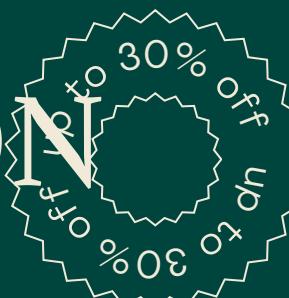




SQL PROJECT ON PIZZA SALES



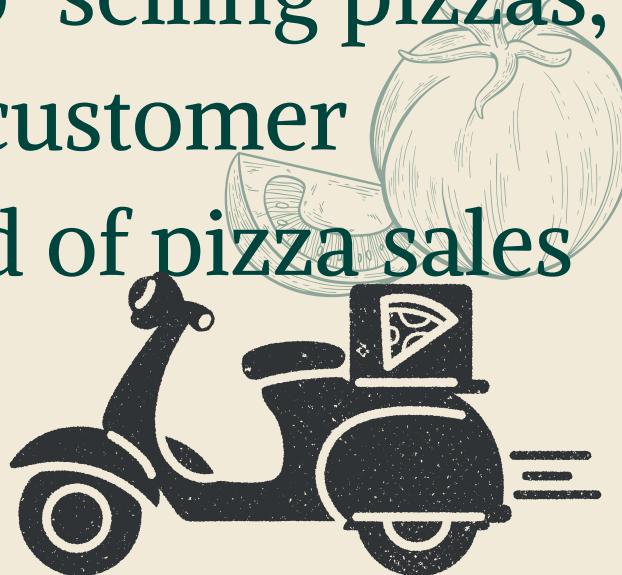
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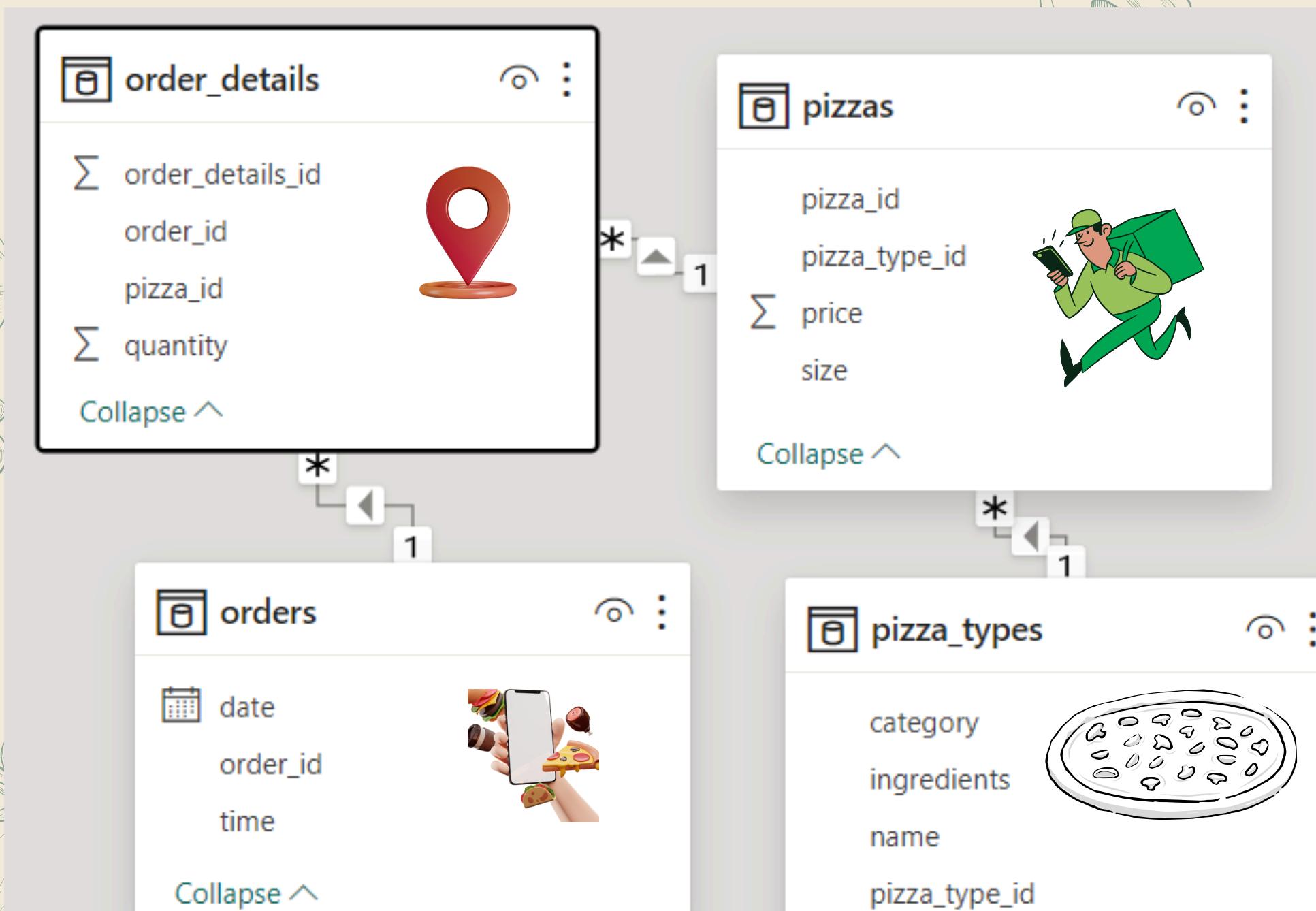


