LARANA PIZZA

SQL PROJECT ON PIZZAS SALES

BY ANSH ANAND RAVI.

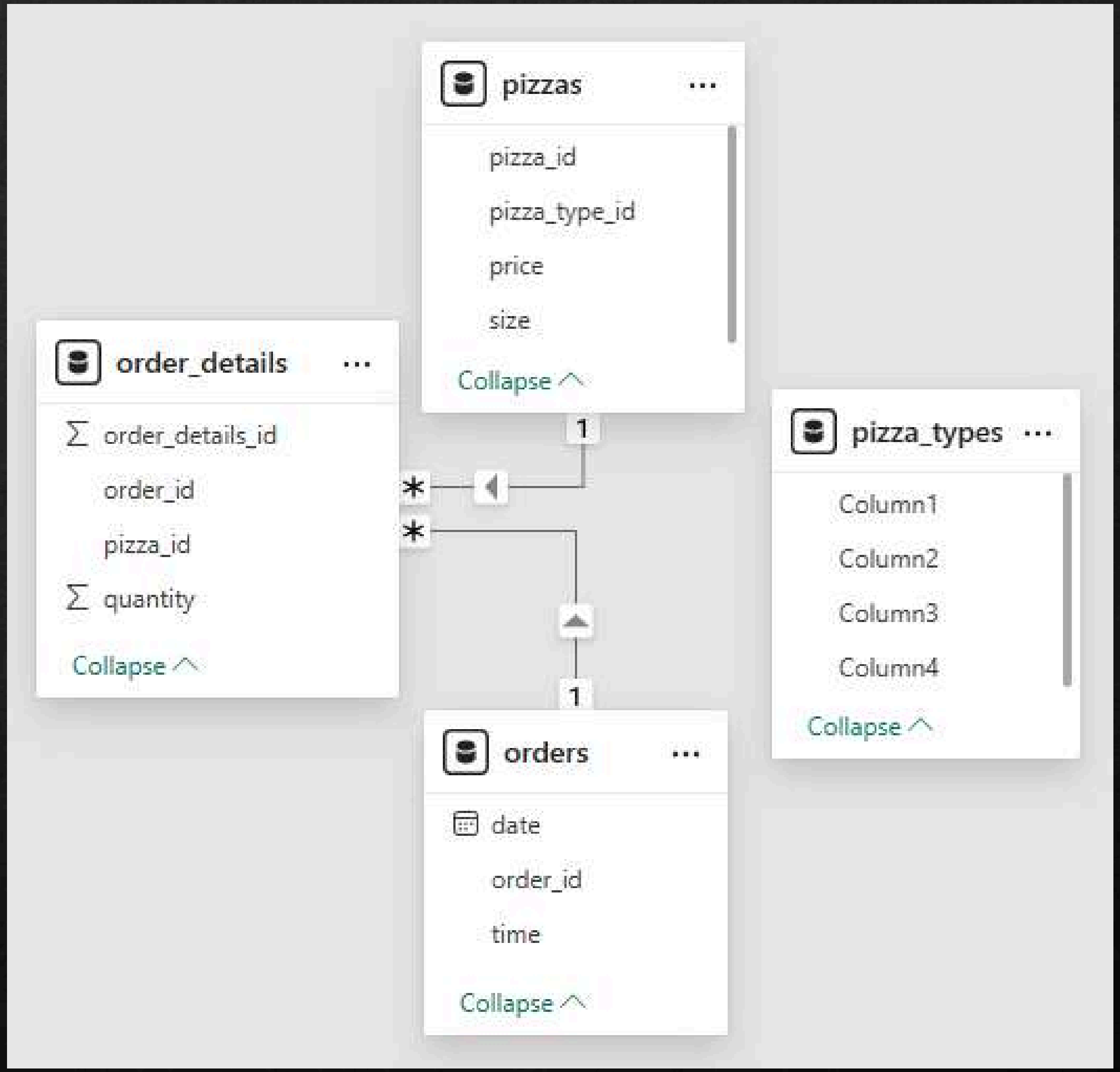
LARANA PIZZA

HELLO! EVERYONE.

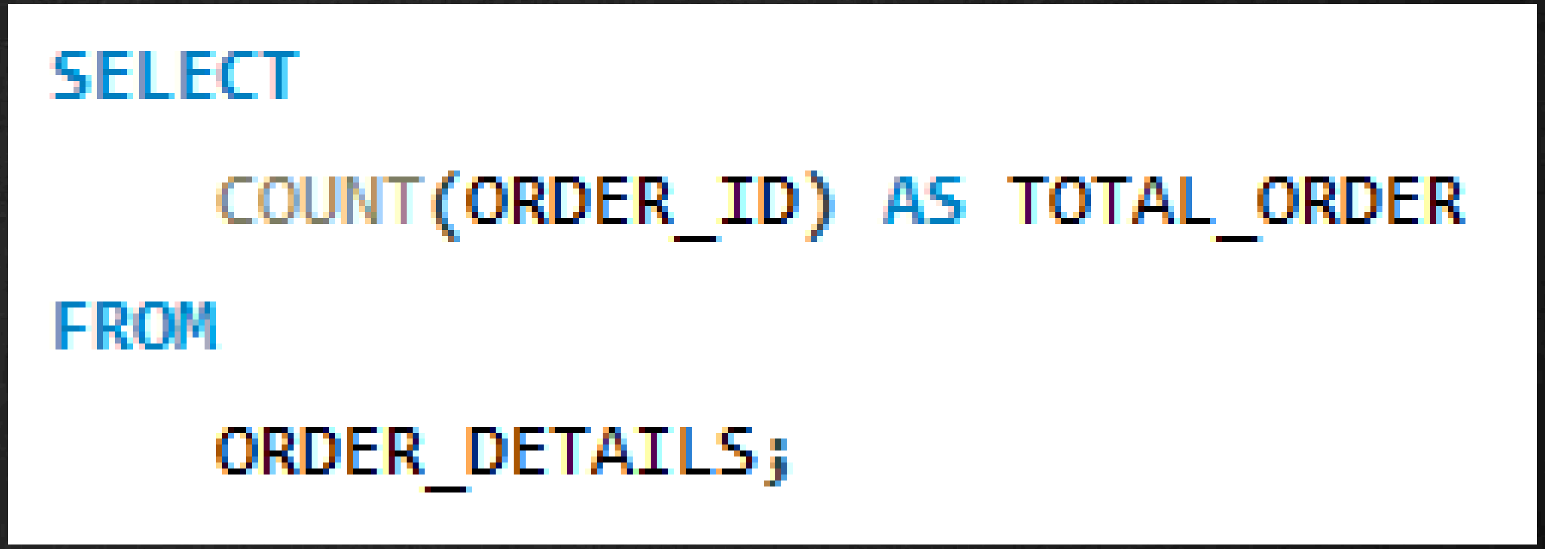
My name is Ansh Anand Ravi, an aspiring Data Analyst with a passion for leveraging data to drive business decisions. In my Pizza Sales Analysis project, I used SQL to analyze customer preferences and sales data, identifying the most popular pizza types, sizes, and pricing strategies that significantly contributed to revenue. By performing SQL queries, joins, aggregations, and grouping, I uncovered key trends and patterns in customer behavior and sales performance. This experience not only honed my analytical and SQL skills but also provided practical insights into optimizing business strategies through data-driven decision-making.

