

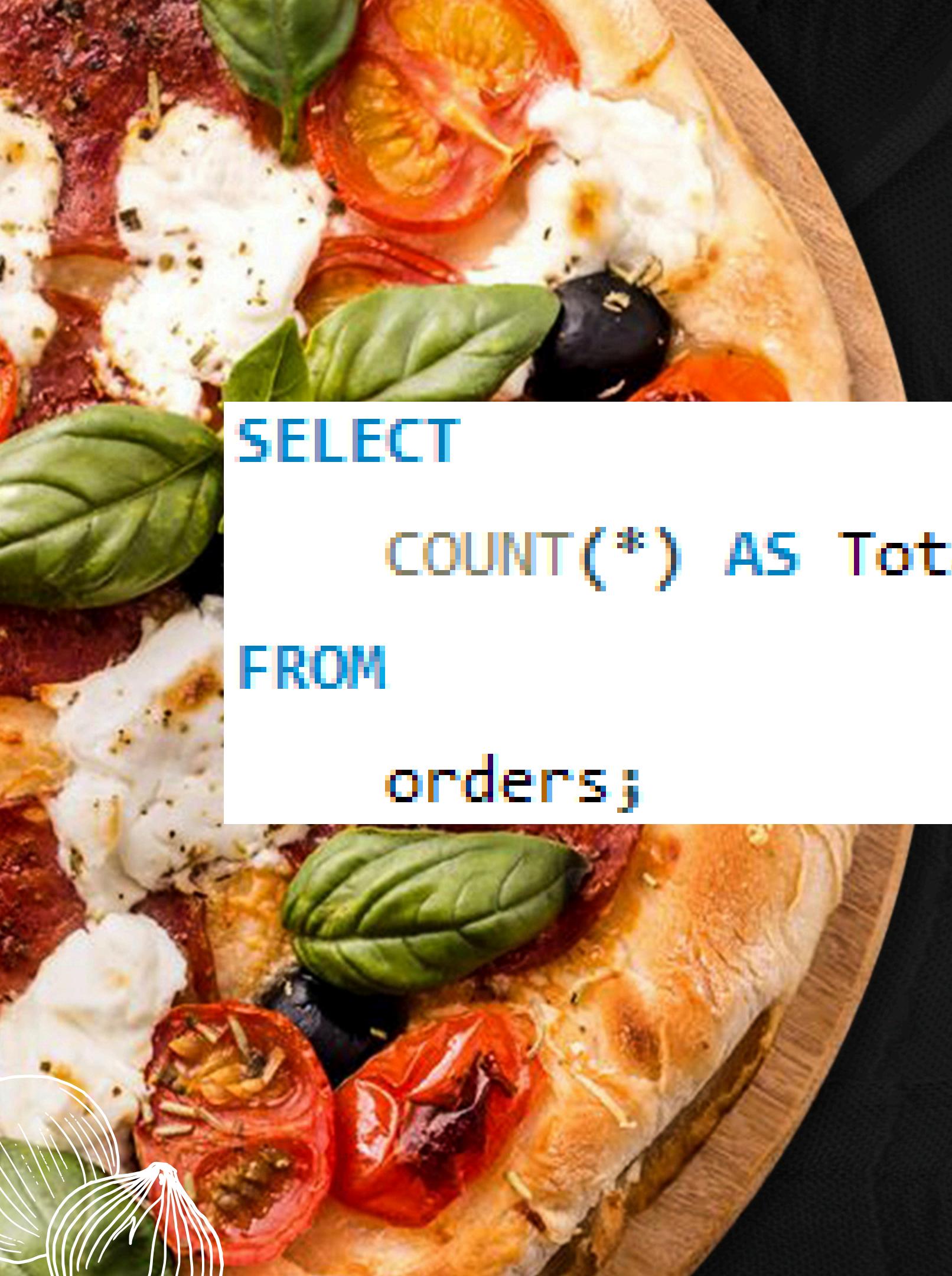


# PIZZA SALE ANALYSIS WITH SQL



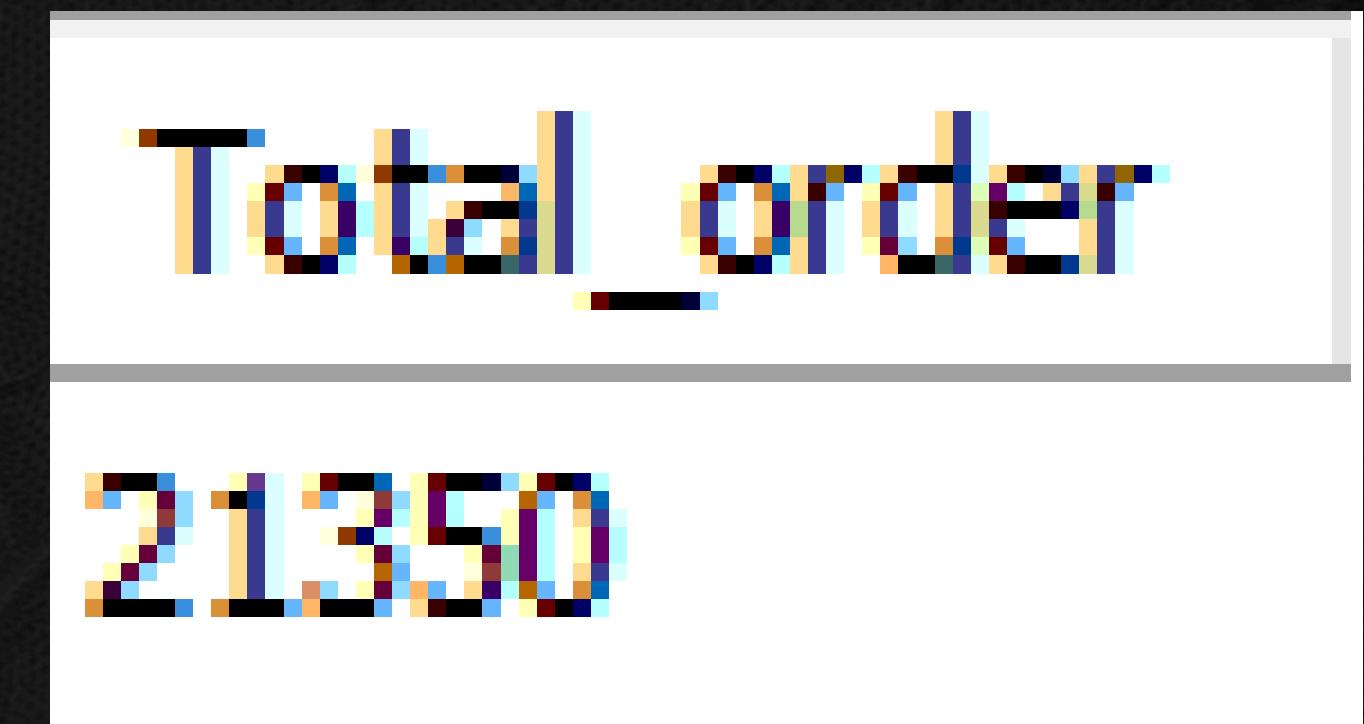
# ABOUT THE PROJECT

For this Pizza Sales Analysis project, I used SQL to dive into sales data and uncover key insights about customer preferences, top-selling pizzas, and revenue trends. The goal was to analyze sales performance, identify peak category selling, and suggest data-driven improvements for better business decisions. I worked with a structured pizza sales dataset, which included tables for orders, customers, pizzas, and types of pizza.

