

PizzaHut Sales Analysis Report





PizzaHut Sales Analysis

- **Title:** *PizzaHut Sales Analysis Report*
 - **Subtitle:** *An In-Depth Exploration of Trends, Insights, and Revenue Metrics*
 - **Presented By:** [Your Name/Organization Name]
 - **Date:** [Insert Date]
 - **Cover Text:** *"This report dives into the core metrics and insights behind our pizza sales. From identifying customer preferences to revenue contributions, it provides actionable intelligence to drive future strategies and enhance business performance."*
- 





Retrieve the total number of orders placed

SELECT

COUNT(order_id) AS total_orders

FROM

orders;

Result Grid



	total_orders
▶	21350





Calculate the total revenue generated from pizza sales.

SELECT

```
ROUND(SUM(pizzas.price * order_details.quantity),  
2) AS total_revenue
```

FROM

pizzas

JOIN

order_details ON pizzas.pizza_id = order_details.pizza_id;

Result Grid	
	total_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;



Result Grid			Filter Rows
	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;

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

The slide is decorated with various food-related illustrations. In the top left, there is a bunch of green parsley and a single red radish. In the top right, there is another bunch of green parsley and a red radish, with a sliced tomato showing its seeds below it. Faint, stylized line drawings of leaves and a pizza are also visible in the background.

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;
```

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	



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**;

Result Grid			Filter R
	category	quantity	
▶	Classic	14888	
	Supreme	11987	
	Veggie	11649	
	Chicken	11050	



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);
```

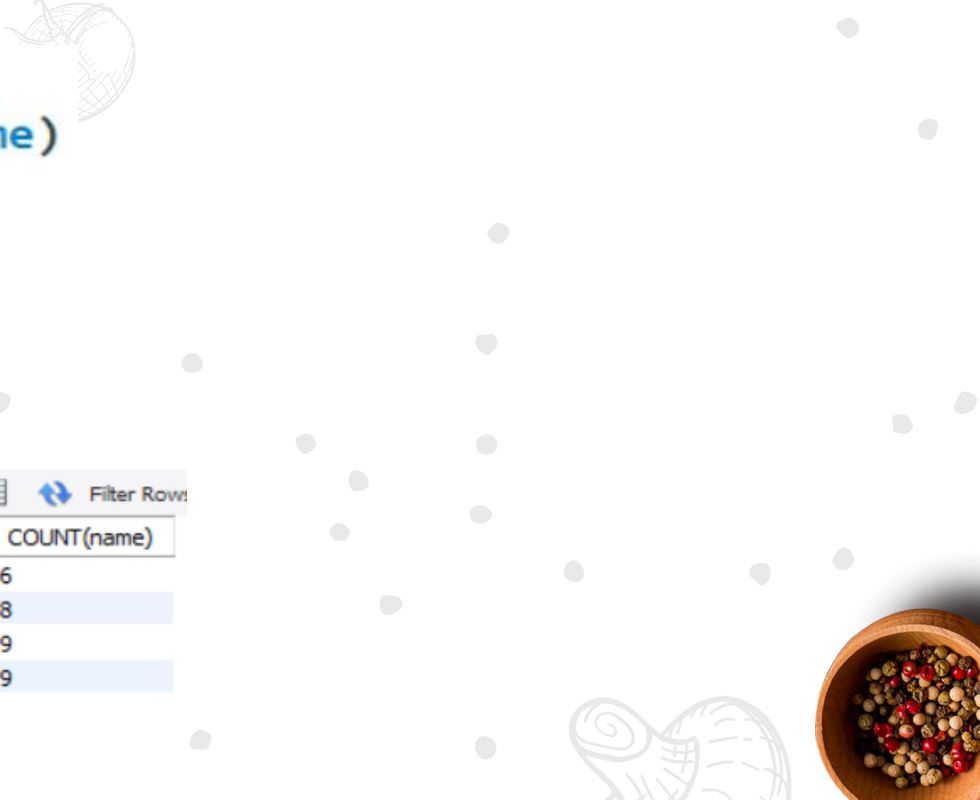
Result Grid		
	hour	order_count
	14	1472
	15	1468
	16	1920
	17	2336
	18	2399
	19	2009
	20	1642
	21	1198
	22	663
	23	28
	10	8
	9	1







