Pizza Sales Analysis

Using MYSQL

Project Goal : Analyze pizza sales data to derive insightful information for the company.

Data Handling : Utilize MySQL to manage and analyze various aspects of the sales data.

Benefits for Product Team :

1. Provide valuable insights into consumer preferences .
2. Identify sales trends.
3. Assess operational effectiveness.

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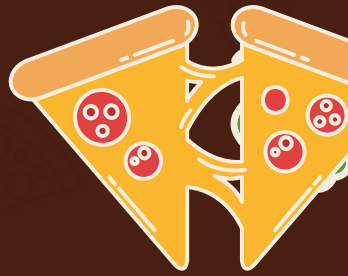

-- Retrieve the total no of orders placed.
-- calculate total revenue generated from pizza sales.
-- Identify the highest prize of the pizza.
-- Identify the most common pizzas size ordered.
-- List the 5 most ordered pizzas types along with their quantities.
-- join the necessary tables to find the total quantity of each pizza category ordered.
-- Determine the distribution of orders by hour of the day.
-- join relevant tables to find the category-wise distribution of pizzas
-- Group the order by date and calculate the average number of pizzas ordered per day.
-- Determine top 3 most ordered pizza types based on revenue.
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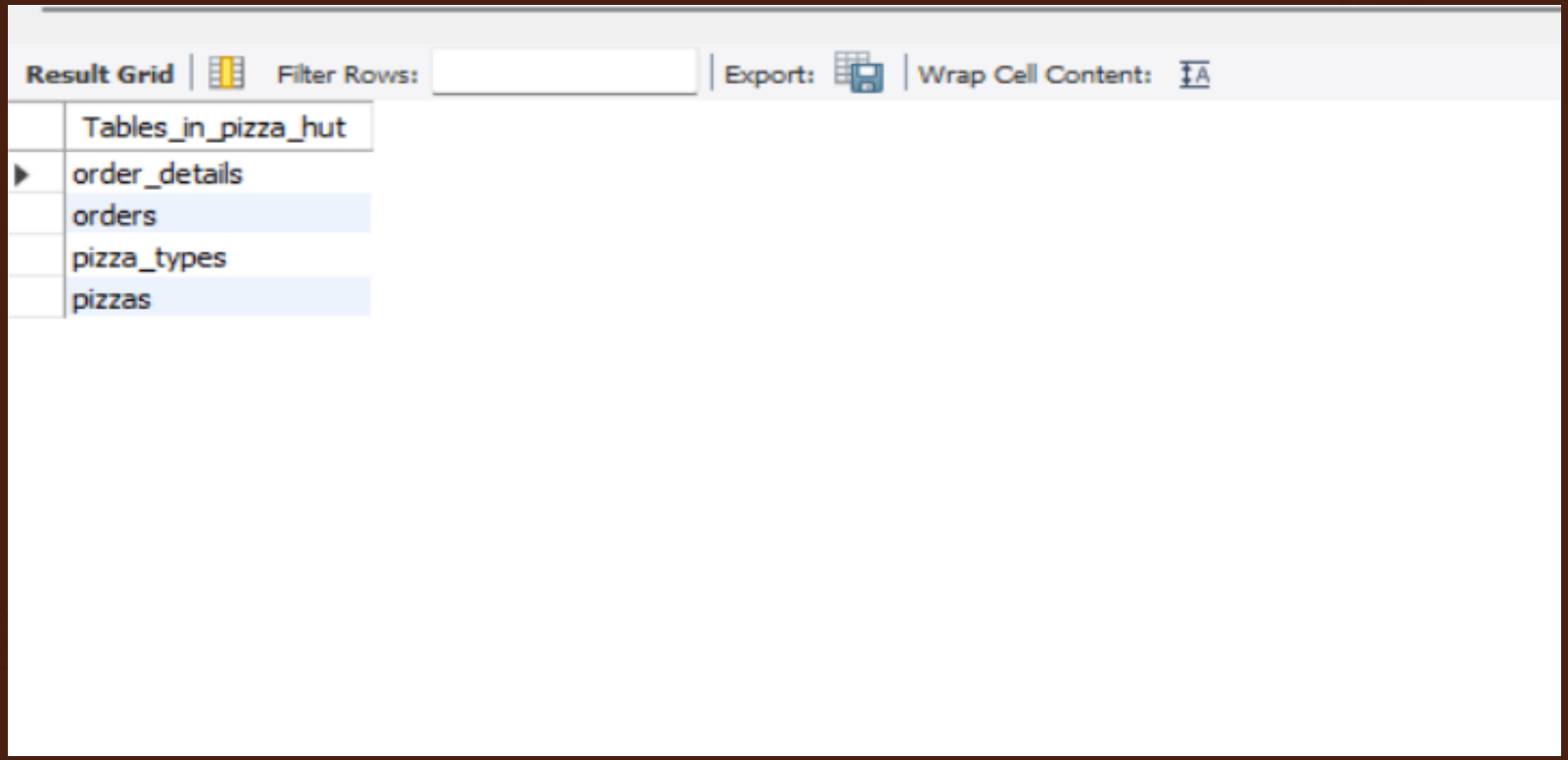
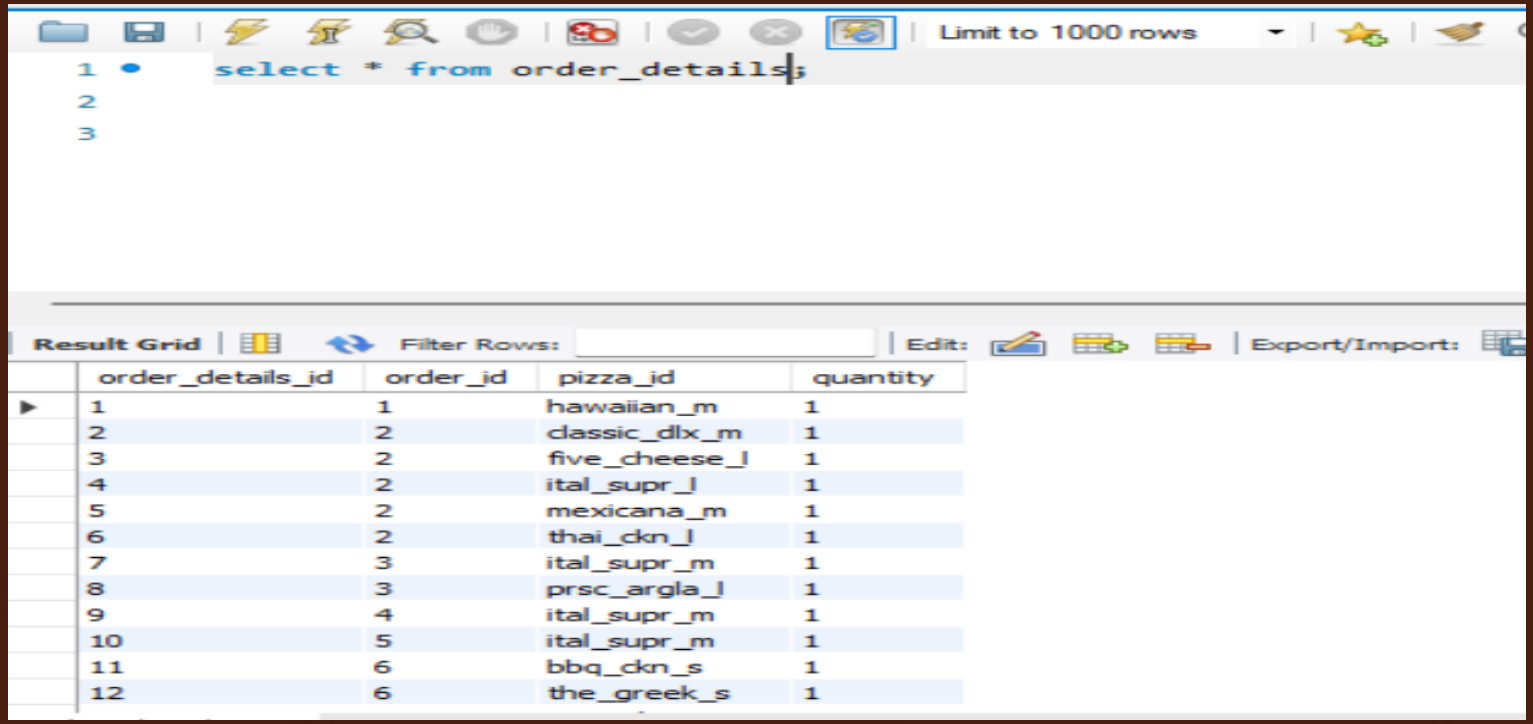
Lists of Tables

