

Pizza Hut®

Pizza Hut Sales



PURPOSE

The purpose of this project is to analyze
pizza sales
data to uncover insights into customer
purchasing behavior,
product performance, and revenue trends.
By querying and aggregating data from
multiple related tables
(such as orders, order details, and pizza
information)





Retrieve the total number of orders placed.

```
SELECT count(order_id) AS total_orders  
FROM orders;
```

	total_orders
▶	21350



**Calculate the total revenue generated from
pizza sales.**

```
SELECT round(sum(order_details.quantity*pizzas.price),2) AS Total_revenue  
FROM order_details  
JOIN pizzas  
ON pizzas.pizza_id = order_details.pizza_id;
```

	Total_revenue
▶	817860.05



Identify the highest-priced pizza.

```
SELECT pizza_types.name, pizzas.price  
FROM pizzas  
JOIN pizza_types  
ON pizzas.pizza_type_id = pizza_types.pizza_type_id  
ORDER BY pizzas.price  
DESC LIMIT 1;
```

	name	price
▶	The Greek Pizza	35.95



Identify the most common pizza size ordered.

```
SELECT count(order_details.order_details_id) AS order_count, pizzas.size
FROM pizzas
JOIN order_details
ON order_details.pizza_id = pizzas.pizza_id
GROUP BY pizzas.size
ORDER BY order_count DESC;
```

	order_count	size
▶	18526	L
	15385	M
	14137	S
	544	XL
	28	XXL

List the top 5 most ordered pizza types along with their quantities.

```
SELECT pizza_types.name, sum(order_details.quantity) AS Total_quantity
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
LIMIT 5;
```

	name	Total_quantity
►	The Hawaiian Pizza	2422
	The Classic Deluxe Pizza	2453
	The Five Cheese Pizza	1409
	The Italian Supreme Pizza	1884
	The Mexicana Pizza	1484



Join the necessary tables to find the total quantity of each pizza category ordered.

```
SELECT sum(order_details.quantity) AS Total_quantity, pizza_types.category
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.category;
```

	Total_quantity	category
▶	14888	Classic
	11649	Veggie
	11987	Supreme
	11050	Chicken



Determine the distribution of orders by hour of the day.

```
SELECT hour(order_time) AS hours, count(order_id) AS order_count  
FROM orders  
GROUP BY hour(order_time);
```

	hours	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



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

```
SELECT category, count(name)
FROM pizza_types
GROUP BY category;
```

	category	name
▶	Chicken	6
	Classic	8
	Supreme	9
	Veggie	9

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

```
SELECT pizza_types.name, round(sum(order_details.quantity*pizzas.price),2) AS revenue
FROM order_details
JOIN pizzas
ON pizzas.pizza_id = order_details.pizza_id
JOIN pizza_types
ON pizzas.pizza_type_id = pizza_types.pizza_type_id
GROUP BY pizza_types.name
LIMIT 3;
```

	name	revenue
▶	The Hawaiian Pizza	32273.25
	The Classic Deluxe Pizza	38180.5
	The Five Cheese Pizza	26066.5



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

```
SELECT orders.order_date, sum(order_details.quantity)
FROM orders
JOIN order_details
ON order_details.order_id = orders.order_id
GROUP BY orders.order_date;
```

	order_date	sum(order_details.quantity)
▶	2015-01-01	162
	2015-01-02	165
	2015-01-03	158
	2015-01-04	106
	2015-01-05	125
	2015-01-06	147
	2015-01-07	138
	2015-01-08	173
	2015-01-09	127

Calculate the percentage contribution of each pizza type to total revenue.

```
SELECT pizza_types.category,  
round((sum(order_details.quantity*pizzas.price)/(SELECT round(sum(order_details.quantity*pizzas.price),2) AS revenue  
FROM order_details  
JOIN pizzas  
ON pizzas.pizza_id = order_details.pizza_id))*100,2) AS percent_revenue FROM order_details  
JOIN pizzas  
ON pizzas.pizza_id = order_details.pizza_id  
JOIN pizza_types  
ON pizzas.pizza_type_id = pizza_types.pizza_type_id  
GROUP BY pizza_types.category;
```

	category	percent_revenue
►	Classic	26.91
	Veggie	23.68
	Supreme	25.46
	Chicken	23.96



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

```
SELECT pizza_types.name, pizza_types.category, round(sum(order_details.quantity*pizzas.price),2) AS revenue
FROM order_details
JOIN pizzas
ON order_details.pizza_id = pizzas.pizza_id
JOIN pizza_types
ON pizza_types.pizza_type_id = pizzas.pizza_type_id
GROUP BY pizza_types.name, pizza_types.category
ORDER BY revenue LIMIT 3;
```

	name	category	revenue
▶	The Brie Carre Pizza	Supreme	11588.5
	The Green Garden Pizza	Veggie	13955.75
	The Spinach Supreme Pizza	Supreme	15277.75

Analyze the cumulative revenue generated over time.

```
SELECT order_date, sum(revenue) OVER (ORDER BY order_date) AS cumulative_revenue FROM
(SELECT round(sum(order_details.quantity*pizzas.price),2) AS revenue, orders.order_date FROM order_details
JOIN pizzas
ON pizzas.pizza_id = order_details.pizza_id
JOIN orders
ON order_details.order_id = orders.order_id
GROUP BY orders.order_date) AS sales;
```

	order_date	cumulative_revenue
▶	2015-01-01	2713.85
	2015-01-02	5445.75
	2015-01-03	8108.15
	2015-01-04	9863.6
	2015-01-05	11929.55
	2015-01-06	14358.5
	2015-01-07	16560.7
	2015-01-08	19399.05
	2015-01-09	21526.399999999998
	2015-01-10	23990.35
	2015-01-11	25862.649999999998



KEY-INSIGHTS

1. **The total number of orders** provided an overview of business volume.
2. **Revenue analysis** revealed which pizzas and categories contributed most to total income.
3. The **most ordered pizza size** highlighted customer preference trends.
4. **Top 5 most ordered pizza types** identified high-demand products that can be leveraged for promotions.
5. **Hourly order distribution** showed peak times for pizza sales, useful for staffing and delivery optimization.
6. **Category-wise distribution** helped understand which pizza types (Classic, Supreme, Veggie, etc.) dominate sales.
7. **Cumulative revenue analysis** illustrated the growth trend of overall earnings.
8. The **top 3 pizzas by revenue in each category** provided actionable insights for pricing and marketing focus.



THANK

YOU