Join relevant tables to find the -- category-wise distribution of pizzas.

```
SELECT
    category, COUNT(name)
FROM
    pizza_types
GROUP BY category;
```



Result Grid |   Filter Rows


	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
    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;
```



Result Grid		Filter Rows:
	avg_pizza_ordered_per_day	
▶	138	



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 pizza_types.pizza_type_id = pizzas.pizza_type_id
    JOIN
    order_details ON pizzas.pizza_id = order_details.pizza_id
GROUP BY pizza_types.name
ORDER BY revenue DESC
LIMIT 3;
```

Result Grid			Filter Rows:
	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 ROUND(SUM(pizzas.price * order_details.quantity), 2) AS total_revenue  
FROM pizzas  
JOIN order_details  
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 pizzas.pizza_id = order_details.pizza_id  
GROUP BY pizza_types.category  
ORDER BY revenue DESC;
```

Result Grid			Filter
	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 cum_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;
```

Result Grid			Filter Rows:
	order_date	cum_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	

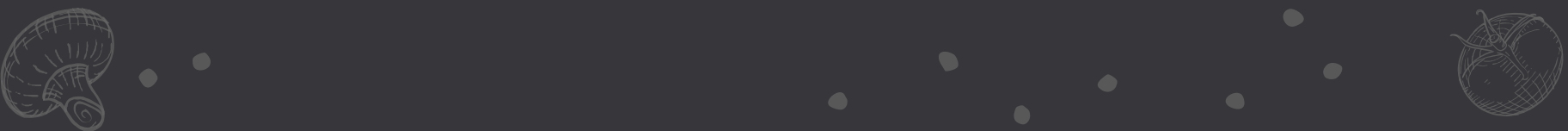
Determine the top 3 most ordered pizza types based on revenue for each pizza category.

```
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;
```

Result Grid			Filter Rows
	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	32265.700000000065	
	The Mexicana Pizza	26780.75	
	The Five Cheese Pizza	26066.5	





Summary of Analysis

- **Overall Performance:**
 - **Total Orders:** 21,350 orders were placed.
 - **Total Revenue:** ₹817,860.05 was generated from pizza sales.
 - **Highest-Priced Pizza:** *The Greek Pizza*, priced at ₹35.95.
 - **Customer Preferences:**
 - **Most Common Pizza Size:** Large (L) pizzas were the most popular, with 18,526 orders.
 - **Top 5 Ordered Pizza Types:**
 - The Classic Deluxe Pizza (2,453 orders)
 - The Barbecue Chicken Pizza (2,432 orders)
 - The Hawaiian Pizza (2,422 orders)
 - The Pepperoni Pizza (2,418 orders)
 - The Thai Chicken Pizza (2,371 orders)
- 



1. Category & Revenue Analysis:

- The **Classic** category dominated with the highest revenue contribution (26.91%), followed by **Supreme** (25.46%), **Chicken** (23.96%), and **Veggie** (23.68%).
 - **Top Earning Pizzas by Revenue:**
 - The Thai Chicken Pizza (₹43,434.25)
 - The Barbecue Chicken Pizza (₹42,768)
 - The California Chicken Pizza (₹41,409.50)
- 
- 

1. Patterns & Trends:

- **Peak Order Time:** Orders peaked between 5 PM and 7 PM, with the highest count at 6 PM (2,399 orders).
- **Average Daily Orders:** Approximately 138 pizzas were ordered daily on average.

1. Advanced Insights:

- Cumulative revenue analysis shows steady growth over time.
 - Category-wise distribution indicates balanced diversity, with Chicken and Supreme having the highest variety.
- 