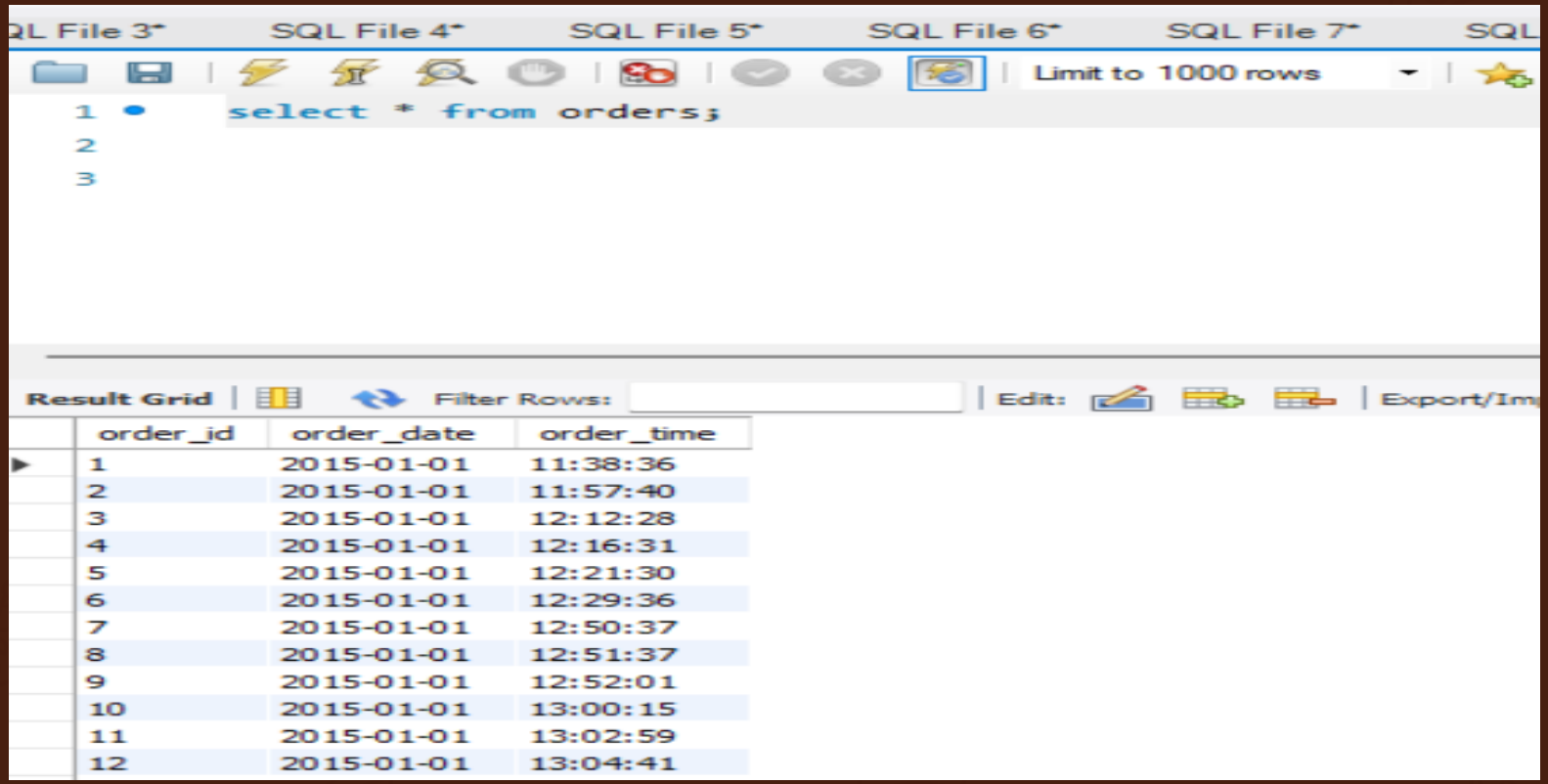


Order_details table



order_details_id	order_id	pizza_id	quantity
1	1	hawaiian_m	1
2	2	classic_dlx_m	1
3	2	five_cheese_l	1
4	2	ital_supr_l	1
5	2	mexicana_m	1
6	2	thai_ckn_l	1
7	3	ital_supr_m	1
8	3	prsc_argla_l	1
9	4	ital_supr_m	1
10	5	ital_supr_m	1
11	6	bbq_ckn_s	1
12	6	the_greek_s	1

Orders table



order_id	order_date	order_time
1	2015-01-01	11:38:36
2	2015-01-01	11:57:40
3	2015-01-01	12:12:28
4	2015-01-01	12:16:31
5	2015-01-01	12:21:30
6	2015-01-01	12:29:36
7	2015-01-01	12:50:37
8	2015-01-01	12:51:37
9	2015-01-01	12:52:01
10	2015-01-01	13:00:15
11	2015-01-01	13:02:59
12	2015-01-01	13:04:41