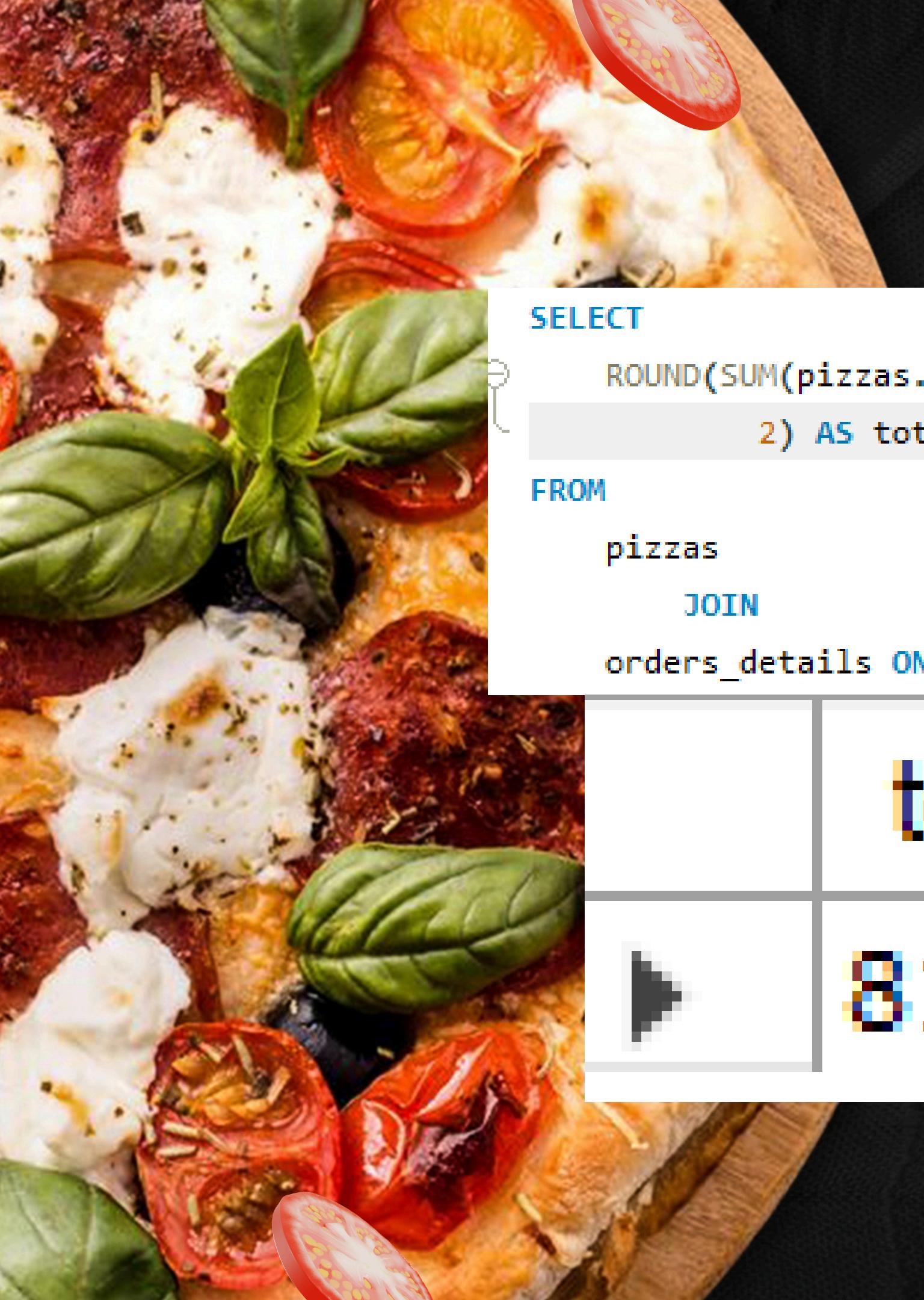


RETRIEVE THE TOTAL NUMBER OF ORDERS PLACED?

```
SELECT  
    COUNT(*) AS Total_order  
FROM  
    orders;
```



Total_order
21350



# CALCULATE THE TOTAL REVENUE GENERATED FROM PIZZA SALES.

SELECT

```
ROUND(SUM(pizzas.price * orders_details.Quantity),  
     2) AS total_Revnue
```

