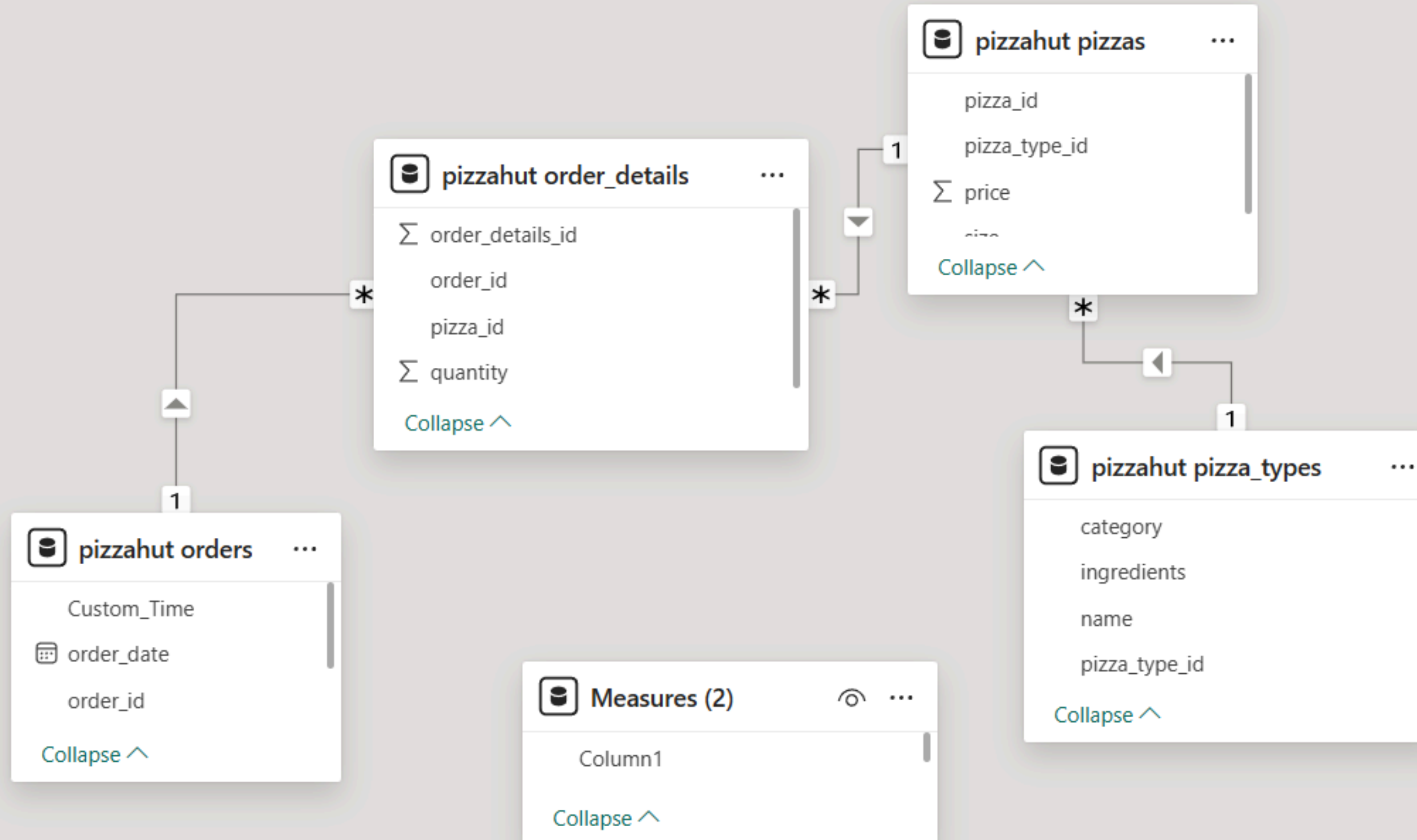


PIZZA ANALYSIS DASHBOARD



DATASET SCHEMA



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
    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	29831.300000000003
2015-01-14	32358.700000000004
2015-01-15	34343.500000000001
2015-01-16	36937.650000000001
2015-01-17	39001.750000000001
2015-01-18	40978.600000000006
2015-01-19	43365.750000000001
2015-01-20	45763.650000000001
2015-01-21	47804.200000000001
2015-01-22	50300.900000000001

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	32265.700000000065	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