Pizzas table

```
1  select * from pizzas;
2
3
```

Limit to 1000 rows

Result Grid | Filter Rows: | Export: | Wrap Cell Content:

pizza_id	pizza_type_id	size	price
bbq_ckn_s	bbq_ckn	S	12.75
bbq_ckn_m	bbq_ckn	M	16.75
bbq_ckn_l	bbq_ckn	L	20.75
cali_ckn_s	cali_ckn	S	12.75
cali_ckn_m	cali_ckn	M	16.75
cali_ckn_l	cali_ckn	L	20.75
ckn_alfredo_s	ckn_alfredo	S	12.75
ckn_alfredo_m	ckn_alfredo	M	16.75
ckn_alfredo_l	ckn_alfredo	L	20.75
ckn_pesto_s	ckn_pesto	S	12.75
ckn_pesto_m	ckn_pesto	M	16.75
ckn_pesto_l	ckn_pesto	L	20.75

Pizza_types table

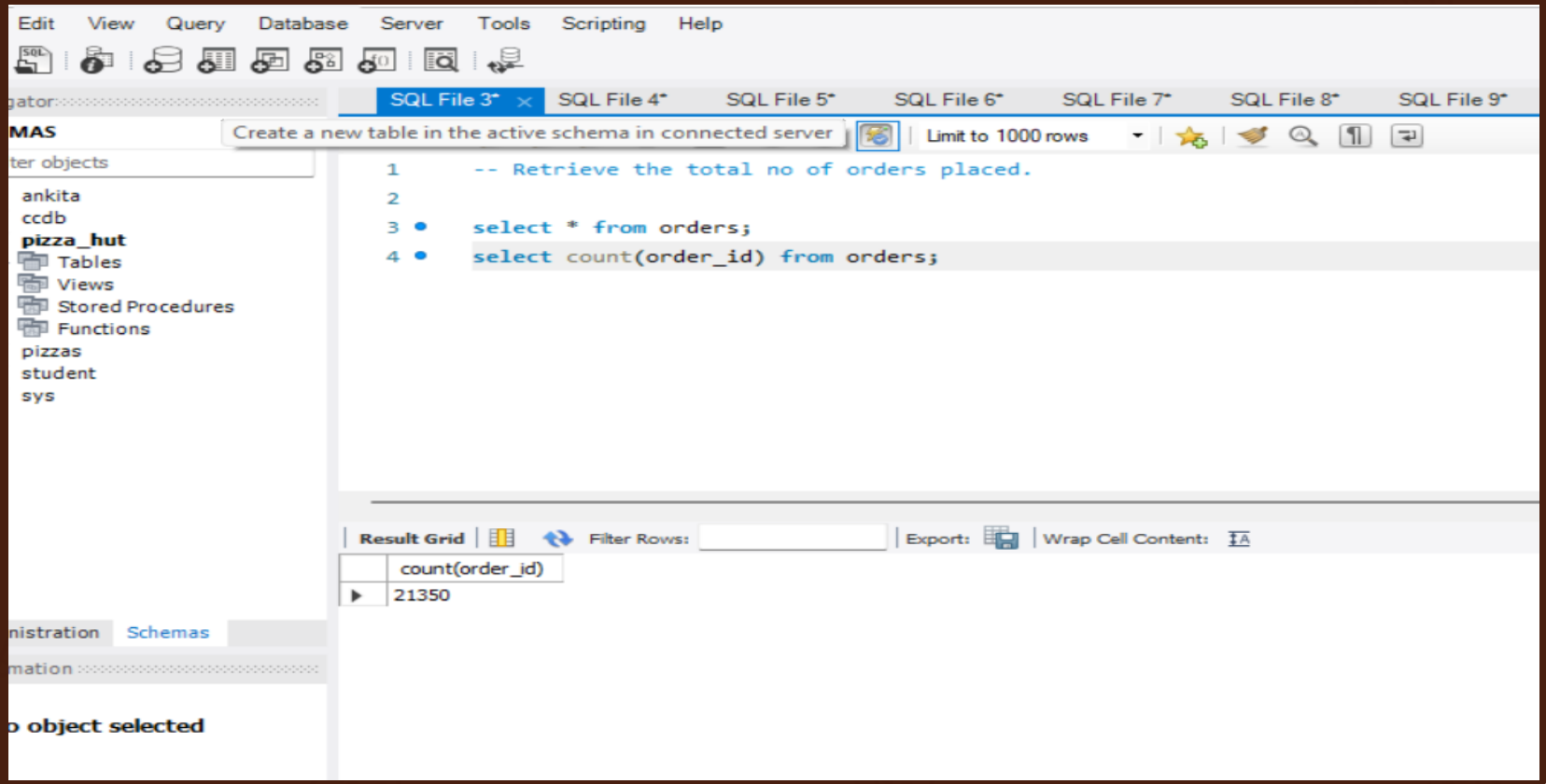
```
1  select * from pizza_types;
2
3
```

Limit to 1000 rows

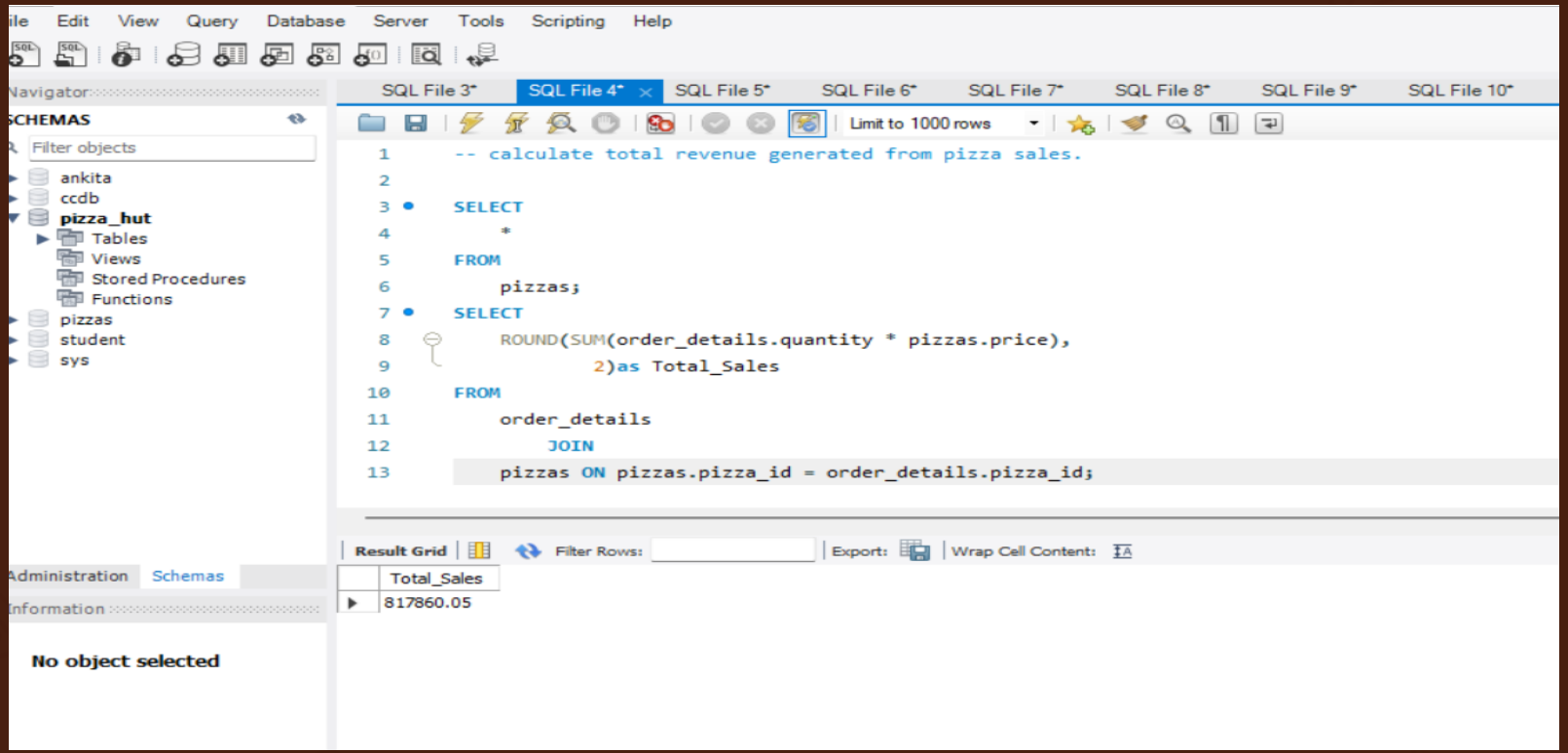
Result Grid | Filter Rows: | Export: | Wrap Cell Content:

pizza_type_id	name	category	ingredients
bbq_ckn	The Barbecue Chicken Pizza	Chicken	Barbecued Chicken, Red Peppers, Green Peppe...
cali_ckn	The California Chicken Pizza	Chicken	Chicken, Artichoke, Spinach, Garlic, Jalapeno P...
ckn_alfredo	The Chicken Alfredo Pizza	Chicken	Chicken, Red Onions, Red Peppers, Mushrooms...
ckn_pesto	The Chicken Pesto Pizza	Chicken	Chicken, Tomatoes, Red Peppers, Spinach, Garl...
southw_ckn	The Southwest Chicken Pizza	Chicken	Chicken, Tomatoes, Red Peppers, Red Onions, ...
thai_ckn	The Thai Chicken Pizza	Chicken	Chicken, Pineapple, Tomatoes, Red Peppers, T...
big_meat	The Big Meat Pizza	Classic	Bacon, Pepperoni, Italian Sausage, Chorizo Sau...
classic_dlx	The Classic Deluxe Pizza	Classic	Pepperoni, Mushrooms, Red Onions, Red Peppe...
hawaiian	The Hawaiian Pizza	Classic	Sliced Ham, Pineapple, Mozzarella Cheese
ital_cpclo	The Italian Capocollo Pizza	Classic	Capocollo, Red Peppers, Tomatoes, Goat Chee...
napolitana	The Napolitana Pizza	Classic	Tomatoes, Anchovies, Green Olives, Red Onion...
pep_msh_pep	The Pepperoni, Mushroom, ...	Classic	Pepperoni, Mushrooms, Green Peppers

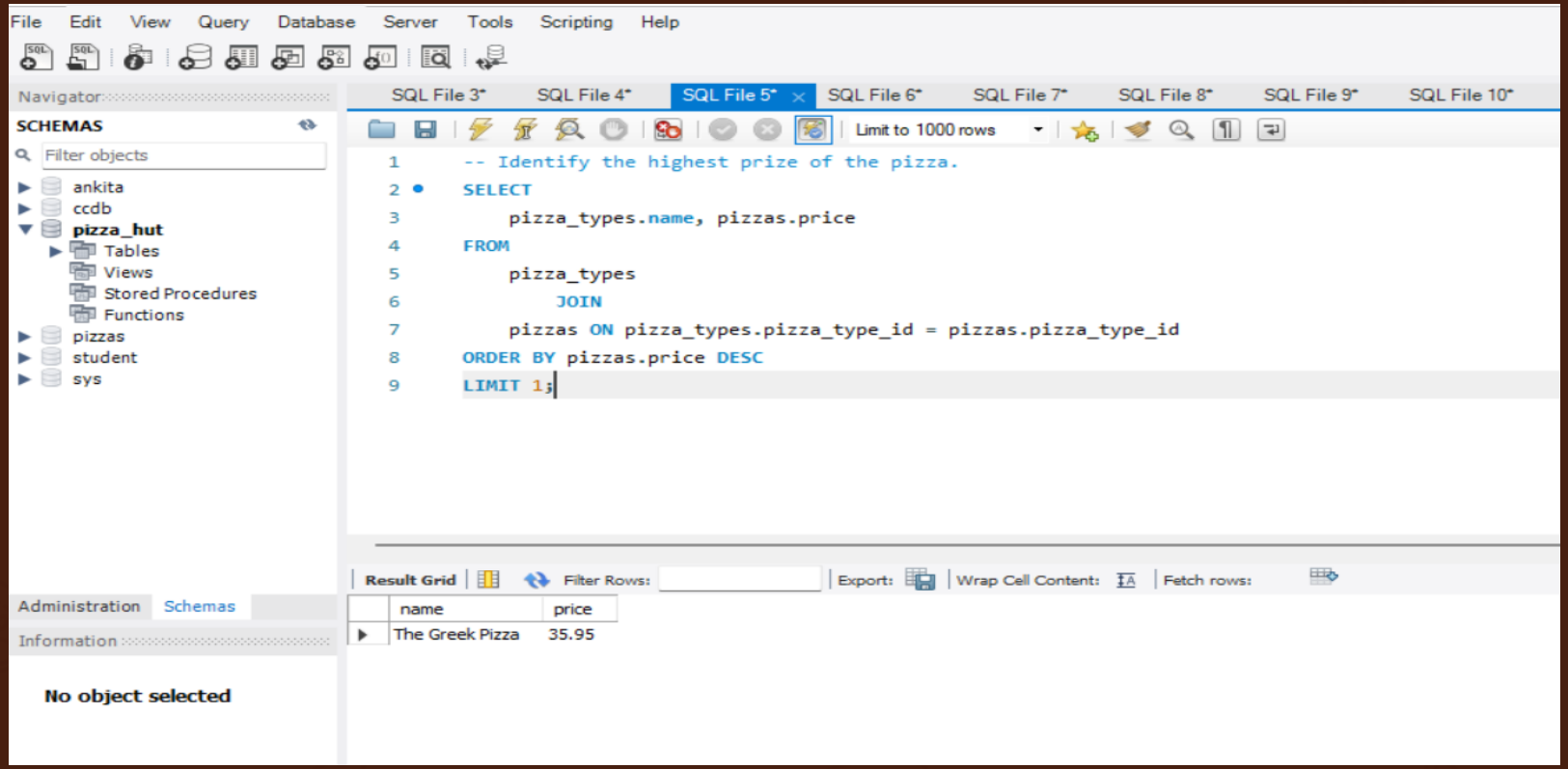
Retrieve the total no of orders placed.



