

PIZZA SALES REPORT

07 May 2024



Introduction



Welcome to the Pizza Sales Analysis presentation! Today, let's dive into the topic of pizza sales. Using SQL language, I have retrieved some key insights like how the sales of the pizzas are going at different time periods and many more valuable things. So, grab a slice, sit back, and let's dive into the numbers behind the pizza sales journey!.

AGENDA

01 Total Orders Placed

02 Total Revenue

03 Highest Prized Pizza

04 Most Common Pizza Size Ordered

05 Top 5 Ordered Pizza Types

06 Total quantity of each pizza category ordered

07

Distribution of orders by hour of the day

08

Category wise Distribution of Pizzas

09

Average no.of pizzas ordered per day

10

Top 3 most ordered pizza types based on revenue.

11

Find the percentage of each pizza type on Revenue

12

cumulative revenue generated over time

13

Top 3 most ordered pizza types based on revenue for each pizza category.

1-> RETRIEVE THE TOTAL NUMBER OF ORDERS PLACED.

**SELECT COUNT(ORDER_ID) AS TOTAL_ORDERS
FROM ORDERS;**

Total_Orders
21350

2-> CALCULATE THE TOTAL REVENUE GENERATED FROM PIZZA SALES.

```
SELECT SUM(ORD.QUANTITY * PIZ.PRICE) AS TOTAL_SALES  
FROM ORDER_DETAILS ORD  
JOIN PIZZA PIZ  
USING (PIZZA_ID);
```

Total Sales
817860.05

3-> IDENTIFY THE HIGHEST-PRICED PIZZA.

SELECT PIZTYPE.NAME, PIZ.PRICE

FROM PIZZA_TYPES PIZTYPE

JOIN PIZZA PIZ

USING (PIZZA_TYPE_ID)

ORDER BY PRICE DESC

LIMIT 1;

Name	Price
The Greek Pizza	35.95

4-> IDENTIFY THE MOST COMMON PIZZA SIZE ORDERED.

```
SELECT PIZ.SIZES, COUNT(ORD.ORDER_DETAILS_ID) AS  
MOST_ORDERED  
FROM PIZZA PIZ  
JOIN ORDER_DETAILS ORD  
USING (PIZZA_ID)  
GROUP BY PIZ.SIZES  
ORDER BY MOST_ORDERED DESC  
LIMIT 1;
```

Sizes	Most Ordered
L	18526

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

```
SELECT PIZ.SIZES, COUNT(ORD_ID.QUANTITY) AS QUANTITY
FROM PIZZA PIZ
JOIN ORDER_DETAILS ORD_ID
  USING (PIZZA_ID)
GROUP BY PIZ.SIZES
ORDER BY QUANTITY DESC;
```

Sizes	Quantity
L	18526
M	15385
S	14137
XL	544
XXL	28

**6-> JOIN THE NECESSARY TABLES TO FIND THE TOTAL QUANTITY
OF EACH PIZZA CATEGORY ORDERED**

```
SELECT TYP.CATEGORY, SUM(DET.QUANTITY) AS TOTAL_QUANTITY  
FROM PIZZA PIZ  
JOIN PIZZA_TYPES TYP  
USING (PIZZA_TYPE_ID)  
JOIN ORDER_DETAILS DET  
USING (PIZZA_ID)  
GROUP BY CATEGORY  
ORDER BY SUM(DET.QUANTITY) DESC;
```

Category	Total-quantity
Classic	14888
Supreme	11987
Veggie	11649
Chicken	11050

7-> DETERMINE THE DISTRIBUTION OF ORDERS BY HOUR OF THE DAY.