OVERVIEW OF THE SCHEMA:

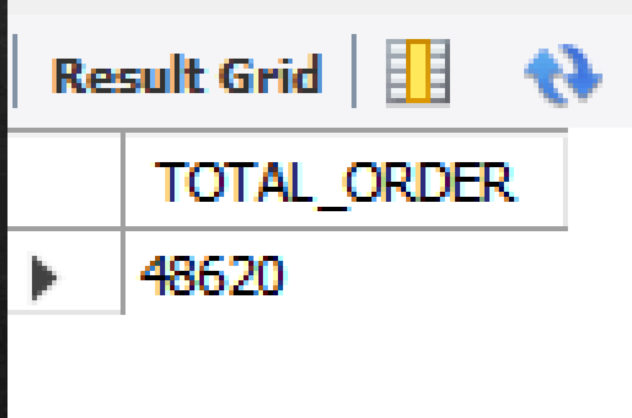
THE ERD REPRESENTS A RELATIONAL DATABASE STRUCTURE FOR
A PIZZA ORDERING SYSTEM.
IT INCLUDES FOUR PRIMARY TABLES AND THEIR RELATIONSHIPS, DESIGNED TO STREAMLINE
THE PROCESS OF MANAGING ORDERS, PIZZAS, AND THEIR DETAILS.



RETRIEVE THE TOTAL NUMBER OF ORDERS PLACED.



```
SELECT
    COUNT(ORDER_ID) AS TOTAL_ORDER
FROM
    ORDER_DETAILS;
```



```
  TOTAL_ORDER
▶ 48620
```

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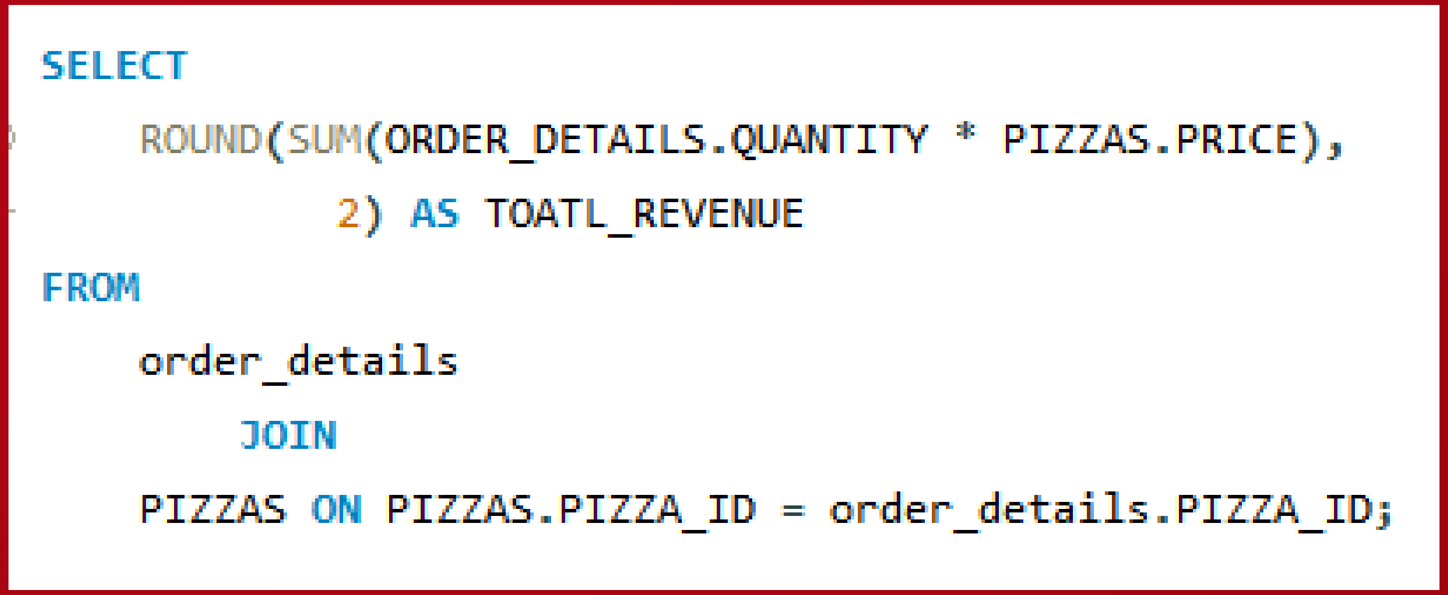
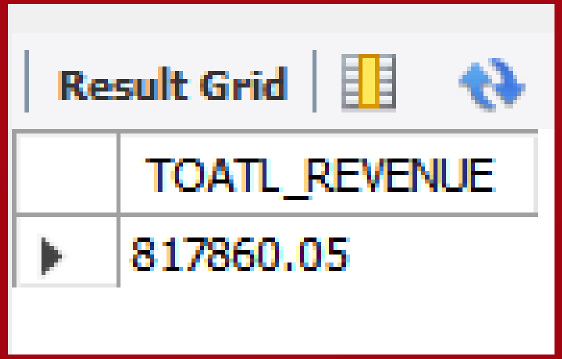
CALCULATE THE TOTAL REVENUE GENERATED FROM PIZZA SALES.

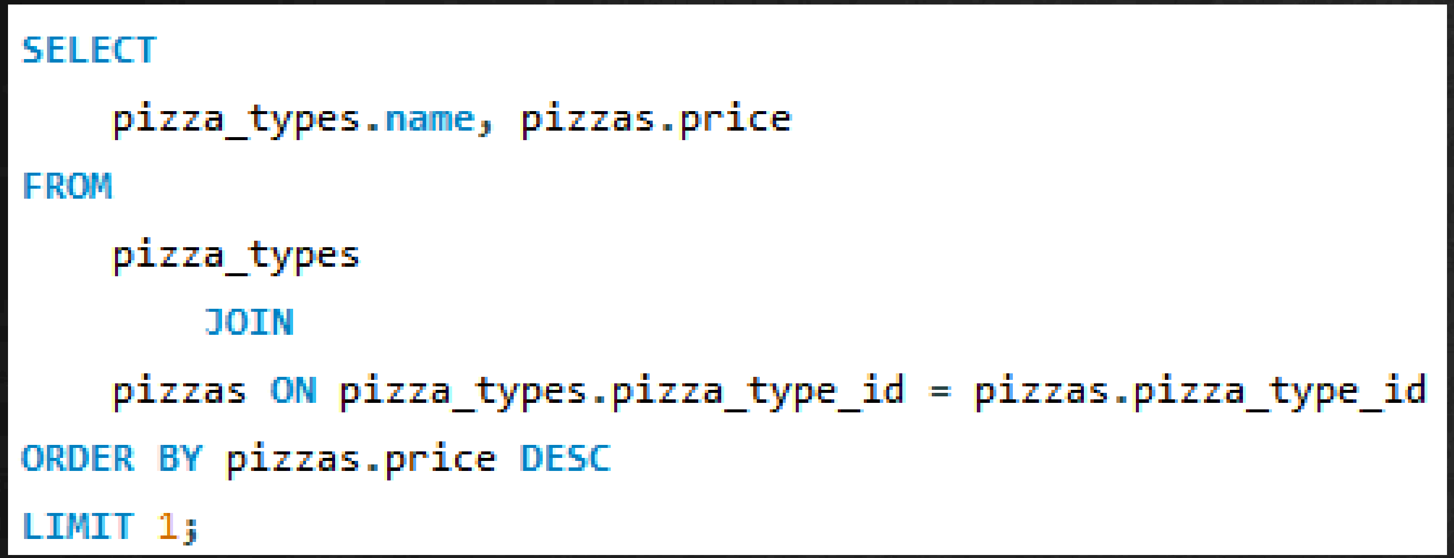


```
SELECT
    ROUND(SUM(ORDER_DETAILS.QUANTITY * PIZZAS.PRICE),
            2) AS TOATL_REVENUE
FROM
    order_details
        JOIN
    PIZZAS ON PIZZAS.PIZZA_ID = order_details.PIZZA_ID;
```