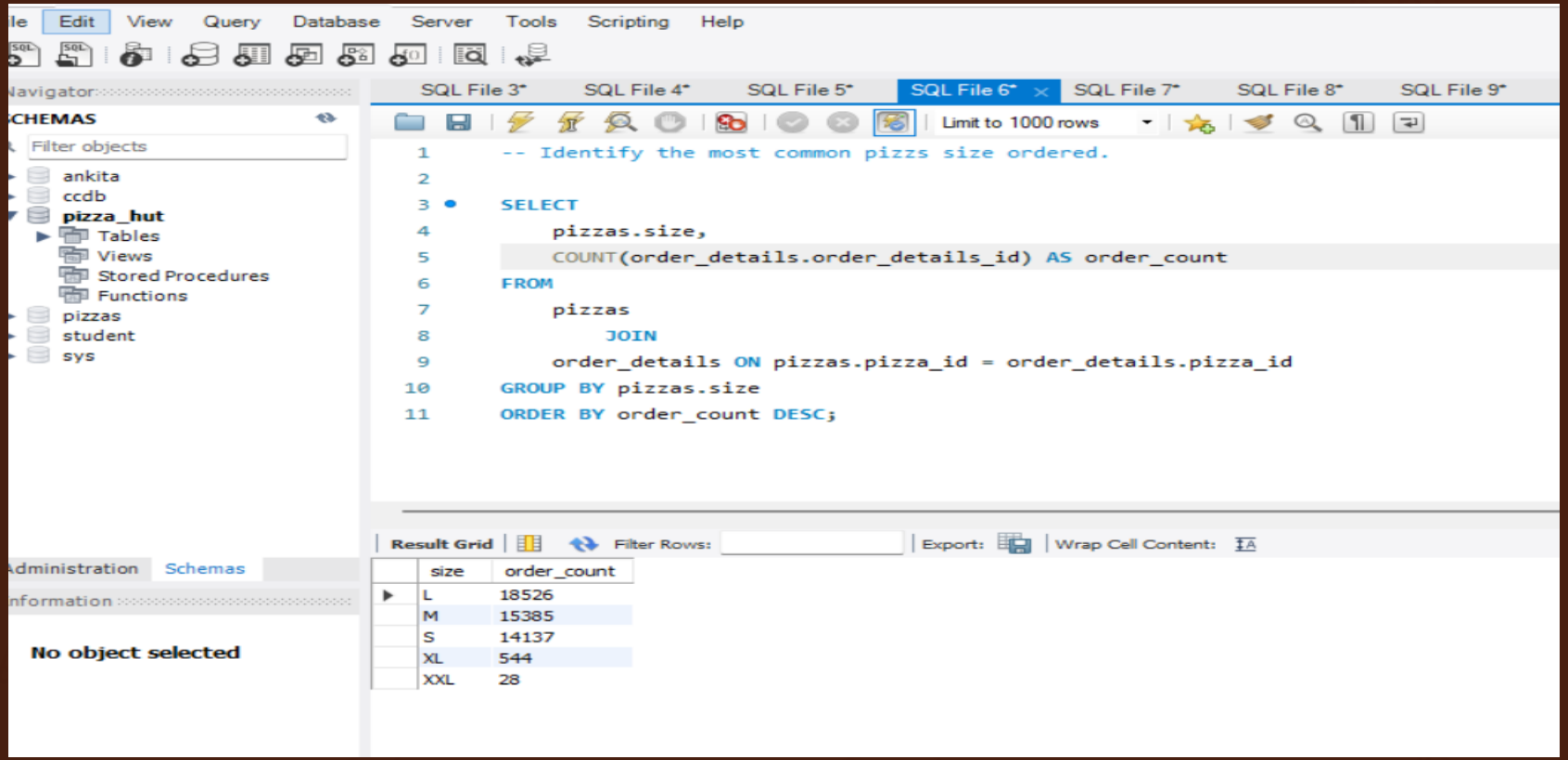
calculate total revenue generated from pizza sales



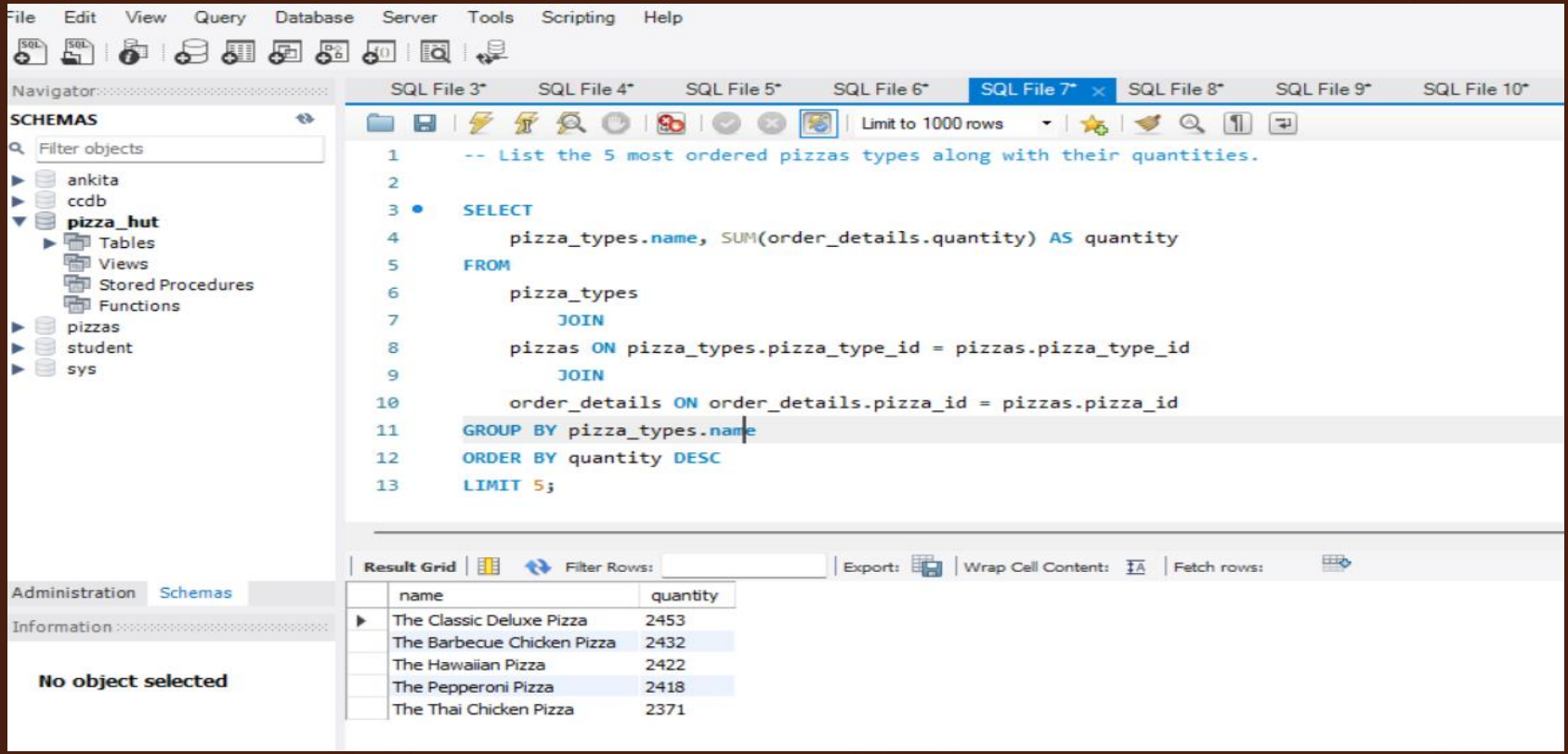
Identify the highest prize of the pizza.



