



# **PIZZA SALES ANALYSIS: A DATA-DRIVEN APPROACH USING SQL**

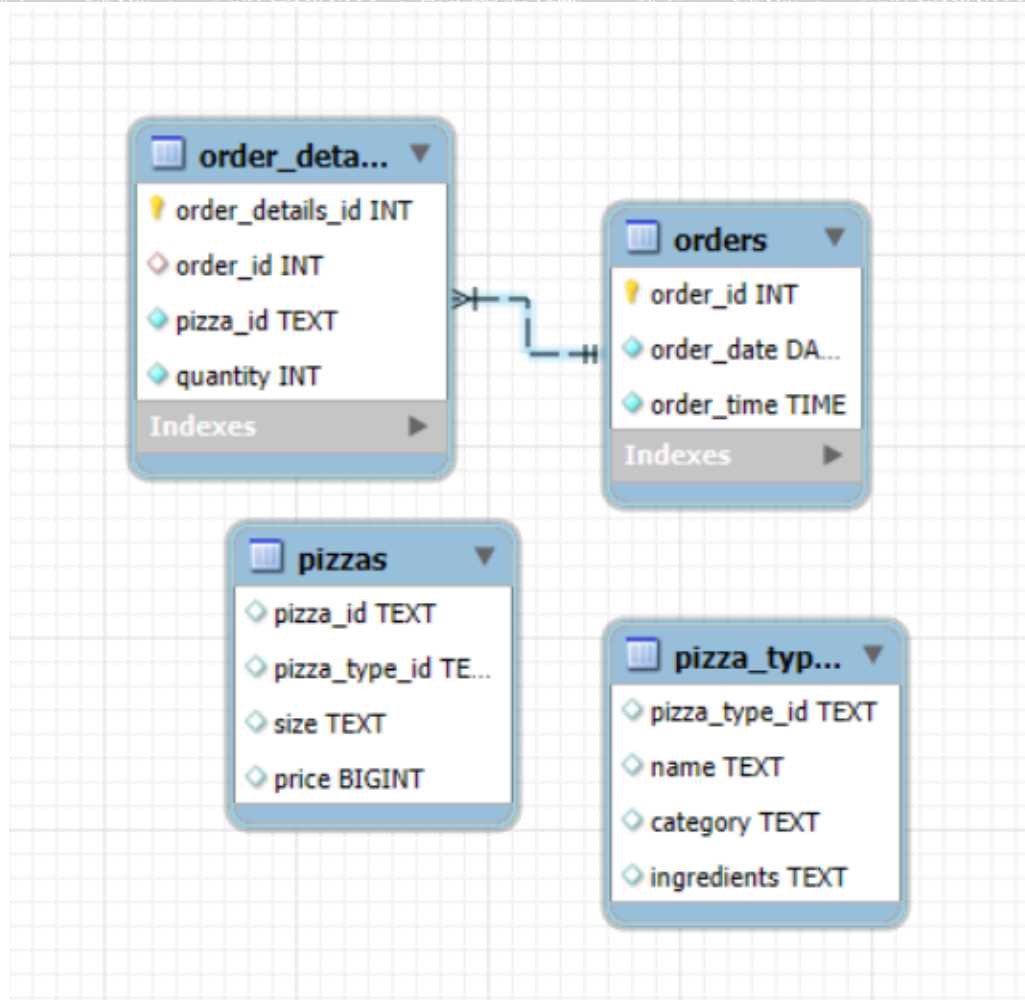






# INTRODUCTION TO PIZZA SALES ANALYSIS

Understanding sales trends,  
popular items, revenue patterns,  
etc.



# SCHEME OF PIZZA DATABASE





# RETRIEVING THE TOTAL NUMBER OF ORDERS PLACED

Syntax:

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

Output:

	total_orders
▶	21350



# CALCULATING THE TOTAL REVENUE GENERATED FROM PIZZA SALES.

## SYNTAX:

```
SELECT
    SUM(order_details.quantity * pizzas.price) AS total_sales
FROM
    order_details
    JOIN
    pizzas ON order_details.pizza_id = pizzas.pizza_id;
```

## OUTPUT:

	total_sales
▶	827450



# THE HIGHEST-PRICED PIZZA.

## SYNTAX:

```
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;
```

## OUTPUT:

	name	price
▶	The Greek Pizza	36



# THE MOST COMMON PIZZA SIZE ORDERED.

SYNTAX:

**SELECT**

pizzas.size, COUNT(order\_details.quantity) **AS** most\_order

**FROM**

pizzas

**JOIN**

order\_details **ON** pizzas.pizza\_id = order\_details.pizza\_id

**GROUP BY** pizzas.size

**ORDER BY** most\_order **DESC**;

OUTPUT:

	size	most_order
▶	L	18526
	M	15385
	S	14137
	XL	544
	XXL	28



# TOP 5 MOST ORDERED PIZZA TYPES ALONG WITH THEIR QUANTITIES.

## SYNTAX:

```
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 pizzas.pizza_id = order_details.pizza_id
GROUP BY pizza_types.name
ORDER BY quantity DESC
LIMIT 5;
```

## OUTPUT:

	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





# DISTRIBUTION OF ORDERS BY HOUR OF THE DAY.

SYNTAX:

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

Output:

	hour(order_time)	count(order_id)
▶	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



# MOST CATEGORY OF PIZAA ORDER

SYNATX:

```
SELECT
    pizza_types.category, COUNT(order_details.quantity)
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 COUNT(order_details.quantity) DESC;
```

Output:

	category	count(order_details.quantity)
▶	Classic	14579
	Supreme	11777
	Veggie	11449
	Chicken	10815



# THE AVERAGE NUMBER OF PIZZAS ORDERED PER DAY.

SYNTAX:

```
SELECT
    AVG(quantity)
FROM
    (SELECT
        DATE(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;
```

Output:

Result Grid	
	AVG(quantity)
▶	138.4749



# TOP 3 MOST ORDERED PIZZA TYPES BASED ON REVENUE.

SYNTAX: **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;
```

Output:

	name	revenue
▶	The Thai Chicken Pizza	44027
	The Barbecue Chicken Pizza	43376
	The California Chicken Pizza	42002