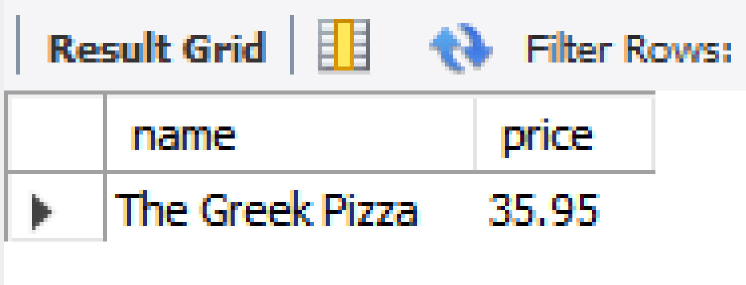


	TOATL_REVENUE
▶	817860.05

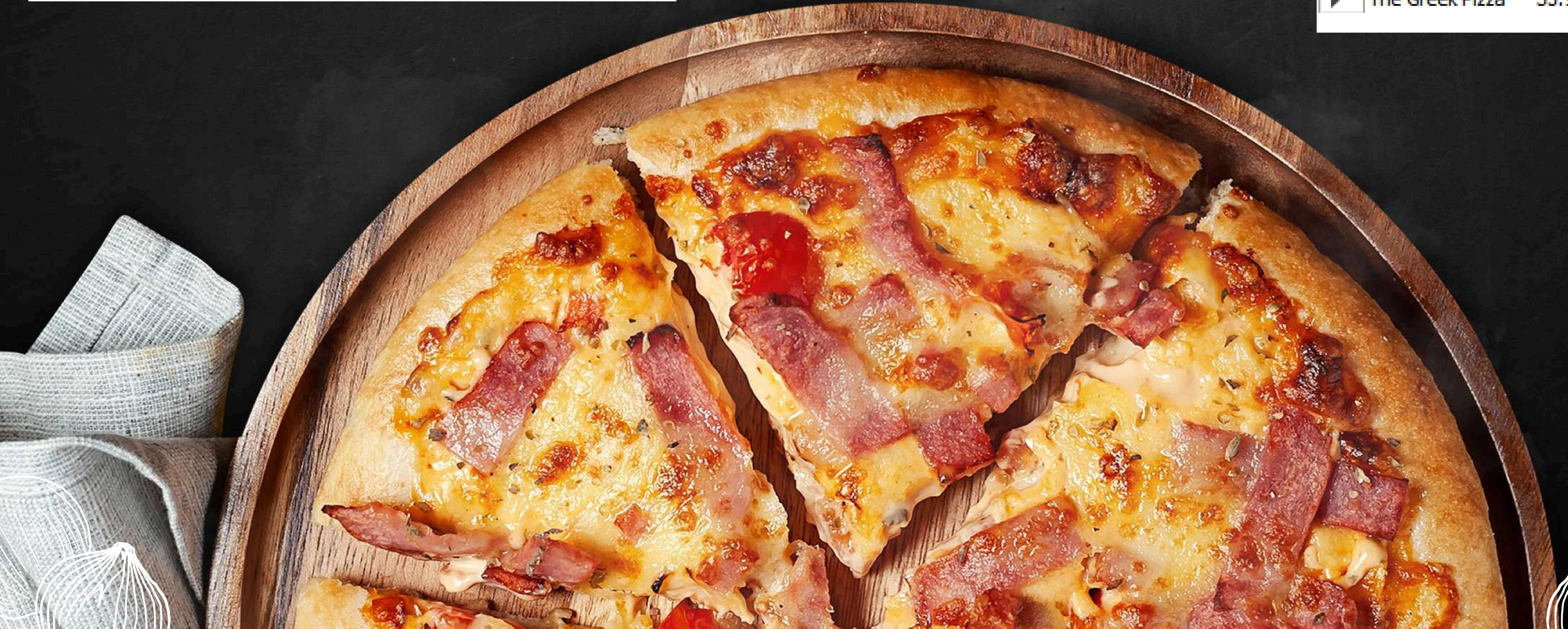
IDENTIFY THE HIGHEST-PRICED PIZZA.



