

Where Every Slice is a visual of Perfection

WELCOME TO PIZZA SALES

Start Your Slide

SQL

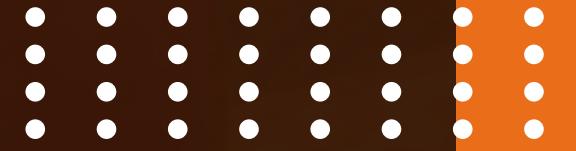




ABOUT OUR PIZZA SALES

Our Passion for Analysis

Conducted a comprehensive analysis of pizza sales data using SQL to uncover trends and insights. Designed and implemented queries to evaluate sales performance, customer preferences, and the impact of promotions. Visualized findings to support strategic decision-making and optimize sales strategies. Leveraged data-driven insights to enhance operational efficiency and improve customer satisfaction.



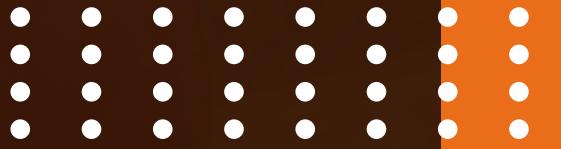
WITH FRESH VISUALISATION



QUERIES

- Basic:
 - Retrieve the total number of orders placed.
 - Calculate the total revenue generated from pizza sales.
 - Identify the highest-priced pizza.
 - Identify the most common pizza size ordered.
 - List the top 5 most ordered pizza types along with their quantities.
- Intermediate:
 - Join the necessary tables to find the total quantity of each pizza ordered.
 - Join the necessary tables to find the total quantity of each pizza category ordered.
 - Determine the distribution of orders by hour of the day.
 - Join relevant tables to find the category-wise distribution of pizzas.
 - Group the orders by date and calculate the average number of pizzas ordered per day.
 - Determine the top 3 most ordered pizza types based on revenue.
- Advanced:
 - Calculate the percentage contribution of each pizza type to total revenue.
 - Analyze the cumulative revenue generated over time.
 - Determine the top 3 most ordered pizza types based on revenue for each pizza category.

RETRIEVE THE TOTAL NUMBER OF ORDER PLACED



```
select count(order_id) as total_orders from orders;
```

	total_orders
▶	21350

OUTPUT



IDENTIFY THE HIGHEST PRICED PIZZA



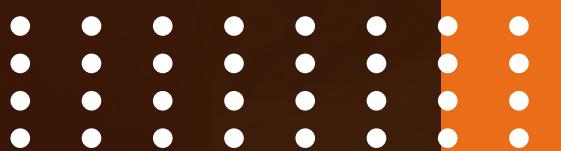
```
SELECT  
    pizza_types.name, pizzas.price, pizzas.size  
FROM  
    pizza_types  
        JOIN  
    pizzas ON pizza_types.pizza_type_id = pizzas.pizza_type_id  
ORDER BY pizzas.price DESC;
```

	name	price	size
▶	The Greek Pizza	35.95	XXL
	The Greek Pizza	25.5	XL
	The Brie Carre Pizza	23.65	S
	The Italian Vegetables Pizza	21	L
	The Spinach Supreme Pizza	20.75	L
	The Barbecue Chicken Pizza	20.75	L
	The California Chicken Pizza	20.75	L
	The Spicy Italian Pizza	20.75	L
	The Chicken Alfredo Pizza	20.75	L
	The Chicken Pesto Pizza	20.75	L
	The Italian Supreme Pizza	20.75	L
	The Southwest Chicken Pizza	20.75	L
	The Prosciutto and Arugula...	20.75	L
	The Pepper Salami Pizza	20.75	L

OUTPUT



IDENTIFY THE MOST COMMON PIZZA SIZE ORDERED



```
select pizzas.size ,count(order_details.order_details_id) as size  
from pizzas join order_details  
on pizzas.pizza_id = order_details.pizza_id  
group by pizzas.size  
order by size desc;
```

	L	18526
	M	15385
	S	14137
	XL	544
	XXL	28

OUTPUT



CALCULATE THE TOTAL REVENUE 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

OUTPUT



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



```
select pizza_types.name, sum(order_details.quantity) as total  
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 total desc limit 5;
```