FROM

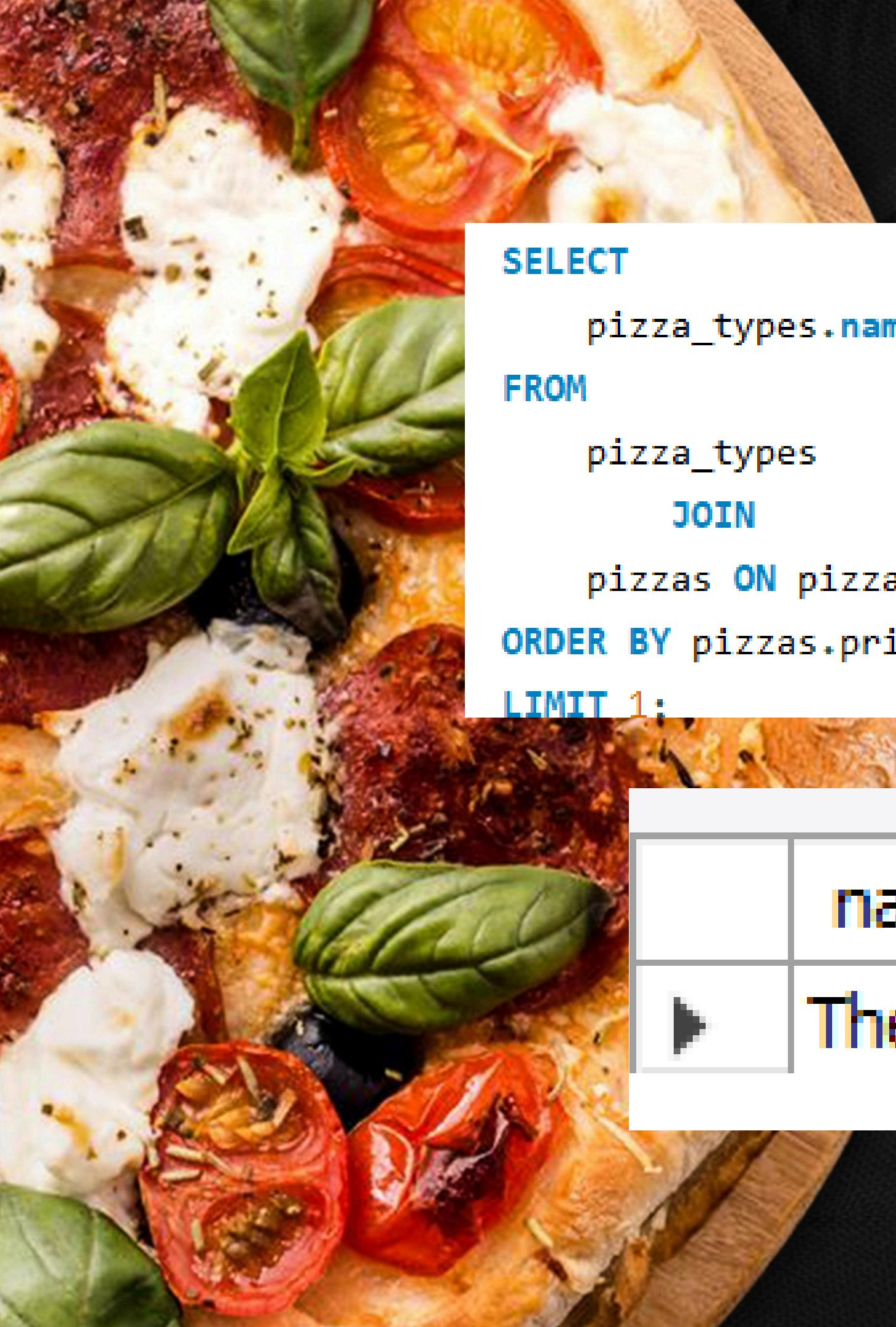
```
pizzas
```

JOIN

```
orders_details ON pizzas.pizza_id = orders_details.pizza_id;
```

total\_Revnue

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:

	<b>name</b>	<b>price</b>
▶	The Greek Pizza	35.95



## IDENTIFY THE MOST COMMON PIZZA SIZE ORDERED?

SELECT

```
    size, COUNT(quantity) AS total_order_count_size
```

FROM

```
Pizzas
```

JOIN

```
orders_details ON pizzas.pizza_id = orders_details.Pizza_id
```

GROUP BY size

ORDER BY total\_order\_count\_size DESC;

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

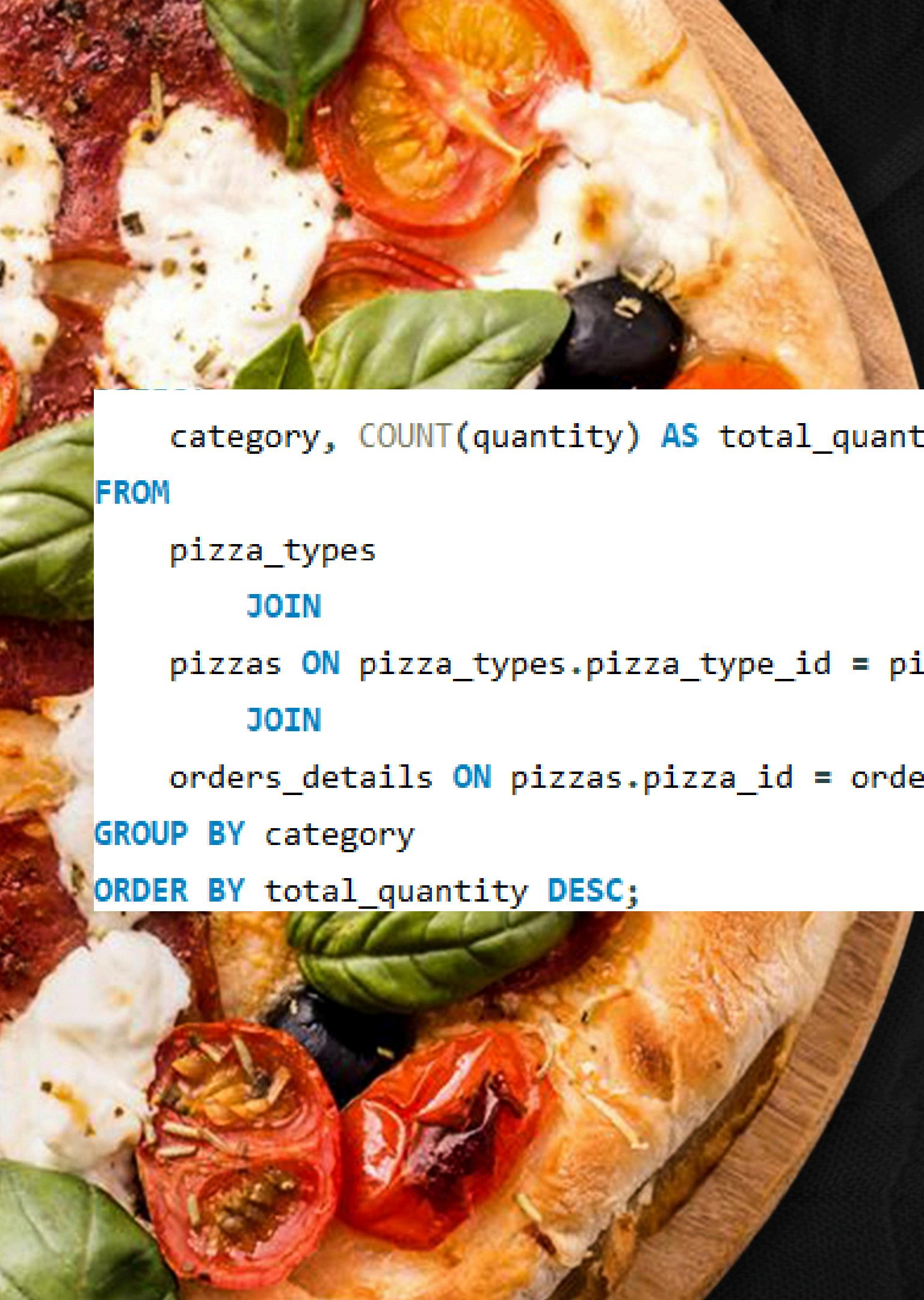


# LIST THE TOP 5 MOST ORDERED PIZZA TYPES ALONG WITH THEIR QUANTITIES?

SELECT