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



	name	price
▶	The Greek Pizza	35.95



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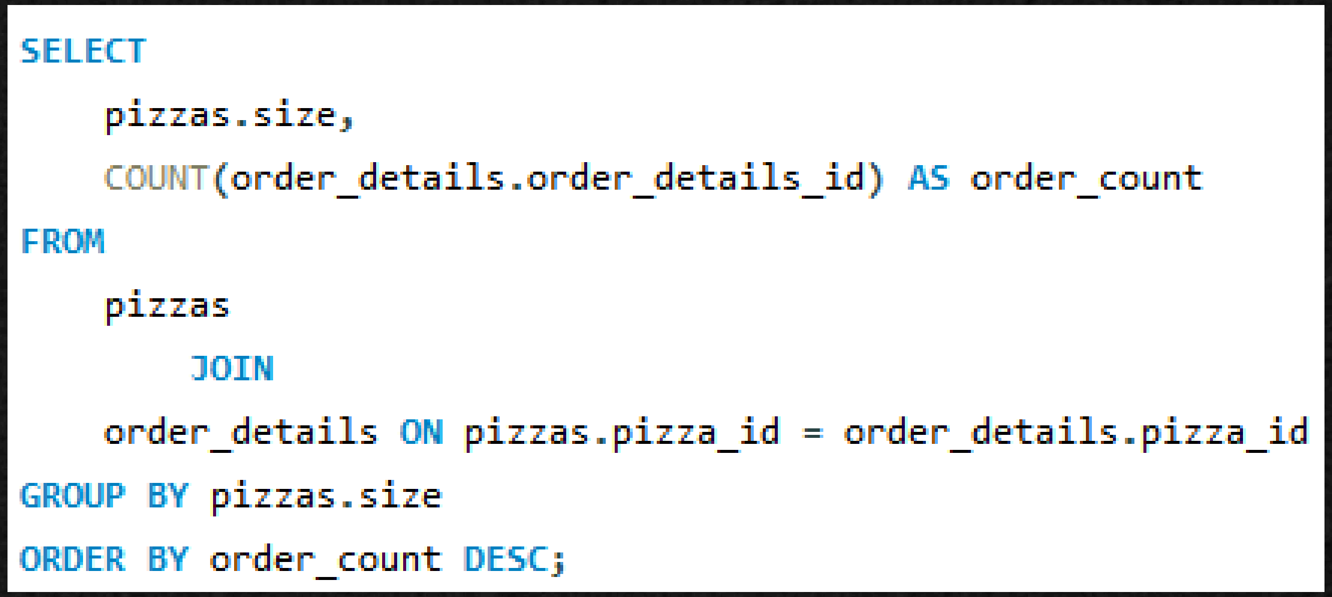
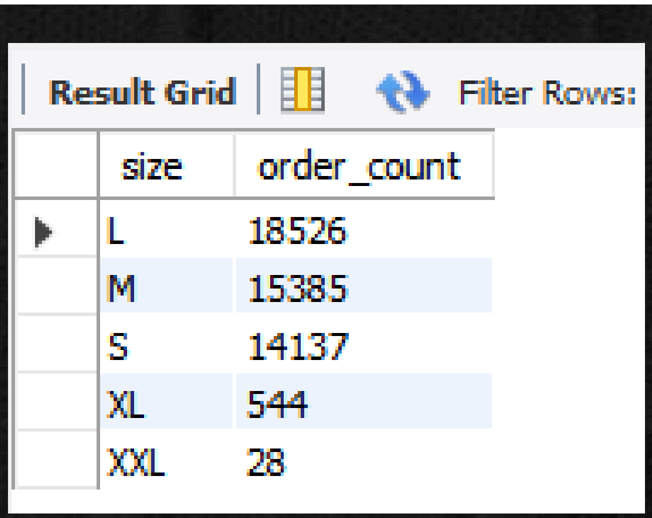
IDENTIFY THE MOST COMMON PIZZA SIZE ORDERED.



```
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.

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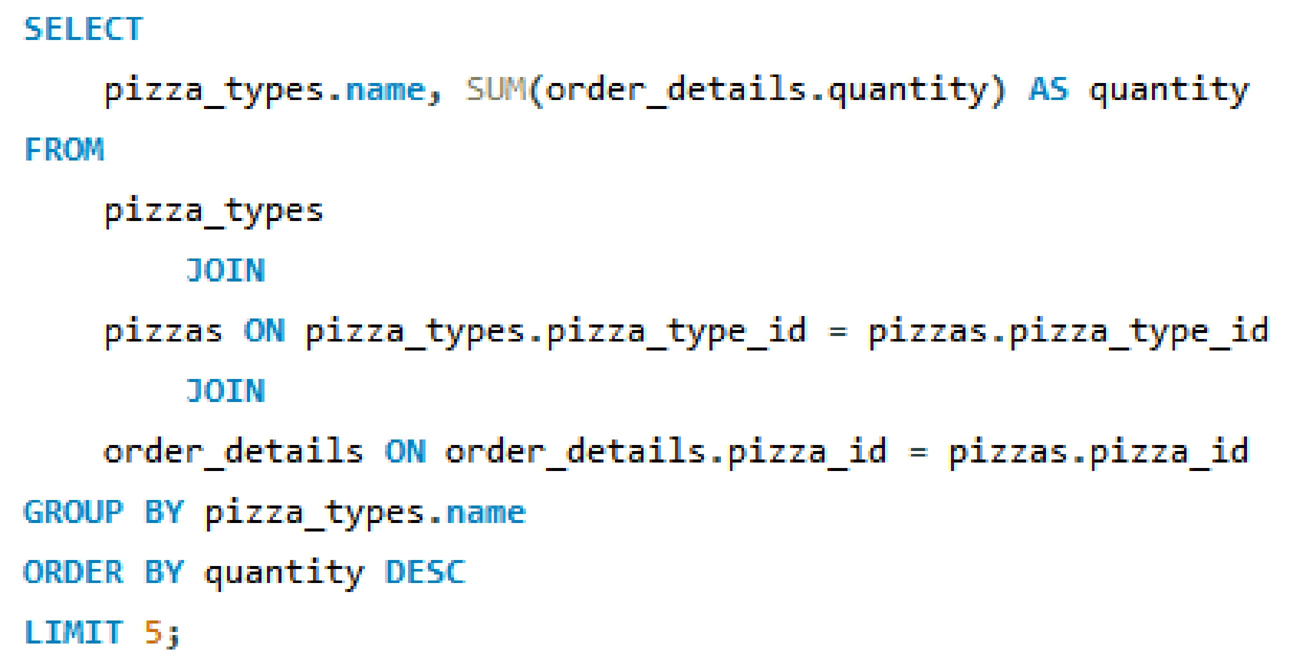
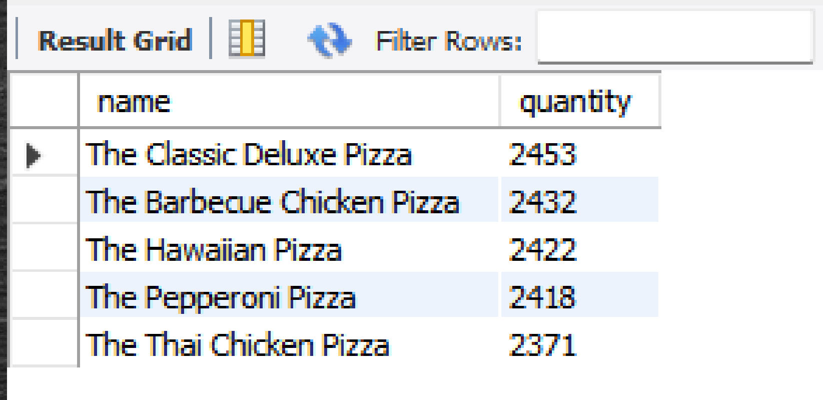
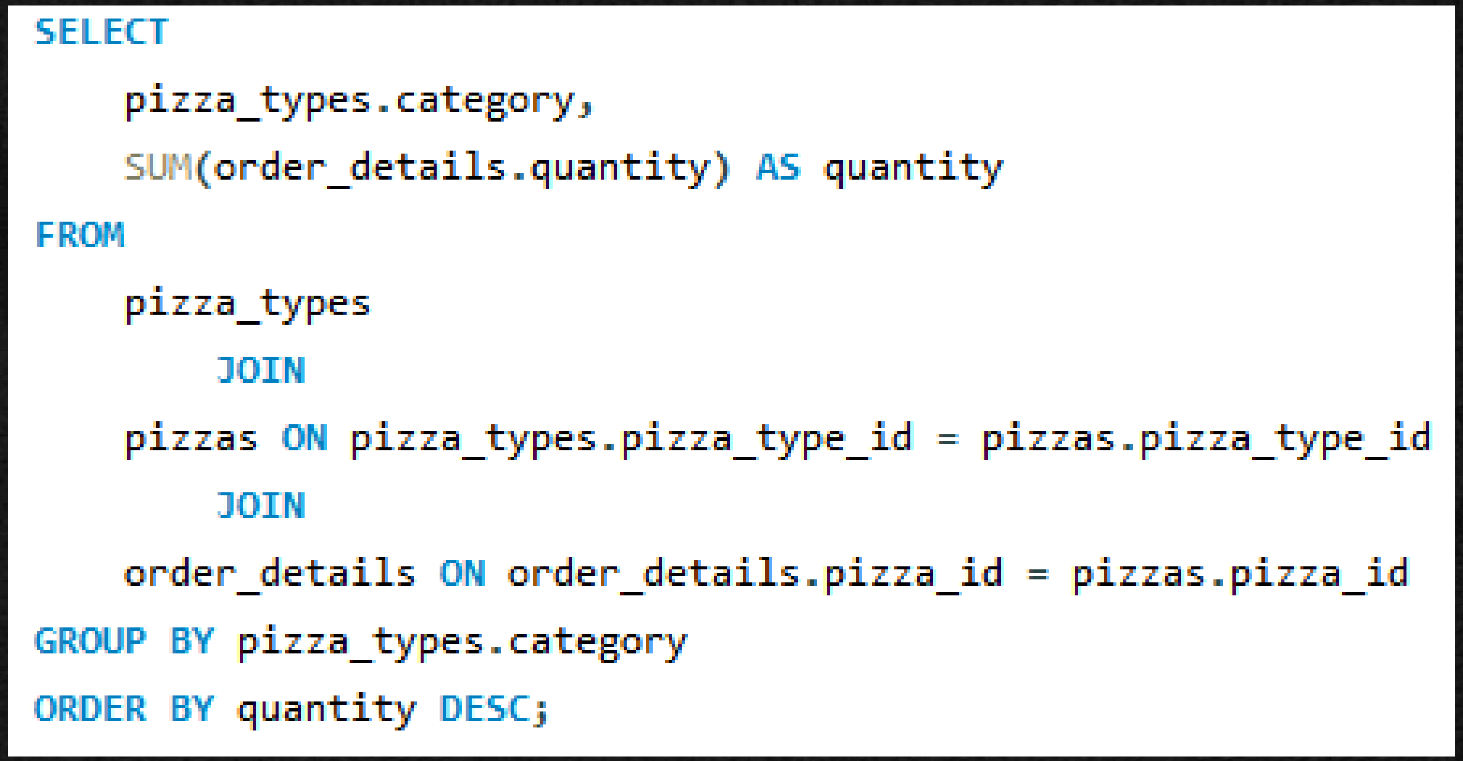


