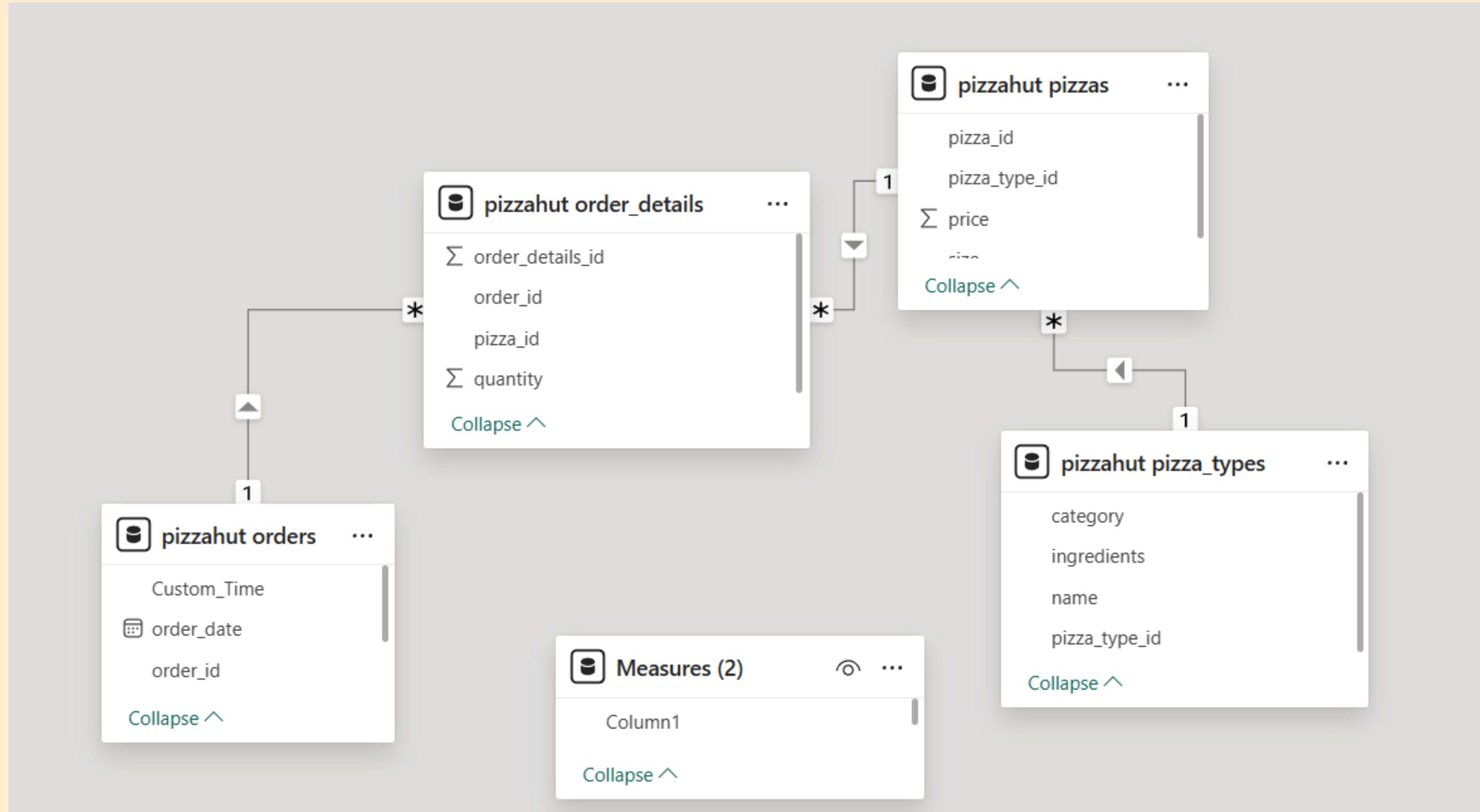


# PIZZA ANALYSIS DASHBOARD

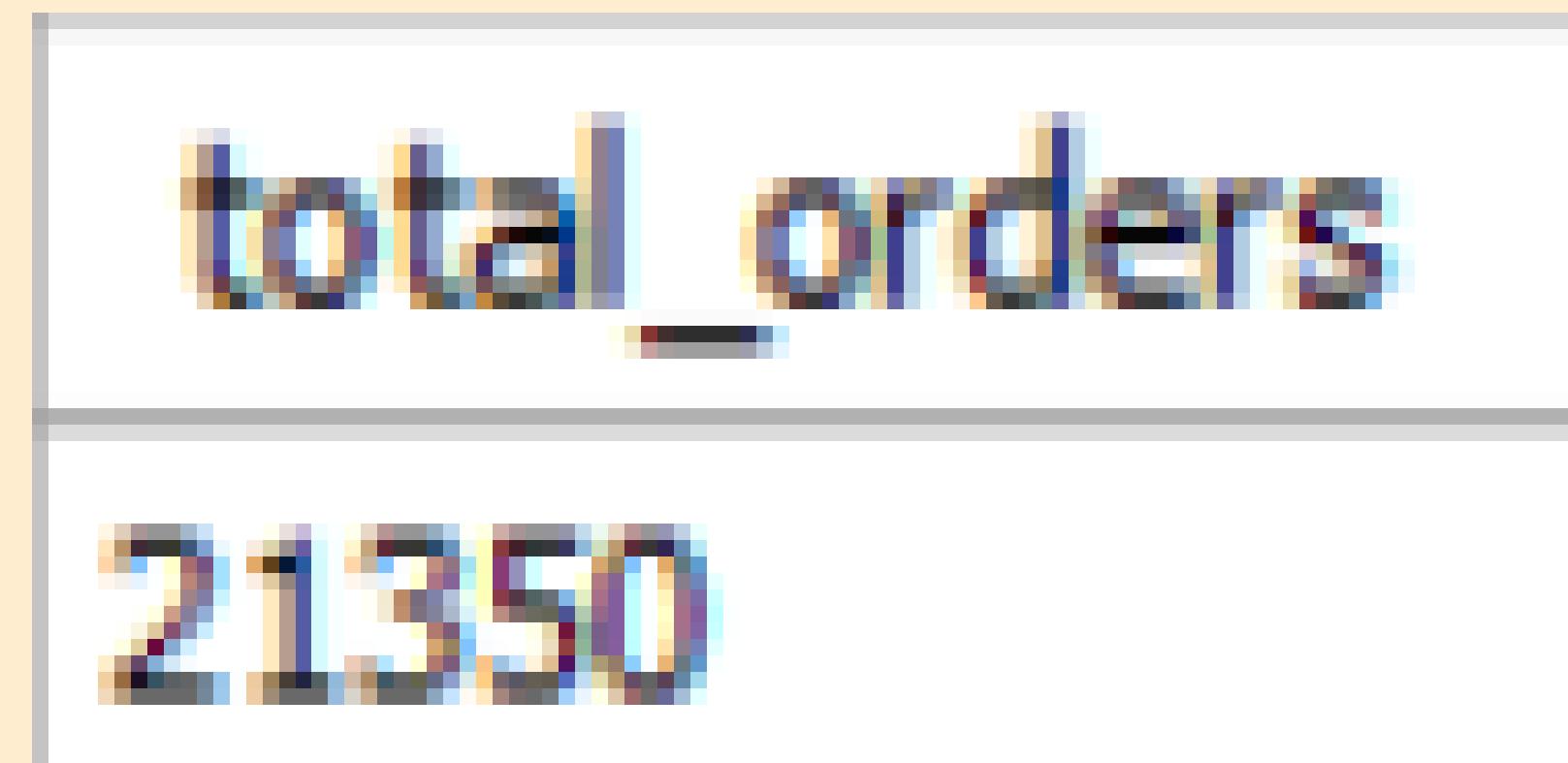


# DATASET SCHEMA



# RETRIEVE THE TOTAL NUMBER OF ORDERS PLACED

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



# CALCULATE THE TOTAL REVENUE GENERATED FROM PIZZA SALES

```
SELECT  
    SUM((order_details.quantity * pizzas.price)) AS 'total_sales'  
FROM  
    order_details  
    JOIN  
    pizzas ON pizzas.pizza_id = order_details.pizza_id
```

total_sales
817860.0499999993

# 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;
```

name	price
The Greek Pizza	35.95

# IDENTIFY THE MOST COMMON PIZZA SIZE ORDERED

```
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

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

SELECT

```
pizza_types.name, 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.name

ORDER BY quantity DESC

LIMIT 5;

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

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

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

# DETERMINE THE DISTRIBUTION OF ORDERS BY HOUR OF THE DAY