HELLO!

I'm Anil Gudendeboina. In my SQL project on pizza sales, I've employed queries to address key questions. Join me as we explore top-selling pizzas, popular toppings, sales trends, and customer segmentation. Welcome to the world of pizza sales analytics!



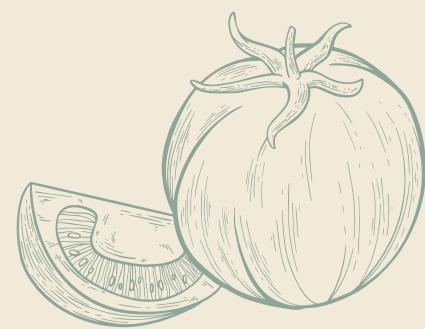
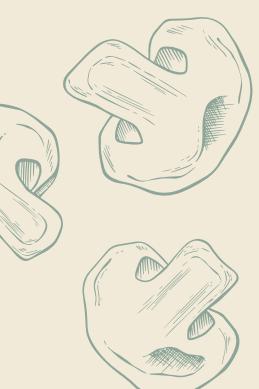
The dataset consists of tables: pizzas, pizza_type, orders, and order_details. These facilitated modeling, enabling me to solve queries of varying complexity, uncovering insights into pizza sales trends.



Retrieve the total number of orders placed.

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

Result Grid	
	total_orders
▶	21350



Calculate the total revenue generated from pizza sales.

SELECT

```
ROUND(SUM(orders_details.quantity * pizzas.price),  
2) AS total_sales
```

FROM

```
orders_details
```

JOIN

```
pizzas ON pizzas.pizza_id = orders_details.pizza_id;
```



	total_sales
▶	666806.3



Identify the highest-priced pizza.

SELECT

pizza_types.name, pizzas.price

FROM

pizza_types

JOIN

pizzas ON pizza_types.pizza_type_id = pizzas.pizza_type_id

ORDER BY price DESC LIMIT 1;

Result Grid			 Filter R
	name	price	
▶	The Greek Pizza	35.95	

Identify the most common pizza size ordered.

SELECT

```
pizzas.size, COUNT(orders_details.order_details_id) as order_count
```

FROM

```
pizzas
```

JOIN

```
orders_details ON pizzas.pizza_id = orders_details.pizza_id
```

GROUP BY pizzas.size

ORDER BY COUNT(orders_details.order_details_id) DESC;

Result Grid | Filter

	size	order_count
▶	L	15112
	M	12560
	S	11512
	XL	446
	XXL	23



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

SELECT

```
    pizza_types.name, SUM(orders_details.quantity)
    AS quantity FROM
pizza_types JOIN
pizzas ON pizza_types.pizza_type_id = pizzas.pizza_type_id
    JOIN
orders_details ON orders_details.pizza_id = pizzas.pizza_id
GROUP BY pizza_types.name
ORDER BY quantity DESC LIMIT 5;
```

	name	quantity
▶	The Barbecue Chicken Pizza	2016
Th	The Pepperoni Pizza	1992
	The Classic Deluxe Pizza	1975
	The California Chicken Pizza	1972
	The Hawaiian Pizza	1955