```
    pizza_types.name, SUM(Quantity) AS total_quantity
FROM
    pizza_types
        JOIN
    pizzas ON pizza_types.pizza_type_id = pizzas.pizza_type_id
        JOIN
    orders_details ON pizzas.pizza_id = orders_details.Pizza_id
GROUP BY pizza_types.name
ORDER BY total_quantity DESC
LIMIT 5;
```

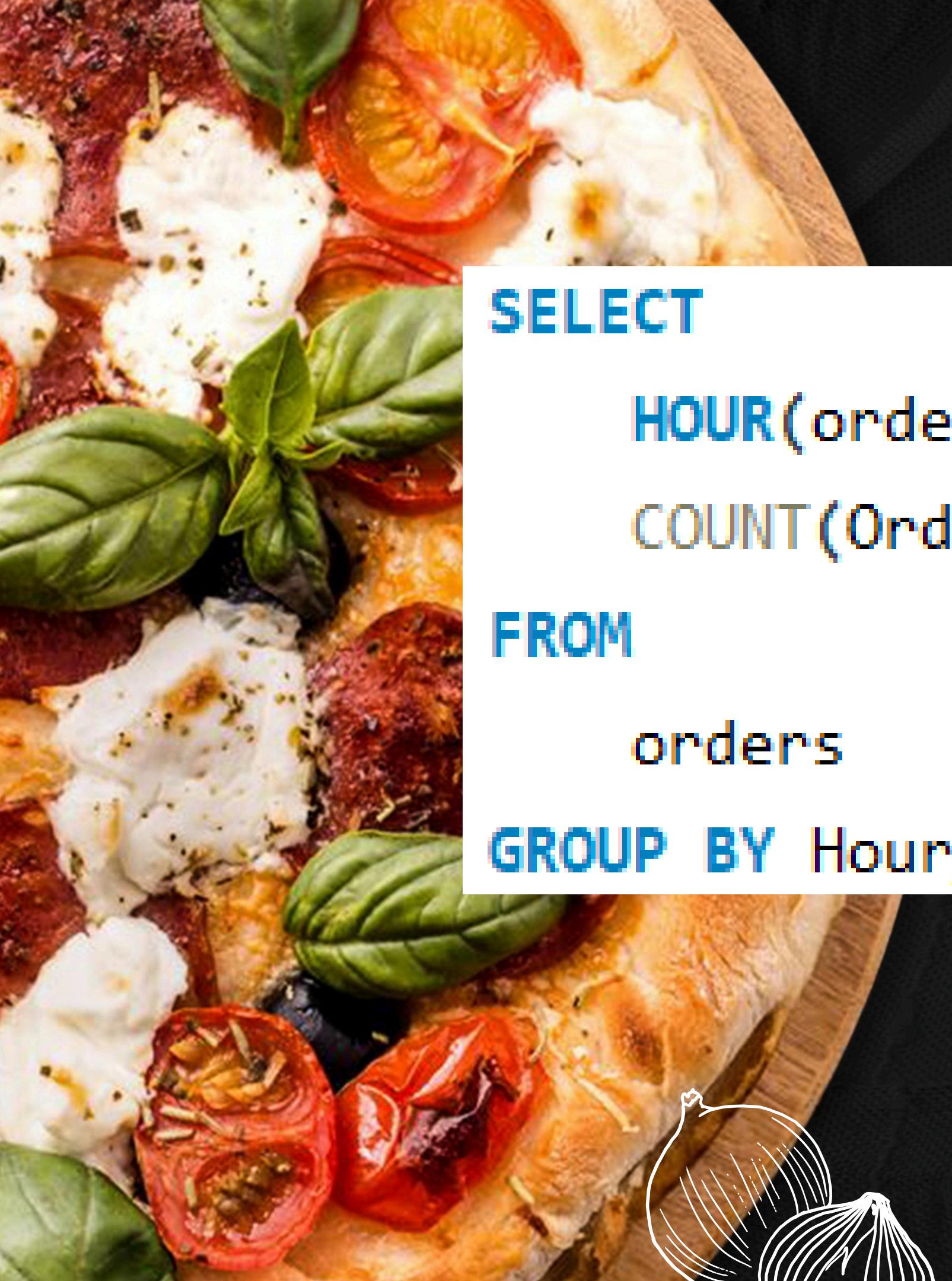
name	total_quantity
The Classic Deluxe Pizza	2453
The Barbecue Chicken Pizza	2432
The Hawaiian Pizza	2422
The Pepperoni Pizza	2418
The Thai Chicken Pizza	2371