```
SELECT
    pizza_types.name, SUM(order_details.quantity) AS quantity
FROM
    pizza_types
        JOIN
    pizzas ON pizza_types.pizza_type_id = pizzas.pizza_type_id
        JOIN
    order_details ON order_details.pizza_id = pizzas.pizza_id
GROUP BY pizza_types.name
ORDER BY quantity DESC
LIMIT 5;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

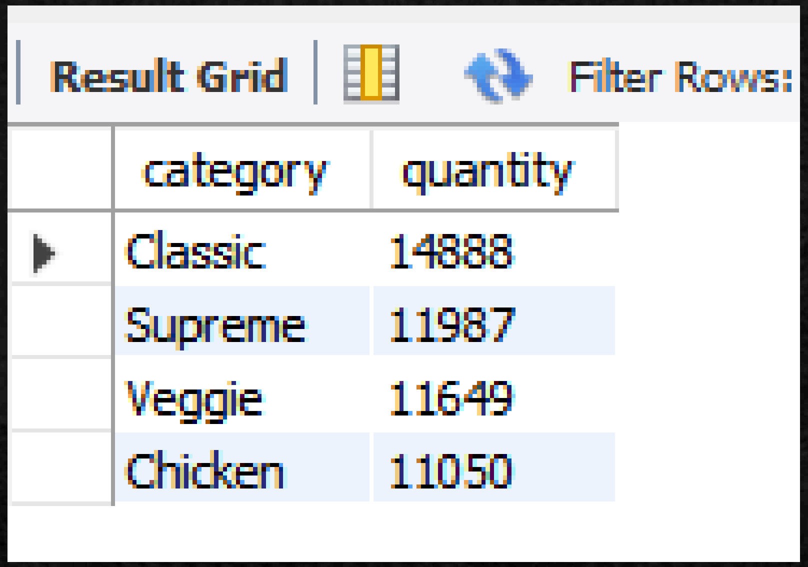


name	quantity
The Classic Deluxe Pizza	2453
The Barbecue Chicken Pizza	2432
The Hawaiian Pizza	2422
The Pepperoni Pizza	2418
The Thai Chicken Pizza	2371

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

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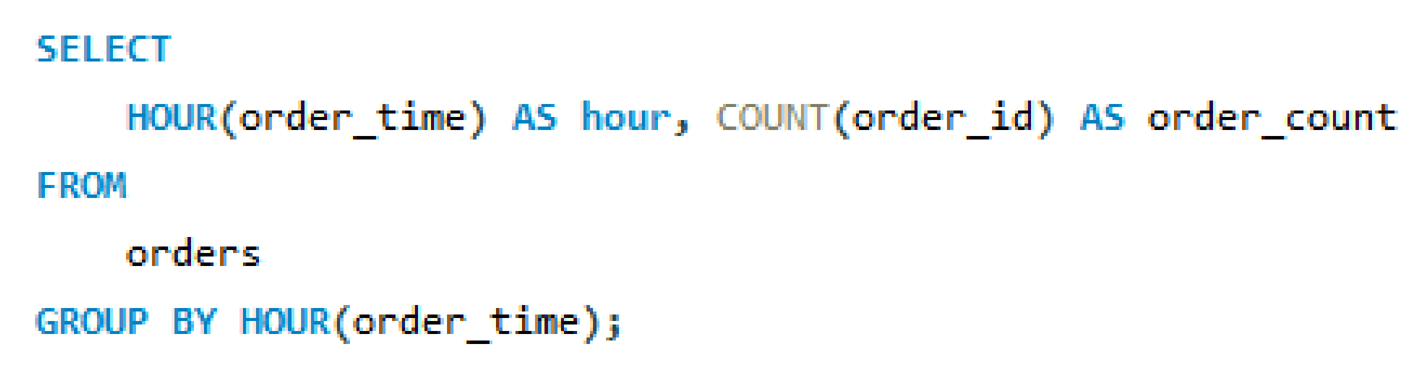
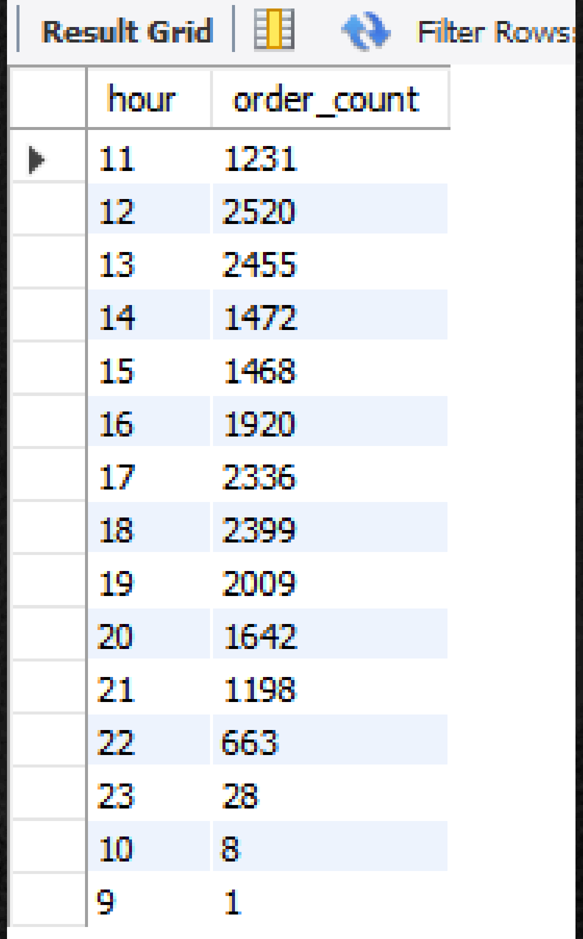
DETERMINE THE DISTRIBUTION OF ORDERS BY HOUR OF THE DAY.

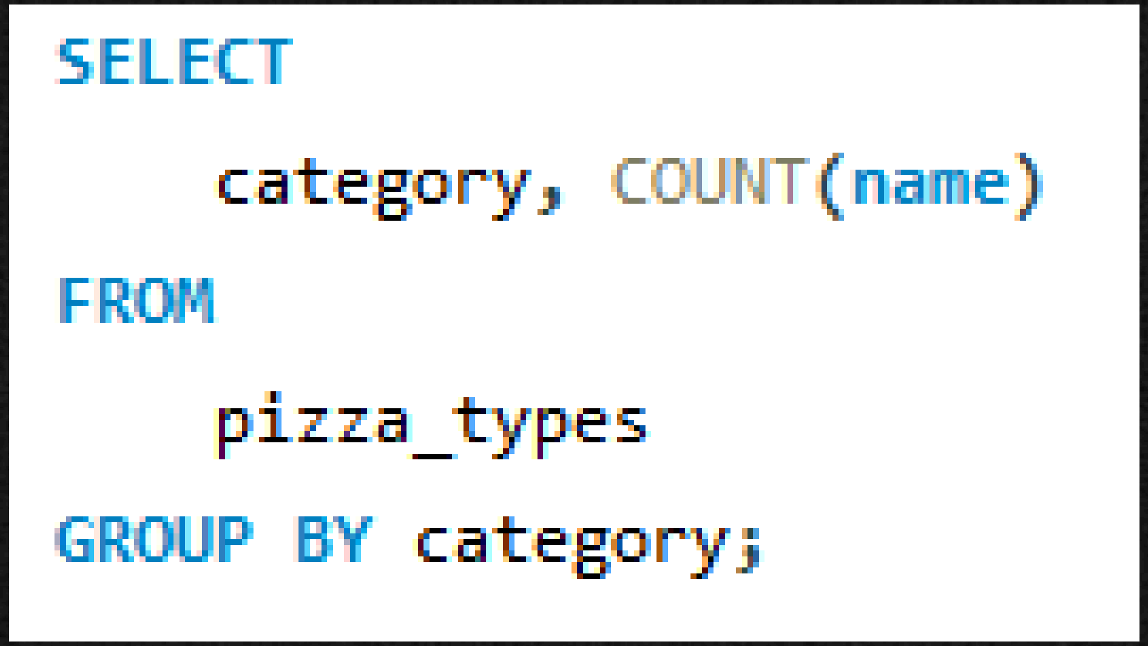


```
SELECT
    HOUR(order_time) AS hour, COUNT(order_id) AS order_count
FROM
    orders
GROUP BY HOUR(order_time);
```

