PIZZAHUT SALES INSIGHTS

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Introduction

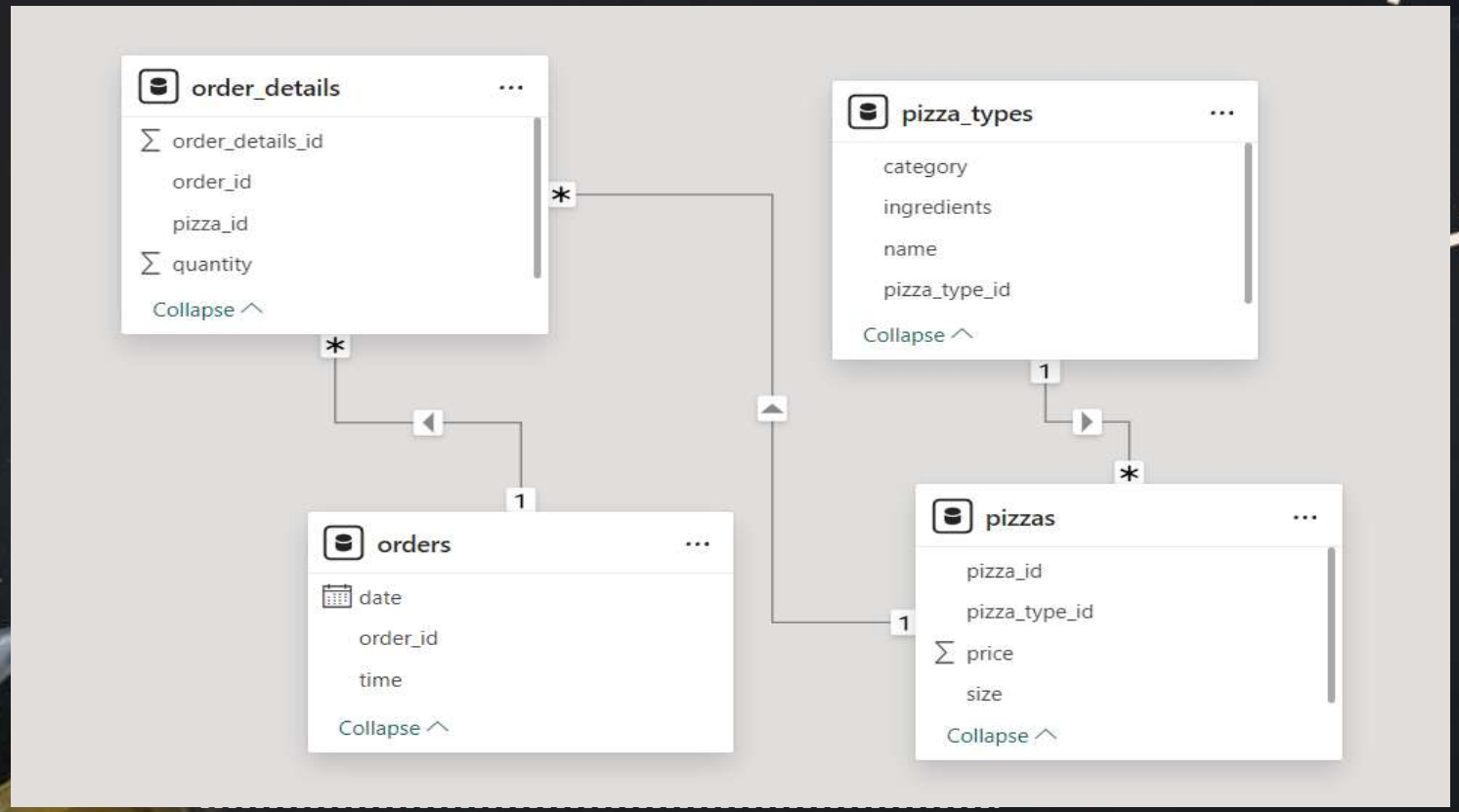
Hello!

"Welcome to our pizza sales presentation! Today, we'll dive into the cheesy world of pizza and explore its impact on the culinary landscape."

In this Sales Performance Enhancement pizza sales project our mission was to empower decision-makers with actionable insights.

Solving pizza sales related questions by using SQL queries.

Dataset Schema



Questions

1. Retrieve the total number of orders placed.
2. Calculate the total revenue generated from pizza sales.
3. Identify the highest-priced pizza.
4. Identify the most common pizza size ordered.
5. List the top 5 most ordered pizza types along with their quantities.
6. Group the orders by date and calculate the average number of pizzas ordered per day.
7. Calculate the percentage contribution of each pizza type to total revenue.
8. Determine the top 3 most ordered pizza types based on revenue for each pizza category.

1.Retrieve the total number of orders placed.

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

Result Grid | Filter Rows:

total_orders
21350

2. Calculate the total revenue generated from pizza sales.

```
3 •  SELECT
4        ROUND(SUM(order_details.quantity * pizzas.price),
5                2) AS total_sales
6    FROM
7        order_details
8            JOIN
9        pizzas ON pizzas.pizza_id = order_details.pizza_id
```

Result Grid | Filter Rows:

total_sales
817860.05

3. Identify the highest-priced pizza.

```sql
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;
```

Result Grid | Filter Rows:

name	price
The Greek Pizza	35.95

4. Identify the most common pizza size ordered.

```sql
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;
```

Result Grid | Filter Rows:

size	order_count
L	18526
M	15385
S	14137
XL	544
XXL	28

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

```sql
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;
```

Result Grid | Filter Rows:

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

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

```sql
SELECT
    ROUND(AVG(quantity), 0) AS avg_ordered_pizza_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
```

Result Grid | Filter Rows:

avg_ordered_pizza_per_day
138

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

```sql
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 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;
```

Result Grid | Filter Rows:

category	revenue
Classic	26.91
Supreme	25.46
Chicken	23.96
Veggie	23.68

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

```sql
select name ,revenue,category
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;
```

Result Grid | Filter Rows: | Export: | Wrap

name	revenue	category
The Thai Chicken Pizza	43434.25	Chicken
The Barbecue Chicken Pizza	42768	Chicken
The California Chicken Pizza	41409.5	Chicken
The Classic Deluxe Pizza	38180.5	Classic
The Hawaiian Pizza	32273.25	Classic
The Pepperoni Pizza	30161.75	Classic
The Spicy Italian Pizza	34831.25	Supreme


THANK
YOU