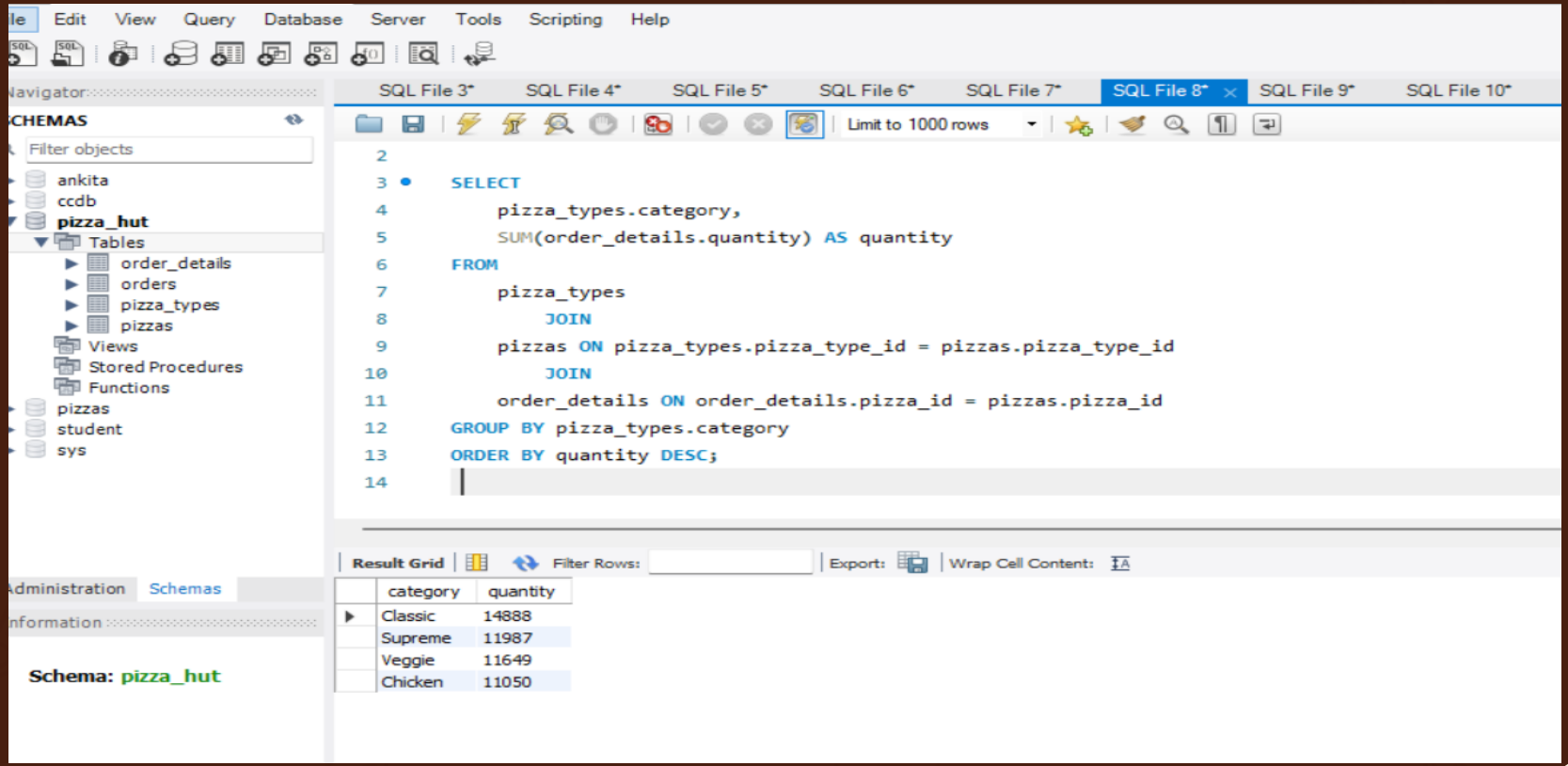
Identify the most common pizzas size ordered.



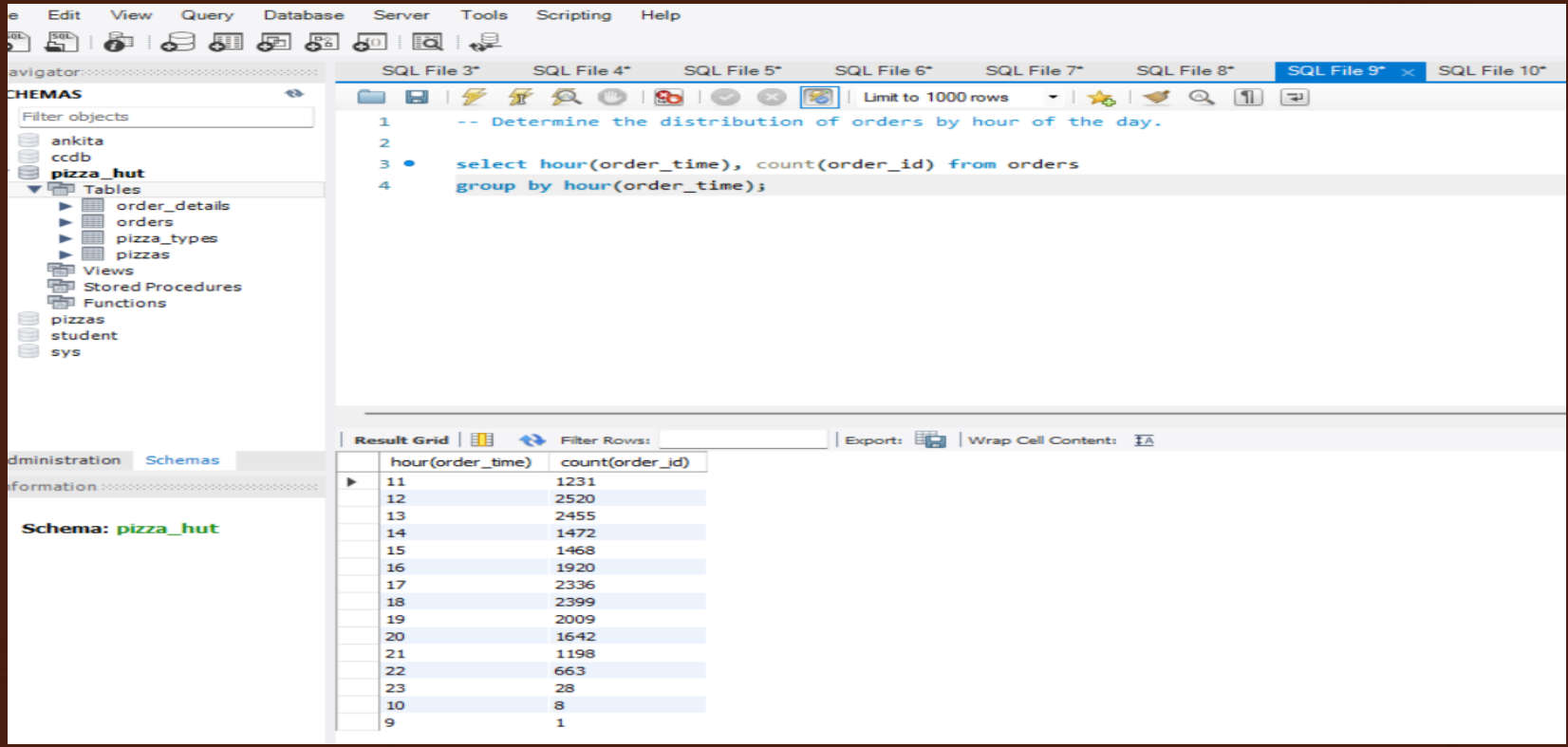
List the 5 most ordered pizzas types along with their quantities.



