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SQL PROJECT ON PIZZA SALES

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I, Aman Kumar Singh, from Vellore Institute Of technology have worked on the SQL For Data Analysis – Full Portfolio Project with Practical, where I transformed raw pizza sales data into meaningful business insights using advanced SQL queries, and window functions.

I am passionate about solving business problems through data analytics, SQL, and visualization. With hands-on experience in real datasets and practical projects, I focus on delivering insights that improve decision-making, performance, and efficiency. This project demonstrates my ability to take raw data, process it using SQL, and convert it into meaningful, actionable insights.

Our Passion for Pizza

Retrieve the total number of orders placed.

```sql
SELECT COUNT(Order_id) aS total_orders
FROM orders;
```

total_orders
2157

Calculate the total revenue generated from pizza sales.

```sql
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

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 pizzas.price DESC
LIMIT 1;
```

	name	price
▶	The Greek Pizza	35.95

Identify the most common pizza size orderd.

```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
XL	544
XXL	28

Top 5 most ordered pizza types with their quantities.

```sql
SELECT
    pizza_types.name,
    SUM(order_details.quantity) AS total_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 total_quantity DESC
LIMIT 5;
```

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

total quantity of each pizza category orderd.

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

	category	quantity
▶	Classic	14888
	Supreme	11987
	Veggie	11649
	Chicken	11050

Distribution of orders by hour of the day.

```sql
SELECT
    HOUR(order_time) AS hour,
    COUNT(order_id) AS order_count
FROM orders
GROUP BY HOUR(order_time)
```

hour	order_count
0	2157

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

```sql
SELECT
    pizza_types.category,
    COUNT(pizza_types.name) AS pizza_count
FROM pizza_types
GROUP BY pizza_types.category
ORDER BY pizza_count DESC;
```

	category	pizza_count
▶	Supreme	9
	Veggie	9
	Classic	8
	Chicken	6

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

```sql
select round(avg(quantity),0)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 order_quantity;
```

round(avg(quantity),0)
14

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 pizzas.pizza_type_id = pizza_types.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

Percentage contribution of each pizza category to total revenue.

```sql
SELECT
    pizza_types.category,
    ROUND(SUM(order_details.quantity * pizzas.price), 2) AS revenue,
    ROUND(
        (SUM(order_details.quantity * pizzas.price) /
        (SELECT SUM(order_details.quantity * pizzas.price)
         FROM order_details
         JOIN pizzas
           ON pizzas.pizza_id = order_details.pizza_id)) * 100, 2
    ) AS percentage_contribution
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.category
ORDER BY revenue DESC;
```

category	revenue	percentage_contribution
Classic	220053.1	26.91
Supreme	208197	25.46
Chicken	195919.5	23.96
Veggie	193690.45	23.68

Cumulative revenue generated over time.

```sql
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 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 sales
ORDER BY order_date;
```

order_date	cum_revenue
2015-01-01	235
2015-01-02	694.5
2015-01-03	759.25
2015-01-04	1009.75
2015-01-05	1230.25
2015-01-06	1581.15
2015-01-07	2100.8
2015-01-08	2375.8
2015-01-09	2628.05
2015-01-10	2739.3

Determine the top 3 most ordered pizza types based on revenue for each pizza category.

```sql
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.pizza_id = 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

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