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SQL-DRIVEN INSIGHTS FOR A PIZZERIA

A comprehensive SQL-based analysis of pizza restaurant data to uncover sales trends, customer preferences, and performance insights.

SQL FOR DATA ANALYSIS

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WELCOME TO PIZZERIA HUB

Pizzeria Hub: A SQL-driven analysis of pizza restaurant data to uncover sales trends and customer preferences.

The project uses four tables — orders, order_details, pizzas, and pizza_types — to analyze performance and derive insights

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TABLES USED

```
select*from order_details
```

order_details_id	order_id	pizza_id	quantity
1	1	hawaiian_m	1
2	2	classic_dlx_m	1
3	2	five_cheese_l	1
4	2	ital_supr_l	1
5	2	mexicana_m	1
6	2	thai_ckn_l	1

```
select*from orders
```

order_id	order_date	order_time
1	2015-01-01	11:38:36
2	2015-01-01	11:57:40
3	2015-01-01	12:12:28
4	2015-01-01	12:16:31
5	2015-01-01	12:21:30
6	2015-01-01	12:29:36

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TABLES USED

```
select*from pizza_types
```

pizza_type_id	name	category	ingredients
bbq_ckn	The Barbecue Chicken Pizza	Chicken	Barbecued Chicken, Red Peppers, Green Pep
cali_ckn	The California Chicken Pizza	Chicken	Chicken, Artichoke, Spinach, Garlic, Jalapeno
ckn_alfredo	The Chicken Alfredo Pizza	Chicken	Chicken, Red Onions, Red Peppers, Mushroo
ckn_pesto	The Chicken Pesto Pizza	Chicken	Chicken, Tomatoes, Red Peppers, Spinach,
southw_ckn	The Southwest Chicken Pizza	Chicken	Chicken, Tomatoes, Red Peppers, Red Onion
thai_ckn	The Thai Chicken Pizza	Chicken	Chicken, Pineapple, Tomatoes, Red Peppers

```
select*from pizzas
```

pizza_id	pizza_type_id	size	price
bbq_ckn_s	bbq_ckn	S	12.75
bbq_ckn_m	bbq_ckn	M	16.75
bbq_ckn_l	bbq_ckn	L	20.75
cali_ckn_s	cali_ckn	S	12.75
cali_ckn_m	cali_ckn	M	16.75
cali_ckn_l	cali_ckn	L	20.75

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NOTE:

Rows which are displayed here are only a few sample rows from each table.
The complete dataset is extensive and contains much more information.
For a full view and detailed table, please refer to the dataset link below

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DOWNLOAD THE PIZZA_SALES.zip FILE

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TOTAL NUMBER OF ORDER PLACED ?

```
SELECT COUNT(order_id) as TOTAL_NUMBER_OF_ORDERS_PLACED
from orders
```

Result Grid | Filter Rows: | Export: | Wrap Cell Content:

TOTAL_NUMBER_OF_ORDERS_PLACED
21350

Learn More

TOTAL NUMBER OF PIZZAS SOLD

```
SELECT COUNT(order_details_id) as TOTAL_NUMBER_OF_
from order_details
```

TOTAL_NUMBER_OF_PIIZA_ORDERS_PLACED
48620

TOTAL TYPES OF PIZZAS

```
select count(pizza_type_id) as TOTALTYPES_OF_PIZZAS
from pizza_types
```

```
46      -- NAMES OF EVERY PIZZA
```

Result Grid | Filter Rows: | Export: | Wrap Cell Content:

TOTALTYPES_OF_PIZZAS
32

Learn More

CALCULATING THE TOTAL REVENUE GENERATED FROM PIZZA SALES / TOTAL SALES

```
select round(SUM(order_details.quantity*pizzas.price),2) as TOTAL_SALES
from order_details inner join pizzas
on order_details.pizza_id=pizzas.pizza_id
```

Result Grid | Filter Rows: | Export: | Wrap Cell Content:

TOTAL_SALES
817860.05

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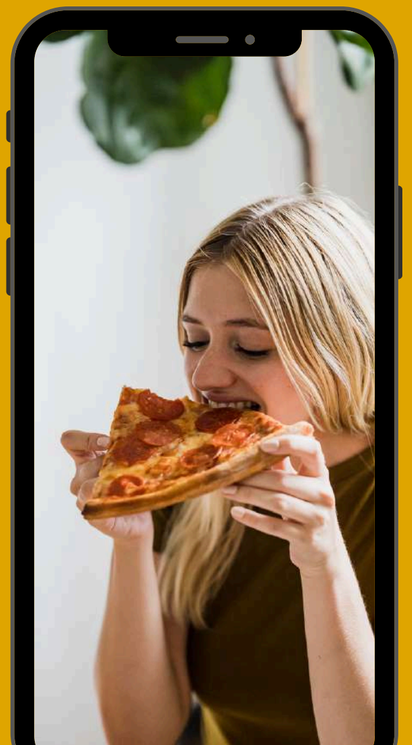

INDENTIFY THE HIGHEST PRICED PIZZA

```
SELECT pizza_types.`name`,pizzas.price
from pizza_types inner join pizzas
on pizza_types.pizza_type_id=pizzas.pizza_type_id
order by pizzas.price desc
limit 1
```

Result Grid | Filter Rows: | Export: | Wrap Cell C

name	price
The Greek Pizza	35.95

INDENTIFY THE MOST COMMON PIZZA SIZE ORDERED

```
select pizzas.size,count(order_details.order_details_id) as order_count
from order_details inner join pizzas
on order_details.pizza_id=pizzas.pizza_id
group by pizzas.size
order by order_count desc
limit 1
```

Result Grid | Filter Rows: | Export: | Wrap Cell Content:

size	order_count
L	18526

LIST THE 5 MOST PIZZA TYPES ALONG WITH THEIR QUANTITY

```sql
SELECT pizza_types.`name`, SUM(order_details.quantity) AS total_quantity
FROM pizza_types
INNER JOIN pizzas
  ON pizza_types.pizza_type_id = pizzas.pizza_type_id
INNER JOIN order_details
  ON order_details.pizza_id = pizzas.pizza_id
GROUP BY pizza_types.`name`
order by total_quantity desc
limit 5
```

Result Grid | Filter Rows: | Export: | Wrap Cell

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

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TOTAL QUANTITY OF EACH PIZZA CATEGORY ORDERED

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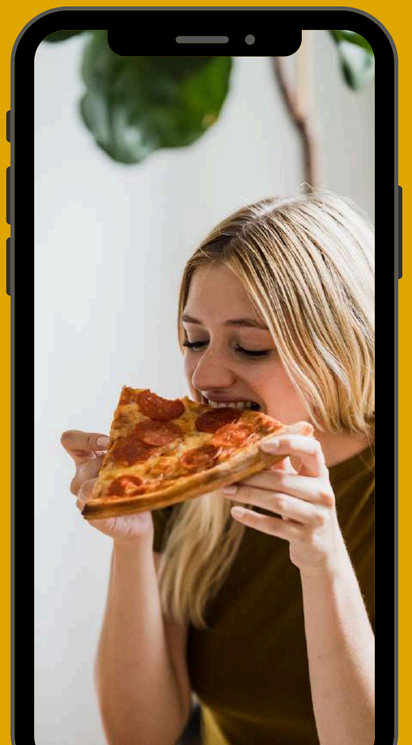

```
select pizza_types.category,sum(order_details.quantity) as qty
from pizza_types inner join pizzas
on pizza_types.pizza_type_id=pizzas.pizza_type_id
inner join order_details
on pizzas.pizza_id=order_details.pizza_id
group by pizza_types.category
order by qty desc
```

Result Grid | Filter Rows: | Export:

category	qty
Classic	14888
Supreme	11987
Veggie	11649
Chicken	11050

DETERMINE THE DISTRIBUTION OF TOP 5 MOST ORDERS BY HOUR OF THE DAY

```
104    select hour(order_time)as hour1,count(order_id) as ct1
105    from orders
106    group by hour1
107    order by ct1 desc
108    limit 5
```

Result Grid | Filter Rows: | Export:

hour1	ct1
12	2520
13	2455
18	2399
17	2336
19	2009

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

```
select round(avg(quantity),2) as avg_order_per_day from
(select orders.order_date,sum(order_details.quantity) as quantity
from orders inner join order_details
on orders.order_id=order_details.order_id
group by orders.order_date) as order_quantity
```