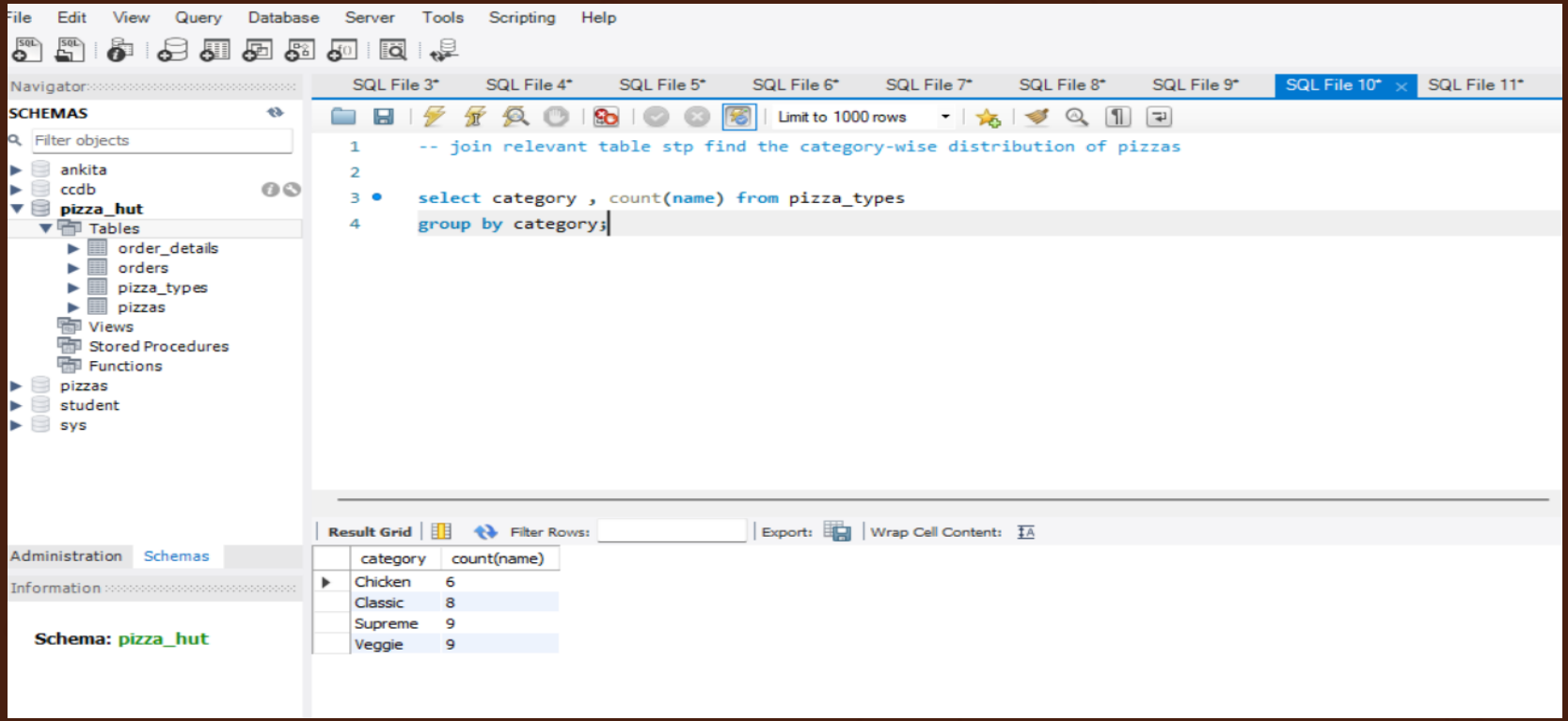
Determine the distribution of orders by hour of the day.