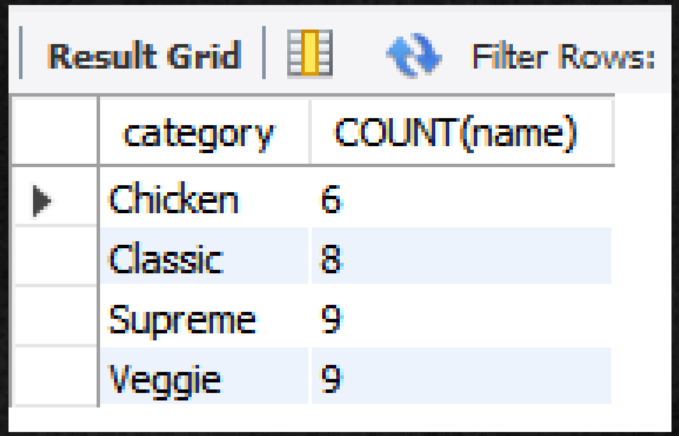


hour	order_count
11	1231
12	2520
13	2455
14	1472
15	1468
16	1920
17	2336
18	2399
19	2009
20	1642
21	1198
22	663
23	28
10	8
9	1

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

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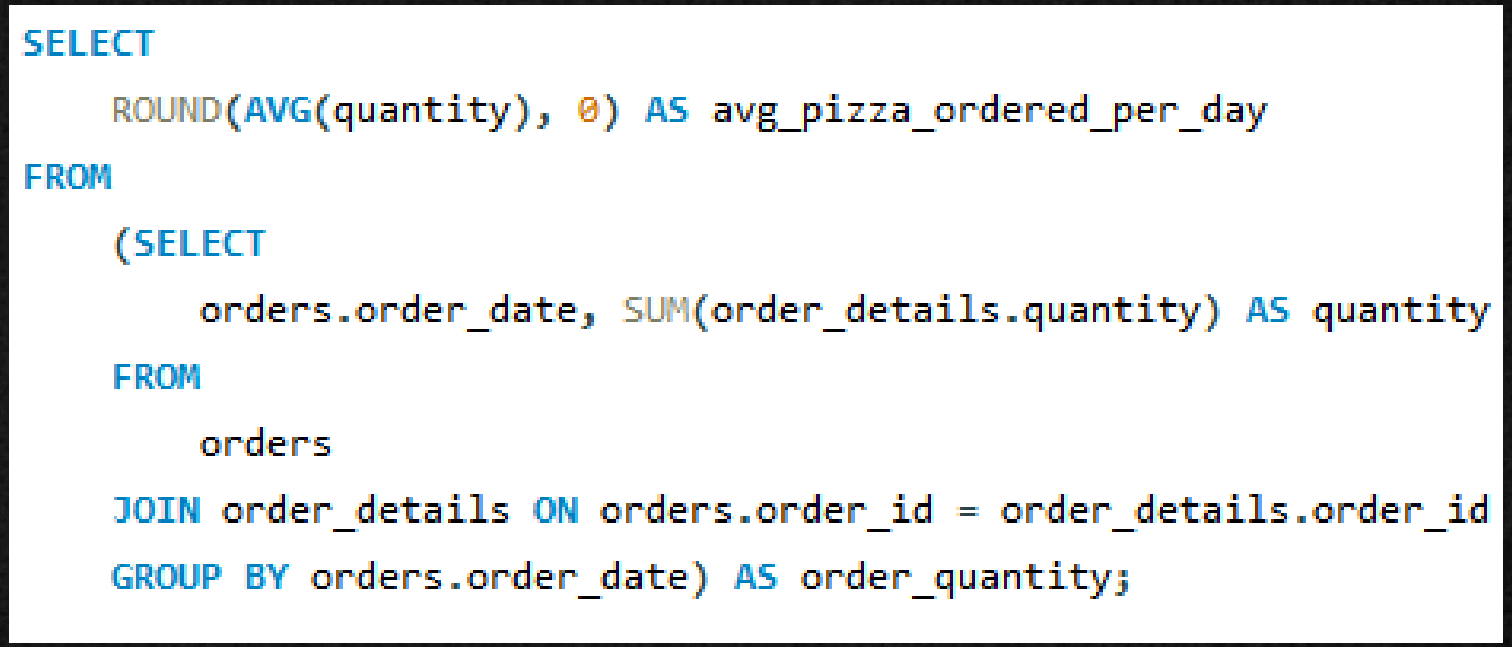
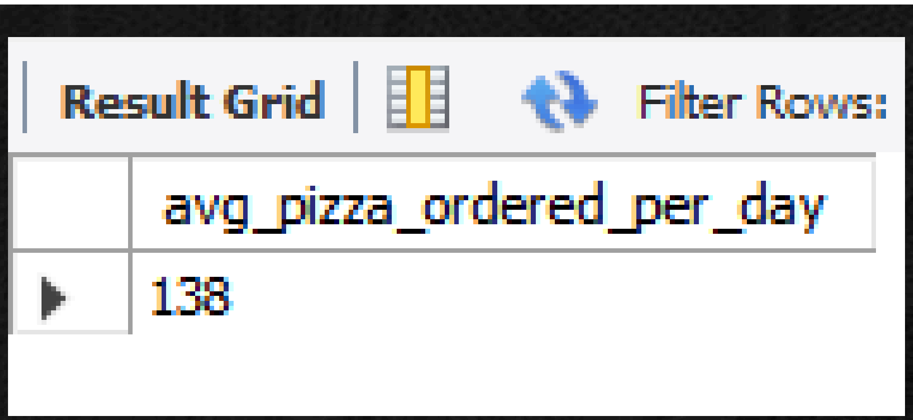
GROUP THE ORDERS BY DATE AND CALCULATE THE AVERAGE NUMBER OF PIZZAS ORDERED PER DAY.



```
SELECT
    ROUND(AVG(quantity), 0) AS avg_pizza_ordered_per_day
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;
```



```
avg_pizza_ordered_per_day
138
```

