
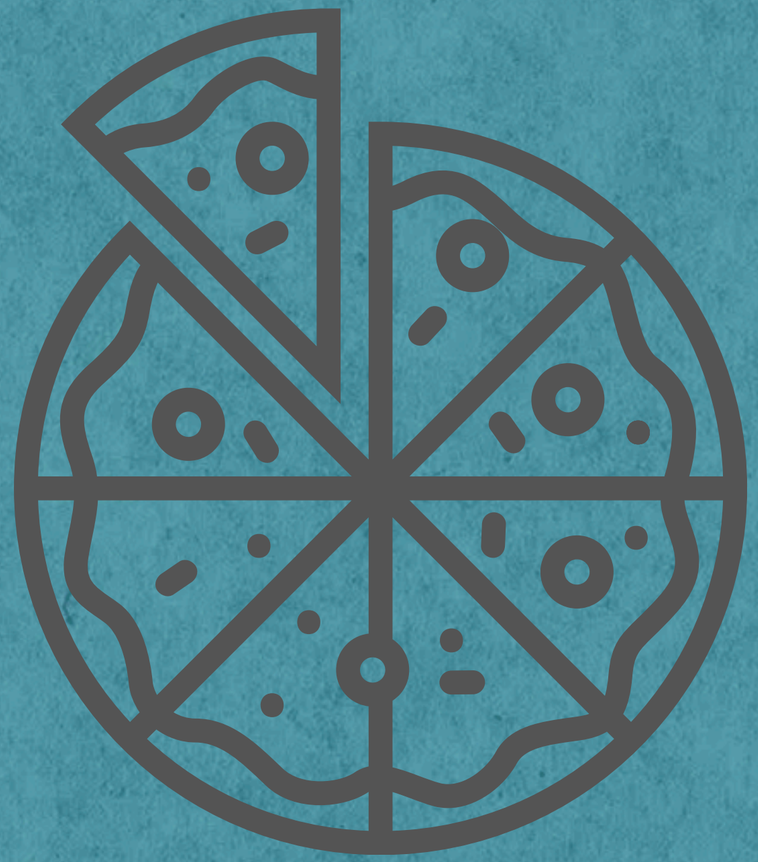
pizza Sales report





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2024

In this project, I have developed SQL queries to address various aspects of pizza sales business analytics. The analysis questions tackled in this project include:

1.Retrieve the total number of orders placed.

2.Calculate the total revenue generated from pizza sales.

3.Identify the highest-priced pizza.

4.Identify the most common pizza size ordered.

5.List the top 5 most ordered pizza types along with their quantities.

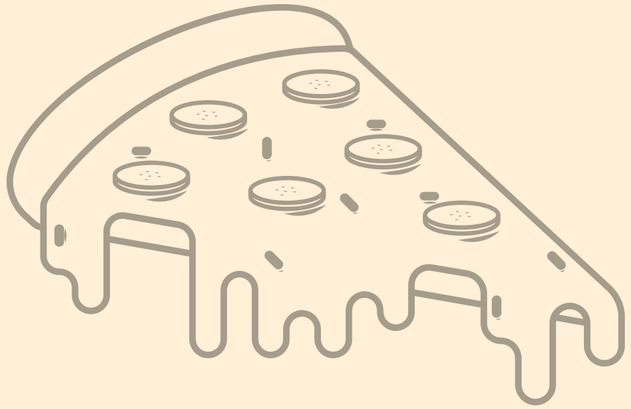
6.Join relevant tables to find the category-wise distribution of pizzas.

7.Group the orders by date and calculate the average number of pizzas ordered per day.

8.Determine the top 3 most ordered pizza types based on revenue.

1.Retrieve the total number of orders placed.