```
SELECT  
    HOUR(order_time), COUNT(order_id) AS 'order count'  
FROM  
    orders  
GROUP BY HOUR(order_time);
```

HOUR(order_time)	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	count(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
```

```
    order_date, AVG(quantity)
```

```
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
```

```
GROUP BY order_date;
```

order_date	Avg(quantity)
2015-01-01	162.0000
2015-01-02	165.0000
2015-01-03	158.0000
2015-01-04	106.0000
2015-01-05	125.0000
2015-01-06	147.0000
2015-01-07	138.0000
2015-01-08	173.0000
2015-01-09	127.0000
2015-01-10	146.0000
2015-01-11	116.0000
2015-01-12	119.0000
2015-01-13	120.0000
2015-01-14	150.0000
2015-01-15	123.0000
2015-01-16	158.0000
2015-01-17	125.0000
2015-01-18	122.0000
2015-01-19	142.0000
2015-01-20	143.0000
2015-01-21	129.0000
2015-01-22	158.0000

# 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 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

# CALCULATE THE PERCENTAGE CONTRIBUTION OF EACH PIZZA TYPE TO TOTAL REVENUE

```
select pizza_types.category,  
round(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)*100,2 )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.category order by revenue desc;
```

category	revenue
Classic	26.91
Supreme	25.46
Chicken	23.96
Veggie	23.68

# ANALYZE THE CUMULATIVE REVENUE GENERATED OVER TIME

```
select order_date,sum(revenue) over(order by order_date) as cumulative_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_date	cumulative_revenue
2015-01-01	2713.8500000000004
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	21526.4
2015-01-10	23990.350000000002
2015-01-11	25862.65
2015-01-12	27781.7
2015-01-13	29831.30000000003
2015-01-14	32358.70000000004
2015-01-15	34343.50000000001
2015-01-16	36937.65000000001
2015-01-17	39001.75000000001
2015-01-18	40978.60000000006