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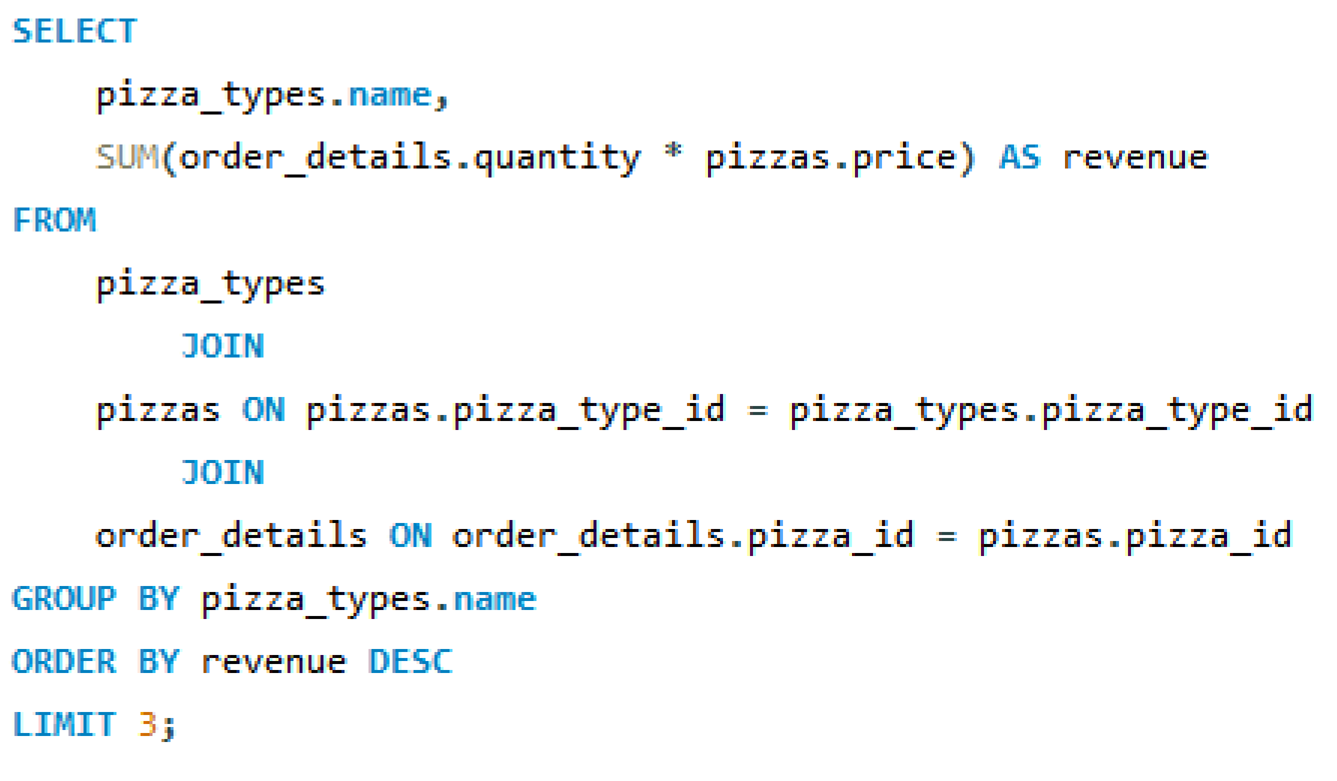
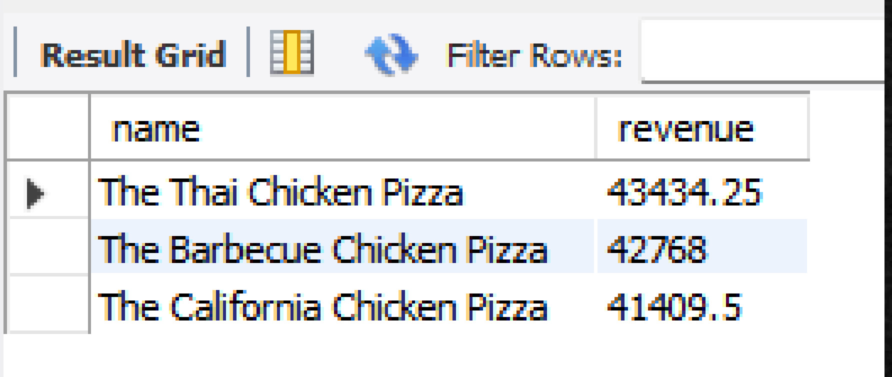
DETERMINE THE TOP 3 MOST ORDERED PIZZA TYPES BASED ON REVENUE.



```
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

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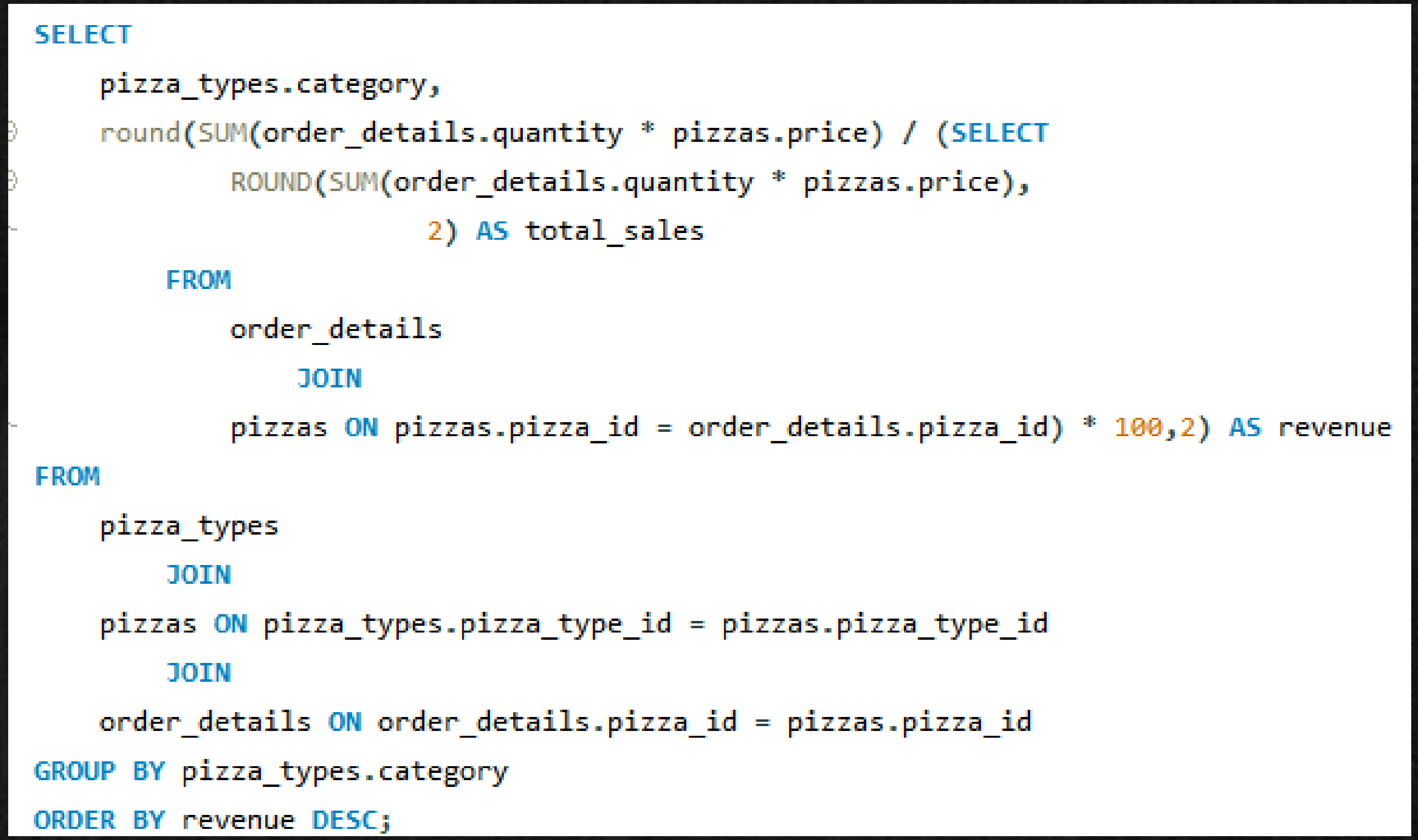
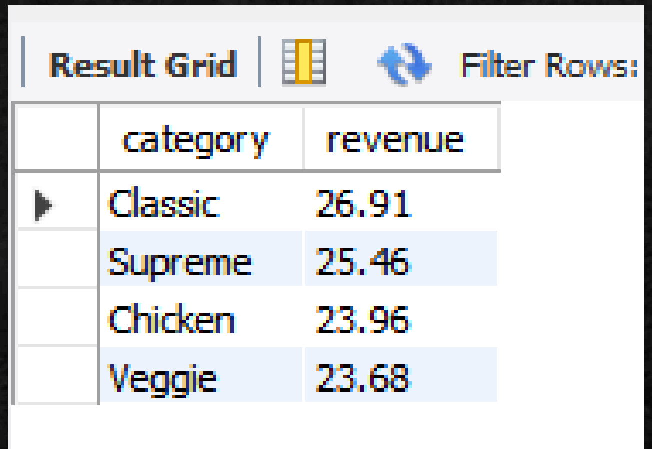
CALCULATE THE PERCENTAGE CONTRIBUTION OF EACH PIZZA TYPE TO TOTAL REVENUE.



