Pizza Store

SALES REPORT

02 Sep, 2024

Pizza Store

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I am a Computer Science Student and This is my SQL Project for Restaurant name Pizza Store. It covers various agendas regarding the pizza store.

INTRODUCTION

Welcome to our Sales Report Presentation. Today, we delve into a comprehensive overview of our sales performance, exploring the highs, challenges, and strategic insights that have shaped our journey. This presentation is more than just numbers, it's a narrative of our collective efforts, showcasing the impact of our sales strategies and the pathways to future success.
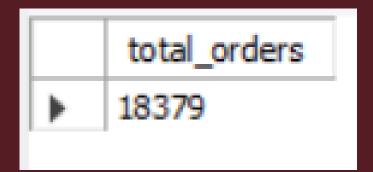
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AGENDA

01 Total number of orders placed

02 Revenue generated from pizza sales

03 Most common pizza size ordered

04 Highest-priced pizza

05 Top 5 most ordered pizza types along with their quantities

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

07 Distribution of orders by hour of the day

08 Top 3 most ordered pizza types based on revenue

09 Percentage contribution of each pizza type to total revenue

10 Cumulative revenue generated over time

- **Total number of orders placed.**

```sql
SELECT count(order_id) as total_orders FROM orders;
```

total_orders
▶ 18379

- **Revenue generated from pizza sales**

```sql
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;
```

total_sales
▶ 453976.6

- **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
```

size	order_count
L	10329
M	8532
S	7755
XL	316
XXL	17

- **Highest-priced pizza**

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

ROUND(AVG (quantity),0)
108

- **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;
```

name	quantity
The Barbecue Chicken Pizza	1388
The Pepperoni Pizza	1332
The Classic Deluxe Pizza	1320
The Hawaiian Pizza	1308
The California Chicken Pizza	1302

- **Group the orders by date and calculate the average number of pizzas ordered per day**

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

ROUND(AVG (quantity),0)
108

- **Distribution of orders by hour of the day**

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

hour	order_count
11	1052
12	2143
13	2099
14	1303
15	1263
16	1649
17	2066
18	2004
19	1732
20	1420
21	1042
22	576
23	21
10	9

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- **Top 3 most ordered pizza types based on revenue**

```sql
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 Barbecue Chicken Pizza	24449
The Thai Chicken Pizza	23565.25
The California Chicken Pizza	22808.5

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- **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 ;
```

category	quantity
Classic	8162
Supreme	6690
Veggie	6529
Chicken	6088

- **Cumulative revenue generated over time**

```sql
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;
```

order_date	cum_revenue
2015-01-01	3058.7
2015-01-02	6184.849999999999
2015-01-03	9138.09999999999
2015-01-04	11114.249999999998
2015-01-05	13343.399999999998
2015-01-06	15843.09999999999
2015-01-07	18097.05
2015-01-08	21380.949999999997
2015-01-09	23627.749999999996
2015-01-10	26187.49999999996
2015-01-11	28267.799999999996
2015-01-12	30301.849999999995
2015-01-13	32414.899999999994
2015-01-14	35002.049999999996