

PIZZA HUT

Total Sales Analysis Report

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INTRODUCTION

Welcome to the Pizza Sales Analysis project presentation. This project aimed to derive insights from our sales data to better understand customer preferences, optimize inventory, and enhance business performance. We evaluated sales performance, identified popular pizza sizes and types, assessed revenue contributions, and analyzed order distributions to optimize staffing and inventory levels. Using data from Orders, OrderDetails, and Pizzas tables, we conducted a comprehensive analysis to extract actionable insights, which we will now present.

Total Number of Order Placed till Date

```
select count(*) as Total_Order from orders;
```

	Total_Order
▶	21350

Total Revenue generated through Pizza Sales

```
SELECT  
    ROUND(SUM(order_details.quantity * pizzas.price),  
        2) as Total_Revenue  
  
FROM  
    order_details  
    JOIN  
    pizzas ON order_details.pizzaid = pizzas.pizza_id;
```

	Total_Revenue
▶	817860.05

Star performer 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 to make preparation for the size early

```
SELECT
    pizzas.size,
    COUNT(order_details.order_detailsid) AS order_count
FROM
    pizzas
    JOIN
        order_details ON pizzas.pizza_id = order_details.pizzaid
GROUP BY pizzas.size
ORDER BY order_count DESC
LIMIT 1;
```

	size	order_count
▶	L	18526

Top 5 pizza that carry a high percentage rate in sales so that they can be included in every outlet which not selling anyone of them

```
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.pizzaid = 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

To find the total quantity of each pizza category ordered, we joined the Orders, OrderDetails, and Pizzas tables and aggregated the quantities for each category.

```
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.pizzaid = pizzas.pizza_id
GROUP BY pizza_types.category
ORDER BY quantity DESC;
```

	category	quantity
▶	Classic	14888
	Supreme	11987
	Veggie	11649
	Chicken	11050





THE DISTRIBUTION OF ORDERS BY HOUR OF THE DAY.

```
SELECT  
    HOUR(order_time) AS hour, COUNT(orderid) 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
	17	2336
	18	2399
	19	2009
	20	1642
	21	1198
	22	663
	23	28
	10	8
	9	1

HOW MANY PIZZA WE HAVE IN EACH CATEGORY

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

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

AVERAGE NUMBER OF PIZZAS ORDERED PER DAY

```
SELECT  
    ROUND(AVG(Quantity), 0) AS Average_Qunaitivity_Per_Day  
FROM  
    (SELECT  
        order_date AS Day, SUM(order_details.quantity) AS Quantity  
    FROM  
        orders  
    JOIN order_details ON orders.orderid = order_details.orderid  
    GROUP BY orders.order_date) AS Order_quantity;
```

	Average_Qunaitivity_Per_Day
▶	138



THE TOP 3 MOST ORDERED PIZZA TYPES BASED ON REVENUE

```
SELECT
    pizza_types.name,
    SUM(pizzas.price * order_details.quantity) AS Revenue
FROM
    pizza_types
    JOIN
    pizzas ON pizza_types.pizza_type_id = pizzas.pizza_type_id
    JOIN
    order_details ON order_details.pizzaid = 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

```

SELECT
    pizza_types.category,
    ROUND((ROUND(SUM(order_details.quantity * pizzas.price),
        2) / (SELECT
                    ROUND(SUM(order_details.quantity * pizzas.price),
                    2) AS revenue
                FROM
                    pizza_types
                JOIN
                    pizzas ON pizza_types.pizza_type_id = pizzas.pizza_type_id
                JOIN
                    order_details ON order_details.pizzaid = pizzas.pizza_id)) * 100,
        0) AS Total_revenue
FROM
    pizza_types
    JOIN
        pizzas ON pizza_types.pizza_type_id = pizzas.pizza_type_id
    JOIN
        order_details ON order_details.pizzaid = pizzas.pizza_id
GROUP BY pizza_types.category
ORDER BY Total_revenue DESC;

```

Percentage contribution of each pizza type to total revenue

	category	Total_revenue
▶	Classic	27
	Supreme	25
	Veggie	24
	Chicken	24

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
    pizzas
        JOIN
    order_details ON order_details.pizzaid = pizzas.pizza_id
        JOIN
    orders ON orders.orderid = order_details.orderid
GROUP BY orders.order date) as Sales;
```

	order_date	cum_revenue
▶	2015-01-01 00:00:00	2713.8500000000004
	2015-01-02 00:00:00	5445.75
	2015-01-03 00:00:00	8108.15
	2015-01-04 00:00:00	9863.6
	2015-01-05 00:00:00	11929.55
	2015-01-06 00:00:00	14358.5
	2015-01-07 00:00:00	16560.7
	2015-01-08 00:00:00	19399.05
	2015-01-09 00:00:00	21526.4
	2015-01-10 00:00:00	23990.350000000002
	2015-01-11 00:00:00	25862.65
	2015-01-12 00:00:00	27781.7
	2015-01-13 00:00:00	29831.300000000003
	2015-01-14 00:00:00	32358.700000000004
	2015-01-15 00:00:00	34343.50000000001

THE TOP 3 MOST ORDERED PIZZA TYPES BASED ON REVENUE FOR EACH PIZZA CATEGORY

```
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.pizzaid = 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
	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