```
SELECT
    pizza_types.category,
    round(SUM(order_details.quantity * pizzas.price) / (SELECT
            ROUND(SUM(order_details.quantity * pizzas.price),
                        2) AS 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 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 revenue DESC;
```



category	revenue
Classic	26.91
Supreme	25.46
Chicken	23.96
Veggie	23.68

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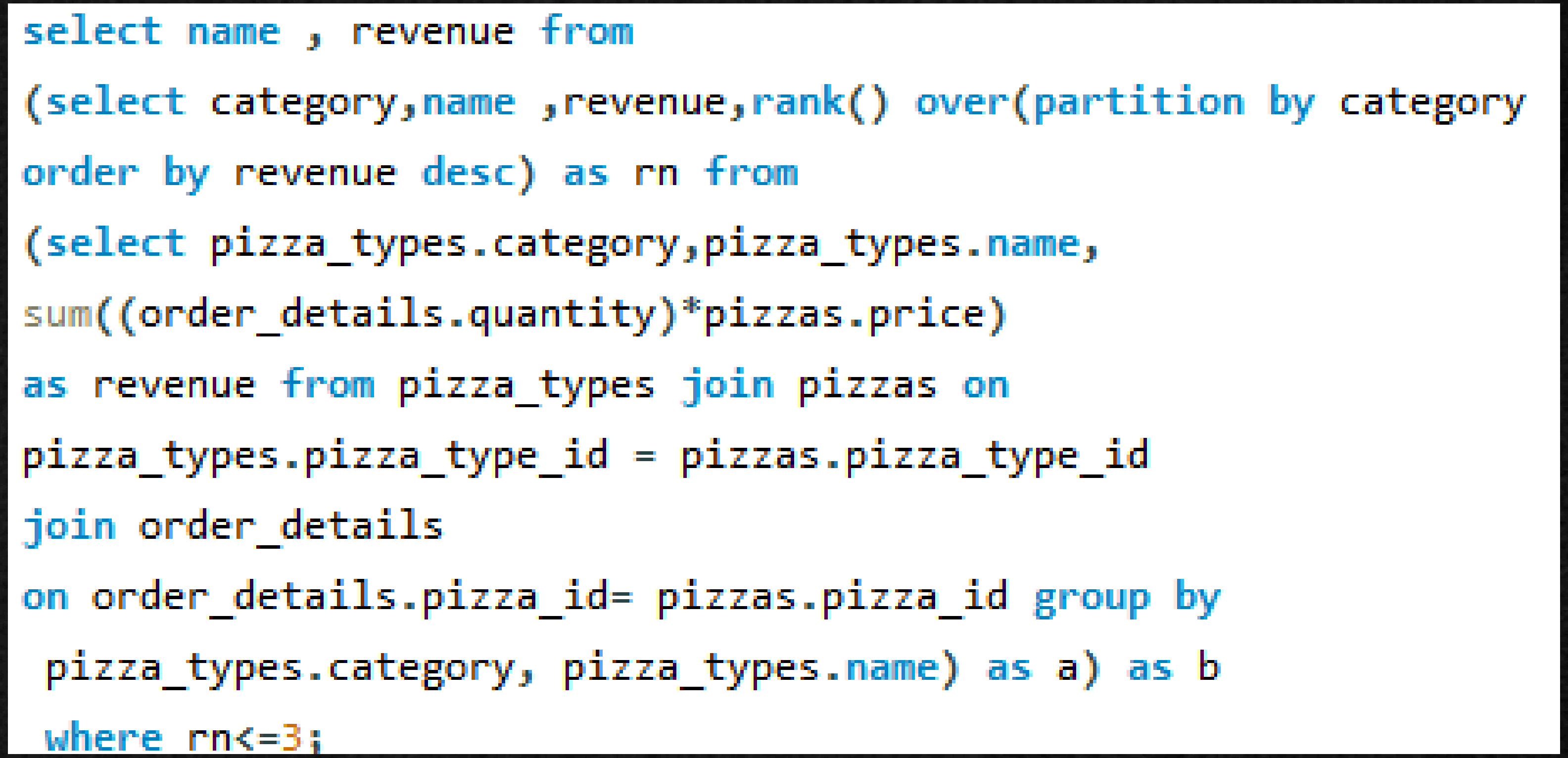
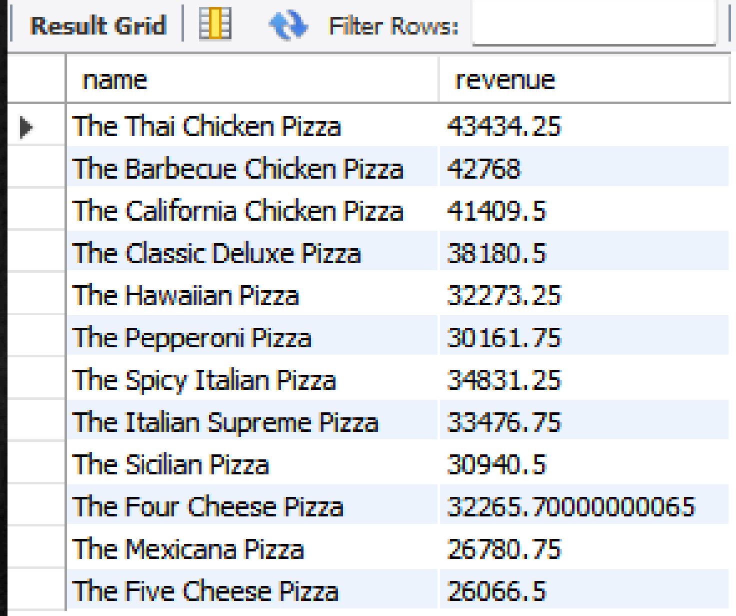
DETERMINE THE TOP 3 MOST ORDERED PIZZA TYPES BASED ON REVENUE FOR EACH PIZZA CATEGORY.



```
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((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
The Thai Chicken Pizza	43434.25
The Barbecue Chicken Pizza	42768
The California Chicken Pizza	41409.5
The Classic Deluxe Pizza	38180.5
The Hawaiian Pizza	32273.25
The Pepperoni Pizza	30161.75
The Spicy Italian Pizza	34831.25
The Italian Supreme Pizza	33476.75
The Sicilian Pizza	30940.5
The Four Cheese Pizza	32265.70000000065
The Mexicana Pizza	26780.75
The Five Cheese Pizza	26066.5

THANK YOU

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