SELECT EXTRACT(HOUR FROM CAST(ORDER_TIME AS TIME)) AS TIME,
COUNT(ORDER_ID) AS ORDERS

FROM ORDERS

GROUP BY TIME

ORDER BY TIME;

time	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23
orders	1	8	1231	2520	2455	1472	1468	1920	2336	2399	2009	1642	1198	663	28

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

**SELECT CATEGORY, COUNT(NAME) AS PIZZAS FROM PIZZA_TYPES
GROUP BY CATEGORY;**

Category	Pizzas
Supreme	9
Chicken	6
Classic	8
Veggie	9

**9->GROUP THE ORDERS BY DATE AND CALCULATE THE AVERAGE
NUMBER OF PIZZAS ORDERED PER DAY.**

```
SELECT ROUND(AVG(QUANTITY),0) FROM  
(SELECT ORD.ORDER_DATE,SUM(DET.QUANTITY) AS QUANTITY  
FROM ORDERS ORD  
JOIN ORDER_DETAILS DET  
USING (ORDER_ID)  
GROUP BY ORD.ORDER_DATE) AS ORDER_QUANTITY;
```

10->DETERMINE THE TOP 3 MOST ORDERED PIZZA TYPES BASED ON REVENUE.

```
SELECT TYP.NAME AS NAMES, SUM(PIZ.PRICE * DET.QUANTITY) AS
HIGHEST_REVENUE

FROM PIZZA_TYPES TYP

JOIN PIZZA PIZ

USING (PIZZA_TYPE_ID)

JOIN ORDER_DETAILS DET

USING (PIZZA_ID)

GROUP BY NAMES

ORDER BY HIGHEST_REVENUE DESC

LIMIT 3;
```

Names	Highest_Revenue
The Thai Chicken Pizza	43434.25
The Barbecue Chicken Pizza	42768.00
The California Chicken Pizza	41409.50

11->CALCULATE THE PERCENTAGE CONTRIBUTION OF EACH PIZZA TYPE TO TOTAL REVENUE.

```
SELECT TYP.CATEGORY AS CATEGORY, ROUND(((SUM(PIZ.PRICE *
DET.QUANTITY))/
      (SELECT SUM(PIZ.PRICE * DET.QUANTITY) AS TOTAL_SALES
FROM PIZZA PIZ
JOIN ORDER_DETAILS DET
  USING (PIZZA_ID))*100),2) AS PERCENT_REVENUE
FROM PIZZA_TYPES TYP
JOIN PIZZA PIZ
  USING (PIZZA_TYPE_ID)
JOIN ORDER_DETAILS DET
  USING (PIZZA_ID)
GROUP BY CATEGORY
ORDER BY PERCENT_REVENUE DESC;
```

Category	%_Revenue
Classic	26.91
Supreme	25.46
Veggie	23.96
Chicken	23.68

12->ANALYZE THE CUMULATIVE REVENUE GENERATED OVER TIME.

**SELECT ORDER_DATE,SUM(REVENUE) OVER(ORDER BY ORDER_DATE)
AS CUM_REVENUE**

FROM

**(SELECT ORD.ORDER_DATE, SUM(PIZ.PRICE * DET.QUANTITY) AS
REVENUE**

FROM ORDERS ORD

JOIN ORDER_DETAILS DET

USING (ORDER_ID)

JOIN PIZZA PIZ

USING(PIZZA_ID)

GROUP BY ORD.ORDER_DATE) AS SALES;

13->DETERMINE THE TOP 3 MOST ORDERED PIZZA TYPES BASED ON REVENUE FOR EACH PIZZA CATEGORY.

SELECT CATEGORY,NAME,REVENUE FROM

**(SELECT CATEGORY,NAME,REVENUE,
RANK() OVER(PARTITION BY CATEGORY ORDER BY REVENUE DESC) AS RN
FROM**

(SELECT TYP.CATEGORY,TYP.NAME, SUM(PIZ.PRICE * DET.QUANTITY) AS REVENUE

FROM PIZZA_TYPES TYP

JOIN PIZZA PIZ

USING (PIZZA_TYPE_ID)

JOIN ORDER_DETAILS DET

USING (PIZZA_ID)

GROUP BY TYP.NAME,TYP.CATEGORY) AS A) AS B

WHERE RN <= 3;

The image features a dark maroon background with several overlapping, semi-transparent hexagonal shapes of varying sizes and orientations. These shapes create a layered, geometric effect. Scattered across the background are several small, solid maroon hexagons. In the center, the words "THANK YOU" are written in a bold, white, sans-serif font.

THANK YOU