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

SELECT

```
    pizza_types.category,  
    SUM(orders_details.quantity) AS quantity  
FROM pizza_types JOIN  
pizzas ON pizza_types.pizza_type_id = pizzas.pizza_type_id  
      JOIN  
orders_details ON orders_details.pizza_id = pizzas.pizza_id  
GROUP BY pizza_types.category  
ORDER BY quantity DESC;
```

Result Grid | Filter

	category	quantity
▶	Classic	12105
	Supreme	9728
	Veggie	9578
	Chicken	9003

Determine the distribution of orders by hour of the day.

```
SELECT
```

```
HOUR(order_id) AS hour, COUNT(order_id) AS order_count
```

```
FROM
```

```
orders
```

```
GROUP BY HOUR(order_id);
```



Result Grid | Filter

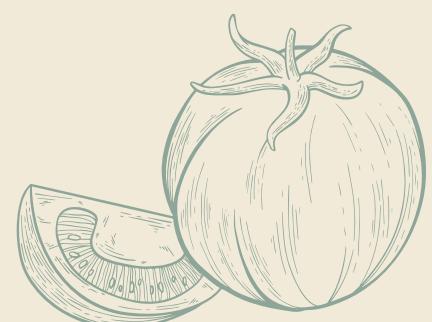
	hour	order_count
0	3599	
NULL	13320	
1	3600	
2	831	



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

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

	category	name
▶	Chicken	6
	Classic	8
	Supreme	9
	Veggie	9



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

SELECT

```
ROUND(AVG(quantity), 0) as avg_pizzas_per_day  
FROM  
(SELECT  
orders.order_date, SUM(orders_details.quantity) AS quantity  
FROM orders  
JOIN orders_details ON orders.order_id = orders_details.order_id  
GROUP BY orders.order_date) AS order_quantity;
```

Result Grid	
	avg_pizzas_per_day
▶	113



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

```
SELECT pizza_types.name,  
SUM(orders_details.quantity * pizzas.price) AS revenue  
FROM pizza_types JOIN  
pizzas ON pizza_types.pizza_type_id = pizzas.pizza_type_id  
JOIN  
orders_details ON orders_details.pizza_id = pizzas.pizza_id  
GROUP BY pizza_types.name  
ORDER BY revenue DESC  
LIMIT 3;
```

	name	revenue
▶	The Barbecue Chicken Pizza	35484
	The California Chicken Pizza	34519
	The Thai Chicken Pizza	34433

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

SELECT

```
 pizza_types.category,  
    round(SUM(orders_details.quantity * pizzas.price) /  
    (select round(SUM(orders_details.quantity * pizzas.price),2) as total_sales  
    FROM orders_details JOIN  
    pizzas ON orders_details.pizza_id = pizzas.pizza_id)* 100,2) as revenue  
from pizza_types JOIN  
    pizzas ON pizza_types.pizza_type_id = pizzas.pizza_type_id  
join orders_details  
    on orders_details.pizza_id = pizzas.pizza_id  
GROUP BY pizza_types.category  
ORDER BY revenue DESC;
```

	name	revenue
	The Barbecue Chicken Pizza	35484
	The California Chicken Pizza	34519
	The Thai Chicken Pizza	34433

Analyze the cumulative revenue generated over time.

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

	order_date	cm_revenue
▶	2015-01-01	3138.85000000000
	2015-01-02	6130.5
	2015-01-03	9190.9
	2015-01-04	11292.3
	2015-01-05	13519.5
	2015-01-06	16323.85
	2015-01-07	18829.4
	2015-01-08	21911.45
	2015-01-09	24277.8000000000

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

```
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(orders_details.quantity*pizzas.price) as revenue  
from pizzas join pizza_types  
on pizzas.pizza_type_id=pizza_types.pizza_type_id  
join orders_details  
on pizzas.pizza_id = orders_details.pizza_id  
group by pizza_types.category,pizza_types.name) as a ) as b  
where rn <= 3;
```

	name	revenue
▶	The Barbecue Chicken Pizza	35484
	The California Chicken Pizza	34519
	The Thai Chicken Pizza	34433
	The Classic Deluxe Pizza	30789
	The Hawaiian Pizza	26006
	The Pepperoni Pizza	24828.5

Thank you for joining me in exploring pizza sales data through the tables: pizzas, pizza_type, orders, and order_details. By solving queries of varying complexity, we've gained valuable insights into pizza sales trends.



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