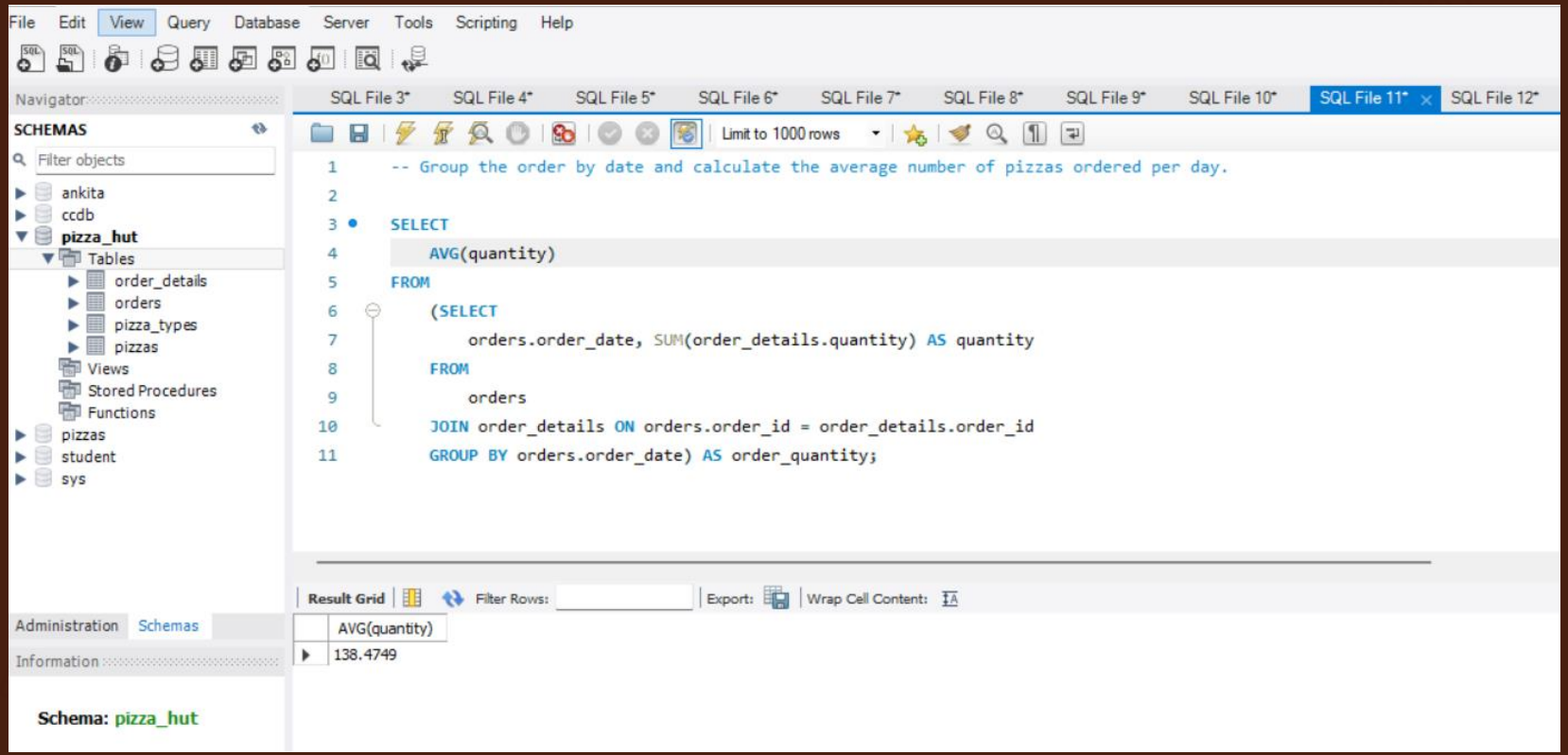
join relevant tables to find the category-wise distribution of pizzas



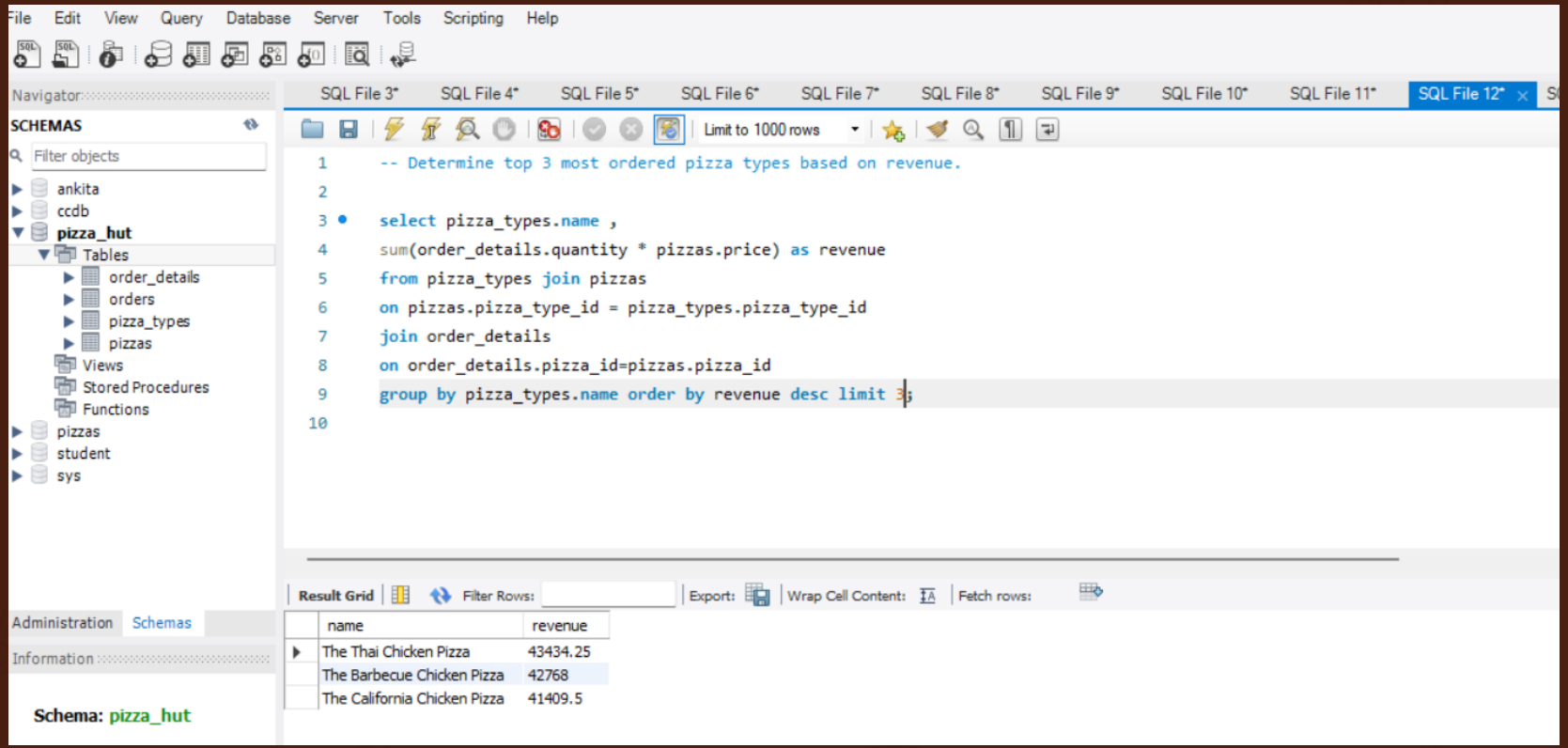
Group the order by date and calculate the average number of pizzas ordered per day



Determine top 3 most ordered pizza types based on revenue.



Determine top 3 most ordered pizza types based on revenue.



Key Insights

1. Total Orders: 21,350
2. Total Revenue: $817,860.05
3. Highest Priced Pizza: The Greek Pizza at $35.95
4. Most Common Pizza Size Ordered: Large (18,526 orders).
5. Top 5 Most Ordered Pizzas : -
   * The Classic Deluxe Pizza (2,453)
   * The Barbecue Chicken Pizza (2,432)
   * The Hawaiian Pizza (2,422)
   * The Pepperoni Pizza (2,418)
   * The Thai Chicken Pizza (2,371)
6. Top Revenue-Generating Pizza: The Thai Chicken Pizza at $43,434.25
7. Order Distribution by Hour:
8. Peak hours: 12:00 (2,520 orders), 13:00 (2,455 orders), 18:00 (2,399 orders)

THANK YOU