Avg Order Value

50K

Total Pizza sold

2.32

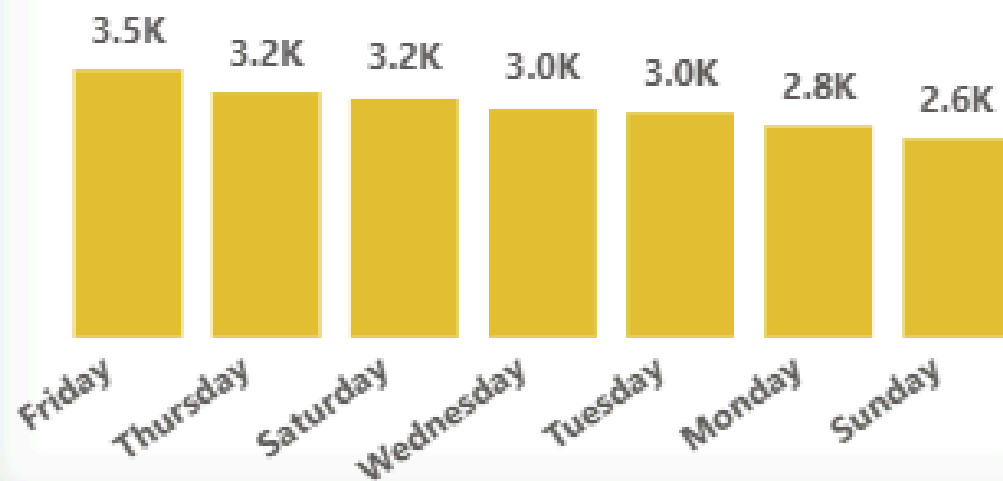
Avg Pizza Per Order

category

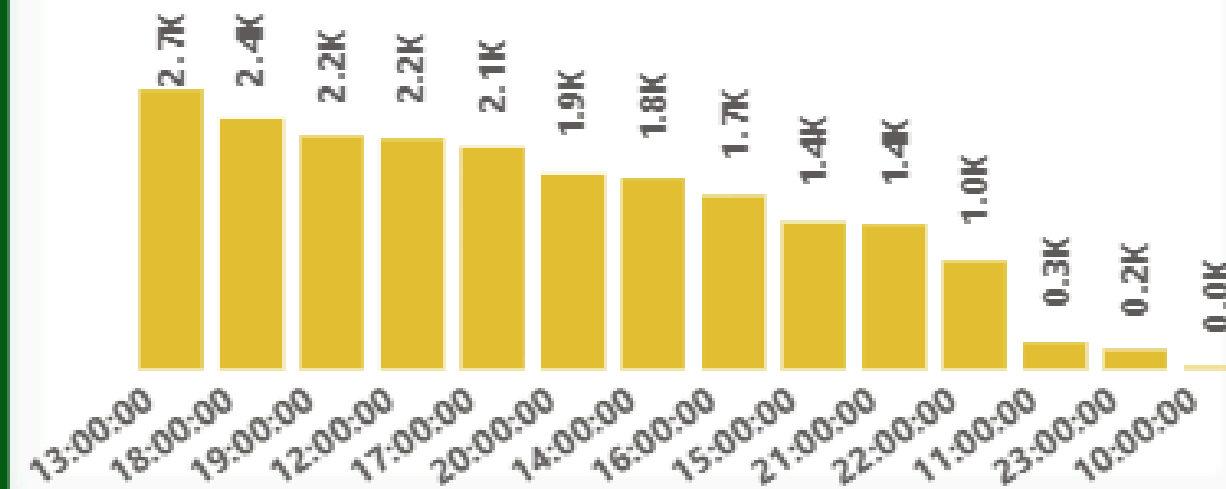
All



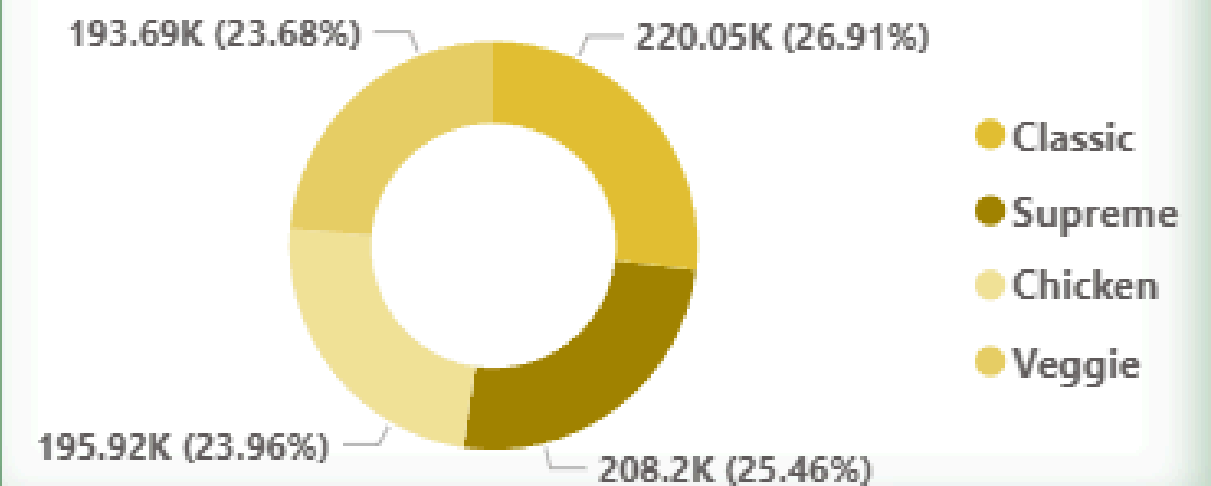
Orders(by category) by WeekDay_Name



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