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

OUTPUT



DETERMINE THE DISTRIBUTION OF ORDER BY HOUR OF THE DAY



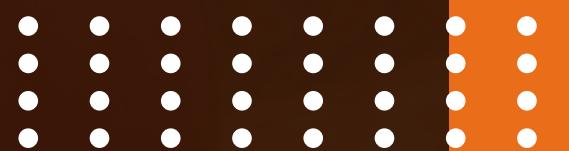
```
select hour(order_time), count(order_id) from orders  
group by hour(order_time);
```

	hour(order_time)	count(order_id)
▶	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

OUTPUT



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



```
select pizza_types.category, sum(order_details.quantity) as total  
from pizzas join pizza_types  
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.category order by total desc;
```

	category	total
▶	Classic	14888
	Supreme	11987
	Veggie	11649
	Chicken	11050

OUTPUT



JOIN RELEVANT TABLES TO FIND THE CATEGORY-WISE DISTRIBUTION OF PIZZA



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

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

OUTPUT



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



```
select avg(quantity) as average 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 dates ;
```

	average
▶	138.4749

OUTPUT



DETERMINE THE TOP 3 MOST ORDERED PIZZA TYPES BASED ON REVENUE

```
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

OUTPUT



CALCULATE THE PERCENTAGE CONTRIBUTION OF EACH PIZZA TYPE TO TOTAL REVENUE



```
select pizza_types.name,  
       sum(order_details.quantity * pizzas.price) / (select sum(order_details.quantity * pizzas.price) as total_sales  
from order_details join pizzas  
on pizzas.pizza_id = order_details.pizza_id)*100 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;
```

	name	revenue
	The Thai Chicken Pizza	5.310719113863108
	The Barbecue Chicken Pizza	5.2292565213327595
	The California Chicken Pizza	5.063152308270878
	The Classic Deluxe Pizza	4.668341484585331
	The Spicy Italian Pizza	4.258827656394306
	The Southwest Chicken Pizza	4.243482732773205
	The Italian Supreme Pizza	4.093212524563375
	The Hawaiian Pizza	3.9460602092008625
	The Four Cheese Pizza	3.945137068377521
	The Sicilian Pizza	3.7831044565632306
	The Pepperoni Pizza	3.687886454412373
	The Greek Pizza	3.4790915634038195
	The Mexicana Pizza	3.2744905439506713
	The Five Cheese Pizza	3.187158976648905
	The Pepper Salami Pizza	3.121438686239806
	The Italian Capocollo Pizza	3.068251102373837
	The Vegetables + Vegetable...	2.9803081835333822
	The Prosciutto and Arugula ...	2.9581161226789607
	The Napolitana Pizza	2.945124902481813

OUTPUT



ANALYZE THE CUMULATIVE REVENUE GENERATED OVER TIME

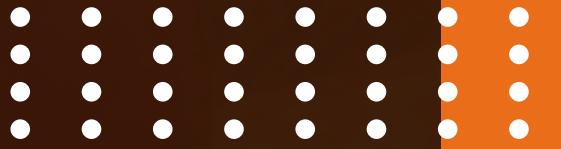
```
select order_date,  
       sum(revenue) over (order by order_date) as cumulative  
  from  
    (select orders.order_date,  
           sum(order_details.quantity * pizzas.price) as revenue  
      from order_details join pizzas  
        on order_details.pizza_id = pizzas.pizza_id  
       join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

	order_date	cumulative
▶	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

OUTPUT



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



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

category	name	revenue	top
Chicken	The Thai Chicken Pizza	43434.25	1
Chicken	The Barbecue Chicken Pizza	42768	2
Chicken	The California Chicken Pizza	41409.5	3
Classic	The Classic Deluxe Pizza	38180.5	1
Classic	The Hawaiian Pizza	32273.25	2
Classic	The Pepperoni Pizza	30161.75	3
Supreme	The Spicy Italian Pizza	34831.25	1
Supreme	The Italian Supreme Pizza	33476.75	2
Supreme	The Sicilian Pizza	30940.5	3
Veggie	The Four Cheese Pizza	32265.70000000065	1
Veggie	The Mexicana Pizza	26780.75	2
Veggie	The Five Cheese Pizza	26066.5	3

OUTPUT





OUR SIGNATURE CONTACT

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LinkedIn

Pizza Sales Presentation

**THANK YOU
FOR ATTENTION**

See You Next Time