JOIN THE NECESSARY TABLES TO  
FIND THE TOTAL QUANTITY OF EACH  
PIZZA CATEGORY ORDERED?

```
category, COUNT(quantity) AS total_quantity
FROM
    pizza_types
    JOIN
    pizzas ON pizza_types.pizza_type_id = pizzas.pizza_type_id
    JOIN
    orders_details ON pizzas.pizza_id = orders_details.Pizza_id
GROUP BY category
ORDER BY total_quantity DESC;
```

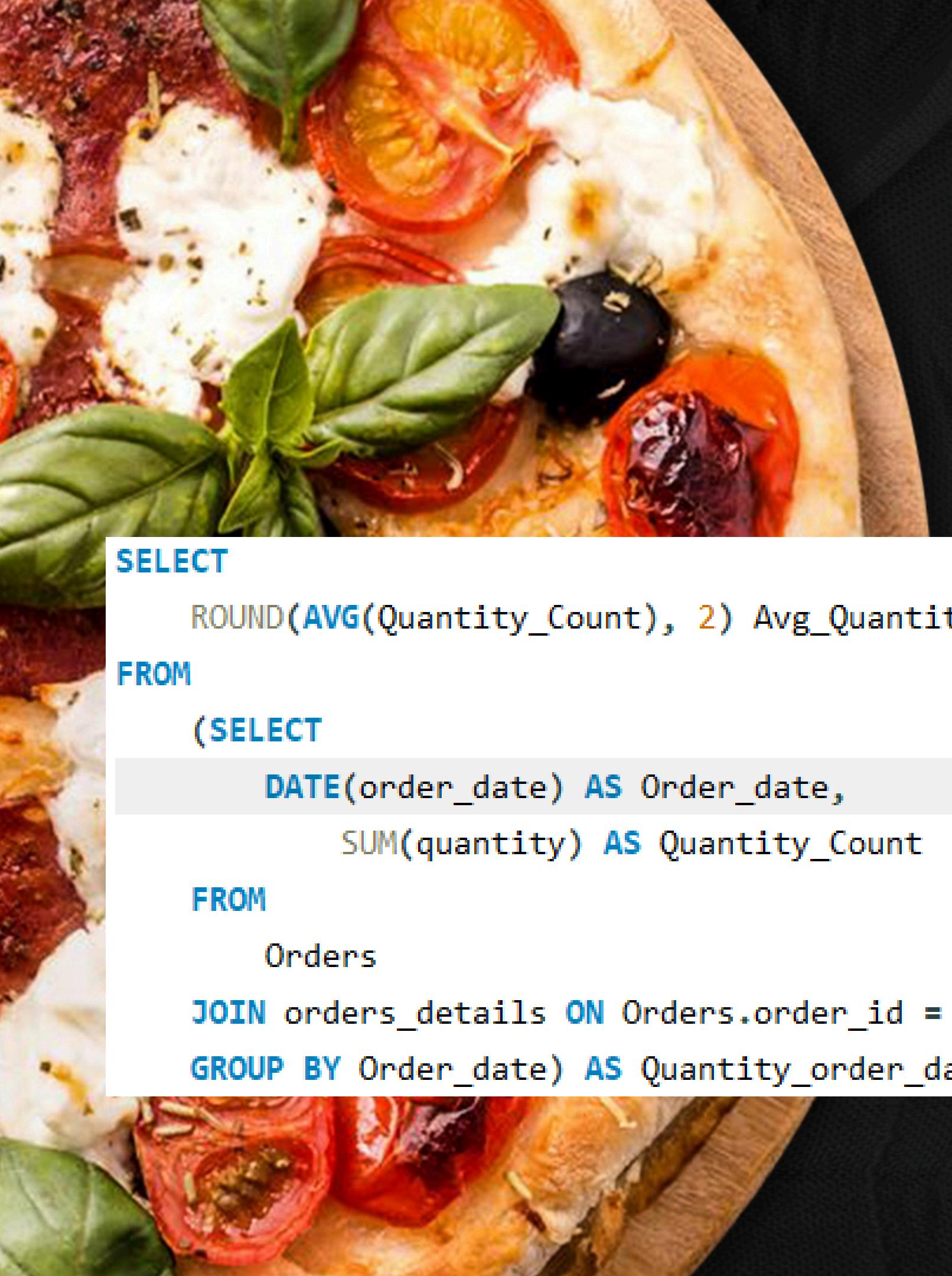
	category	total_quantity
	Classic	14579
	Supreme	11777
	Veggie	11449
	Chicken	10815