Result Grid | Filter Rows: | Export: | Wrap Cell Content

avg_order_per_day
138.47

CATEGORY-WISE DISTRIBUTION OF PIZZAS

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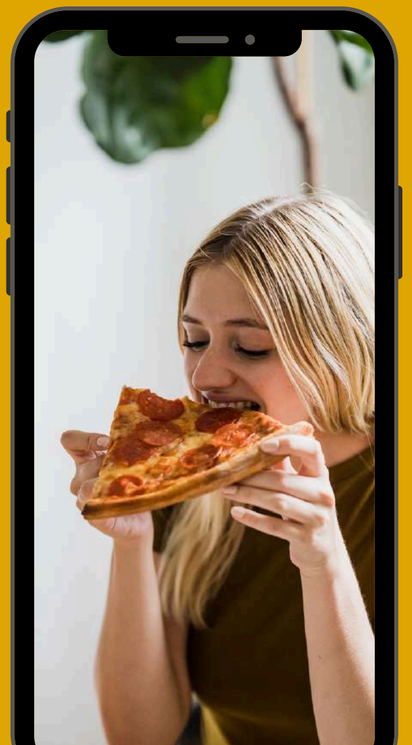

```
select category,count(`name`) from pizza_types
group by category
```

Result Grid | Filter Rows: | Expo

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

TOP 3 ORDERED PIZZA BASED ON REVENUE

```sql
select pizza_types.`name`,sum(order_details.quantity*pizzas.price) as revenue
from pizza_types inner join pizzas
on pizza_types.pizza_type_id=pizzas.pizza_type_id
inner join order_details
on pizzas.pizza_id=order_details.pizza_id
group by pizza_types.`name`
order by revenue desc
limit 3
```

Result Grid | Filter Rows: | Export:

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 CATEGORY TOTAL RENVENUE WISE

```
    FROM pizza_types
    INNER JOIN pizzas
        ON pizza_types.pizza_type_id = pizzas.pizza_type_id
    INNER JOIN order_details
        ON pizzas.pizza_id = order_details.pizza_id
    GROUP BY pizza_types.category
    ORDER BY revenue percentage DESC
SELECT
    pizza_types.category,
    ROUND(
        (SUM(order_details.quantity * pizzas.price) /
        (SELECT SUM(order_details.quantity * pizzas.price)
         FROM order_details
         INNER JOIN pizzas
         ON order_details.pizza_id = pizzas.pizza_id)
        ) * 100, 2
    ) AS revenue_percentage
```

Result Grid | Filter Rows: | Export:

category	revenue_percentage
Classic	26.91
Supreme	25.46
Chicken	23.96
Veggie	23.68

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

```
select rank1, category,`name`,revenue from
(select category,`name`,revenue,rank()over(partition by category order by revenue)as rank1 from
(select pizza_types.category,pizza_types.`name`,sum(order_details.quantity*pizzas.price) as revenue
from pizza_types inner join pizzas
on pizza_types.pizza_type_id=pizzas.pizza_type_id
inner join order_details
on order_details.pizza_id=pizzas.pizza_id
group by pizza_types.category,pizza_types.`name`)as a) as b
where rank1<=3
```

Result Grid | Filter Rows: | Export: | Wrap Cell Content:

rank1	category	name	revenue
1	Chicken	The Chicken Pesto Pizza	16701.75
2	Chicken	The Chicken Alfredo Pizza	16900.25
3	Chicken	The Southwest Chicken Pizza	34705.75
1	Classic	The Pepperoni, Mushroom, and Peppers Pizza	18834.5
2	Classic	The Big Meat Pizza	22968
3	Classic	The Napolitana Pizza	24087
1	Supreme	The Brie Carre Pizza	11588.4999999999

Result 21

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THANK YOU

THANK YOU FOR YOUR TIME AND SUPPORT.
I APPRECIATE YOUR INTEREST IN THIS PROJECT.
TO EXPLORE THE COMPLETE DATASET AND WORKBENCH FILE,
PLEASE VISIT THE GITHUB LINK PROVIDED BELOW

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BY AFFAAN WAGHOO