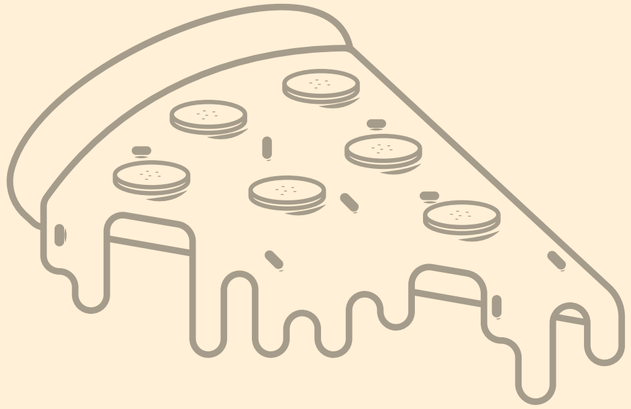
```
1    -- --Retrieve the total number of orders placed.
2
3 •  select COUNT(ORDER_ID) AS TOTAL_ORDERS from orders;
4
```



	TOTAL_ORDERS
▶	21350

2.Calculate the total revenue generated from pizza sales.

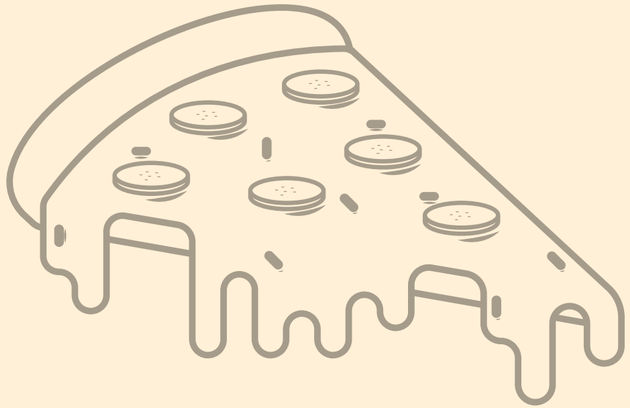
```
SELECT
    ROUND(SUM(ORDER_DETAILS.QUANTITY * PIZZAS.PRICE),
            2) AS TOTAL_SALES
FROM
    ORDER_DETAILS
        JOIN
    PIZZAS ON PIZZAS.PIZZA_ID = ORDER_DETAILS.PIZZA_ID
```



	TOTAL_SALES
▶	817860.05

3.Identify the highest-priced pizza.

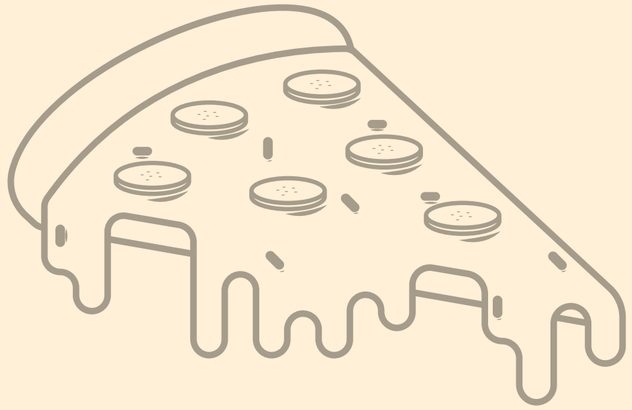
```sql
SELECT
    pizza_types.name, pizzas.price
FROM
    pizza_types
        JOIN
    pizzas ON pizza_types.pizza_type_id = pizzas.pizza_type_id
ORDER BY price DESC
LIMIT 1
```



	name	price
▶	The Greek Pizza	35.95

4.Identify the most common pizza size ordered.

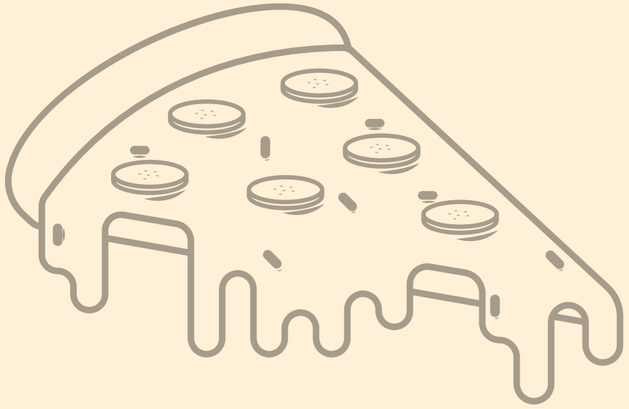
```sql
SELECT
    pizzas.size,
    COUNT(order_details.order_details_id) AS order_count
FROM
    pizzas
        JOIN
    order_details ON pizzas.pizza_id = order_details.pizza_id
GROUP BY pizzas.size
ORDER BY order_count DESC;
```



size	order_count
L	18526
M	15385
S	14137

5.List the top 5 most ordered pizza types along with their quantities.