2015-01-19	43365.75000000001
2015-01-20	45763.65000000001
2015-01-21	47804.20000000001
2015-01-22	50300.90000000001

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

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

## **CONCLUSION: REASONS FOR PIZZA SALES GROWTH**

- 1) HIGH DEMAND FOR POPULAR PIZZA TYPES** CONTRIBUTES SIGNIFICANTLY TO OVERALL SALES VOLUME.
- 2) MEDIUM-SIZED PIZZAS** ARE THE MOST COMMONLY ORDERED, INDICATING AFFORDABILITY AND IDEAL PORTION SIZE.
- 3) PEAK ORDERING HOURS (LUNCH AND EVENING)** LEAD TO INCREASED ORDER FREQUENCY AND HIGHER DAILY REVENUE.
- 4) STRONG PERFORMANCE OF TOP-SELLING PIZZA CATEGORIES** BOOSTS TOTAL REVENUE CONTRIBUTION.
- 5) CONSISTENT REPEAT CUSTOMER ORDERS** SUPPORT STEADY SALES GROWTH OVER TIME.
- 6) EFFECTIVE PRICING STRATEGIES** ENCOURAGE HIGHER ORDER QUANTITIES AND CUSTOMER RETENTION.
- 7) MENU VARIETY AND CUSTOMER PREFERENCES** PLAY A KEY ROLE IN SUSTAINING DEMAND.
- 8) CONTINUOUS INCREASE IN CUMULATIVE REVENUE OVER TIME** REFLECTS BUSINESS STABILITY AND GROWTH.



# Pizza's Sales Analysis Dashboard

817.86K

Total Revenue

21K

Total No of Orders

38.31

Ava Order Value

50K

Total Pizza sold

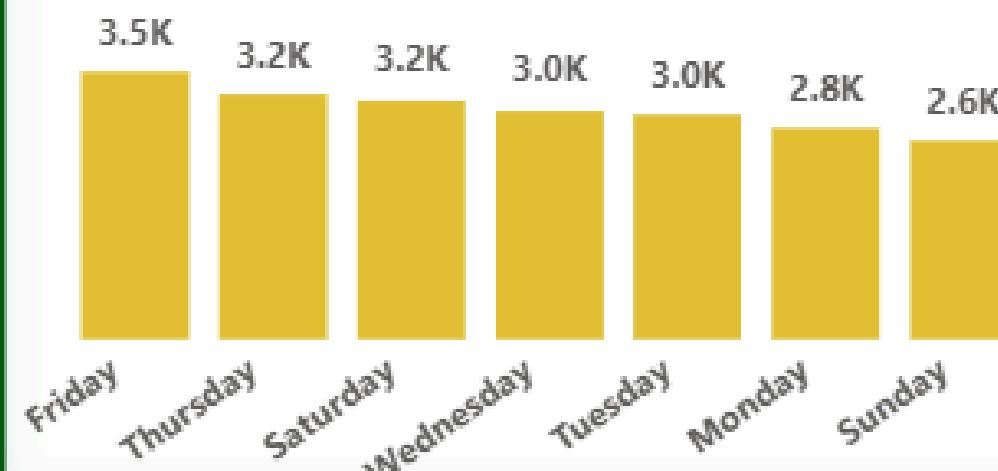
2.32

Ava Pizza Per Order

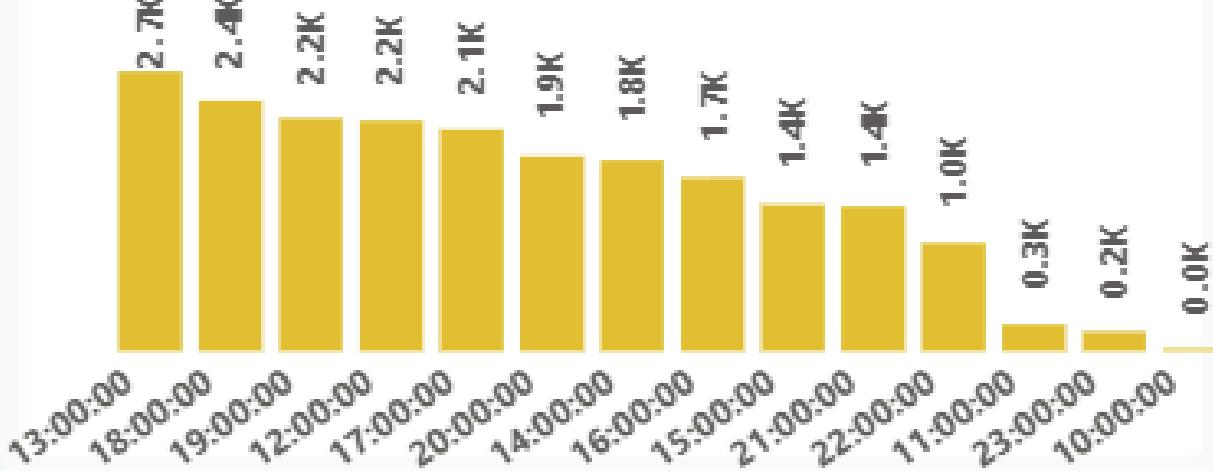
category

All

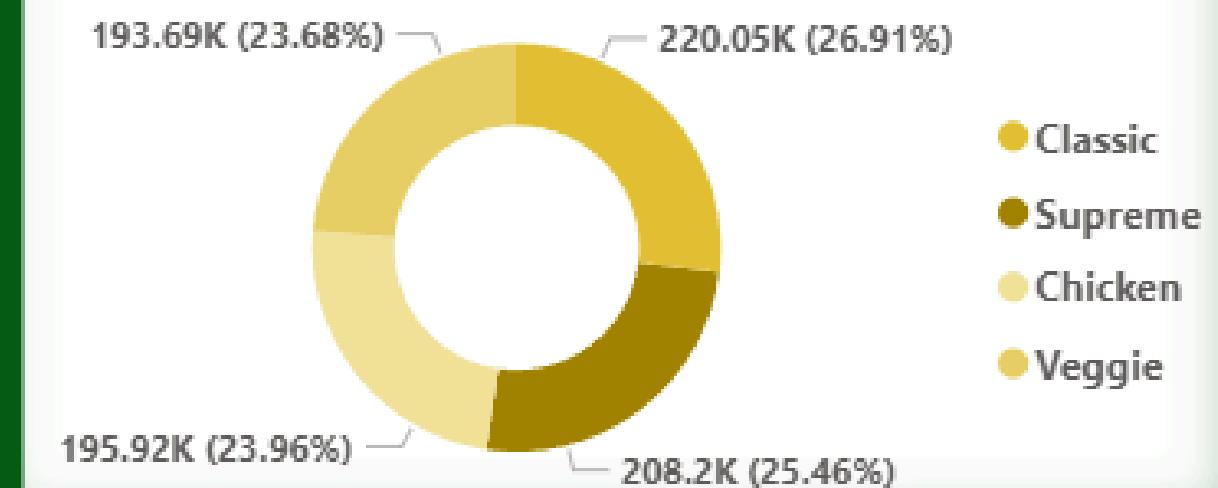
Orders(by category) by WeekDay\_Name



Orders(by category) by Custom\_Time



Total Revenue by category



Bottom 5 selling Pizzas

The Brie Carre Pizza

11,588.50

Total Revenue

The Green Garden Pizza

13,955.75

Total Revenue

The Mediterranean Pizza

15,360.50

Total Revenue

Top 5 selling Pizzas

The Barbecue Chicken Pizza

42,768.00

Total Revenue

The California Chicken Pizza

41,409.50

Total Revenue

The Classic Deluxe Pizza

38,180.50

Total Revenue

Total Pizza sold by size