# DETERMINE THE DISTRIBUTION OF ORDERS BY HOUR OF THE DAY?

```
SELECT  
    HOUR(order_time) AS Hour_time,  
    COUNT(Order_id) AS order_count  
FROM  
    orders  
GROUP BY Hour_time;
```

	Hour_time	order_count
▶	11	1231
	12	2520
	13	2455
	14	1472
	15	1468
	16	1920
	17	2336
	18	2399
	19	2009
	20	1542
	21	1198
	22	663



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

```
SELECT  
    ROUND(AVG(Quantity_Count), 2) Avg_Quantity  
FROM  
    (SELECT  
        DATE(order_date) AS Order_date,  
        SUM(quantity) AS Quantity_Count  
    FROM  
        Orders  
    JOIN orders_details ON Orders.order_id = orders_details.Order_id  
    GROUP BY Order_date) AS Quantity_order_data;
```

Avg_Quantity
138.47



## DETERMINE THE TOP 3 MOST ORDERED PIZZA TYPES BASED ON REVENUE?

```
Select order_date,  
Round(SUM(total_Revenue) Over(Order by Order_date),2) as Cumulative_revenue  
From  
(Select Order_date , SUM(price * Quantity) As total_Revenue  
from Pizzas As P  
Join orders_details As Od  
On p.pizza_id = Od.Pizza_id  
Join orders As O  
On Od.Order_id = O.Order_id  
Group By Order_date) as sales;
```

order_date	Cumulative_revenue
2015-01-01	2713.85
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



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

```
Select Name, category, Revenue  
From  
(Select Category, Name, revenue,  
Rank() Over(Partition By category Order By Revenue Desc) As Ranks  
From  
(Select Category, name,  
SUM(pizzas.price * orders_details.quantity) as Revenue  
From pizza_types  
Join pizzas on pizza_types.pizza_type_id = pizzas.pizza_type_id  
Join orders_details On pizzas.pizza_id = orders_details.Pizza_id  
Group By Category, name) As A) As B  
where Ranks <= 3;
```

Name	category	Revenue
The Thai Chicken Pizza	Chicken	43434.25
The Barbecue Chicken Pizza	Chicken	42768
The California Chicken Pizza	Chicken	41409.5
The Classic Deluxe Pizza	Classic	38180.5
The Hawaiian Pizza	Classic	32273.25
The Pepperoni Pizza	Classic	30161.75
The Spicy Italian Pizza	Supreme	34831.25
The Italian Supreme Pizza	Supreme	33476.75
The Sicilian Pizza	Supreme	30940.5
The Four Cheese Pizza	Veggie	32265.7
The Mexicana Pizza	Veggie	26780.75
The Five Cheese Pizza	Veggie	26066.5