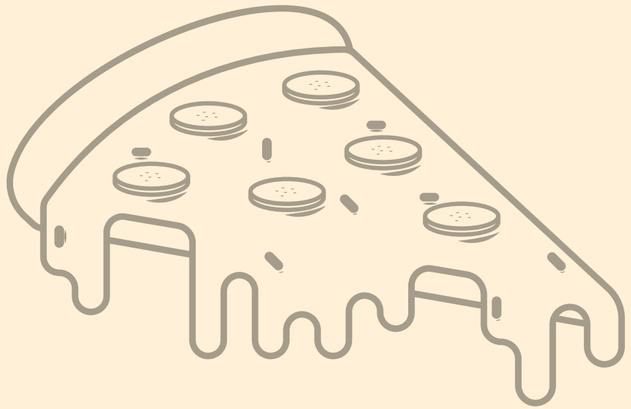
```sql
SELECT
    pizza_types.name, SUM(order_details.quantity) AS quantity
FROM
    pizza_types
        JOIN
    pizzas ON pizza_types.pizza_type_id = pizzas.pizza_type_id
        JOIN
    order_details ON order_details.pizza_id = pizzas.pizza_id
GROUP BY pizza_types.name
ORDER BY quantity DESC
LIMIT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

6.Join relevant tables to find the category-wise distribution of pizzas.

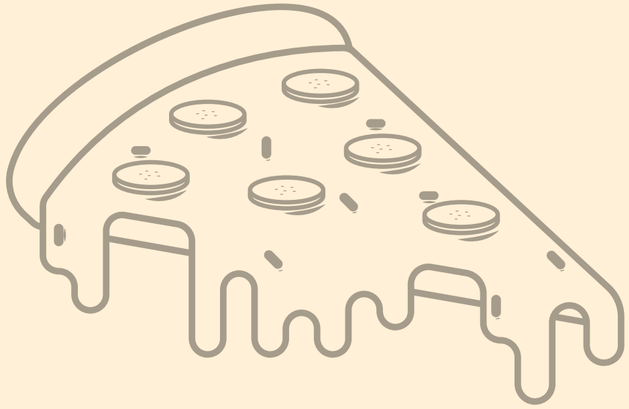
```sql
SELECT
    category, COUNT(name)
FROM
    pizza_types
GROUP BY category
```



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

7.Group the orders by date and calculate the average number of pizzas ordered per day.

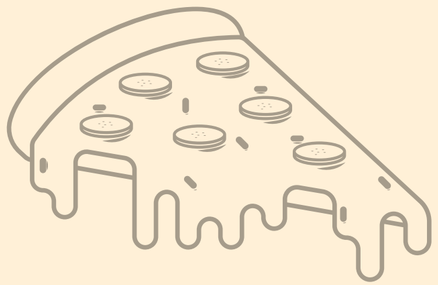
```sql
SELECT
    AVG(quantity)
FROM
    (SELECT
        orders.date, SUM(order_details.quantity) AS quantity
    FROM
        orders
    JOIN order_details ON orders.order_id = order_details.order_id
    GROUP BY orders.date) AS order_quantity;
```



	avg(quantity)
▶	138.4749

8.Determine the top 3 most ordered pizza types based on revenue.

```sql
SELECT
    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.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

Conclusion;

THROUGH THIS PROJECT, COMPREHENSIVE SQL QUERIES WERE CONSTRUCTED TO EXTRACT VALUABLE INSIGHTS FROM THE PIZZA SALES DATA. THE ANALYSIS PROVIDED A CLEAR UNDERSTANDING OF SALES PERFORMANCE, CUSTOMER PREFERENCES, AND REVENUE GENERATION. THESE INSIGHTS ARE INSTRUMENTAL FOR STRATEGIC DECISION-MAKING, HELPING TO OPTIMIZE INVENTORY, ENHANCE MARKETING STRATEGIES, AND ULTIMATELY DRIVE BUSINESS GROWTH.

Thank you!

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2024

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