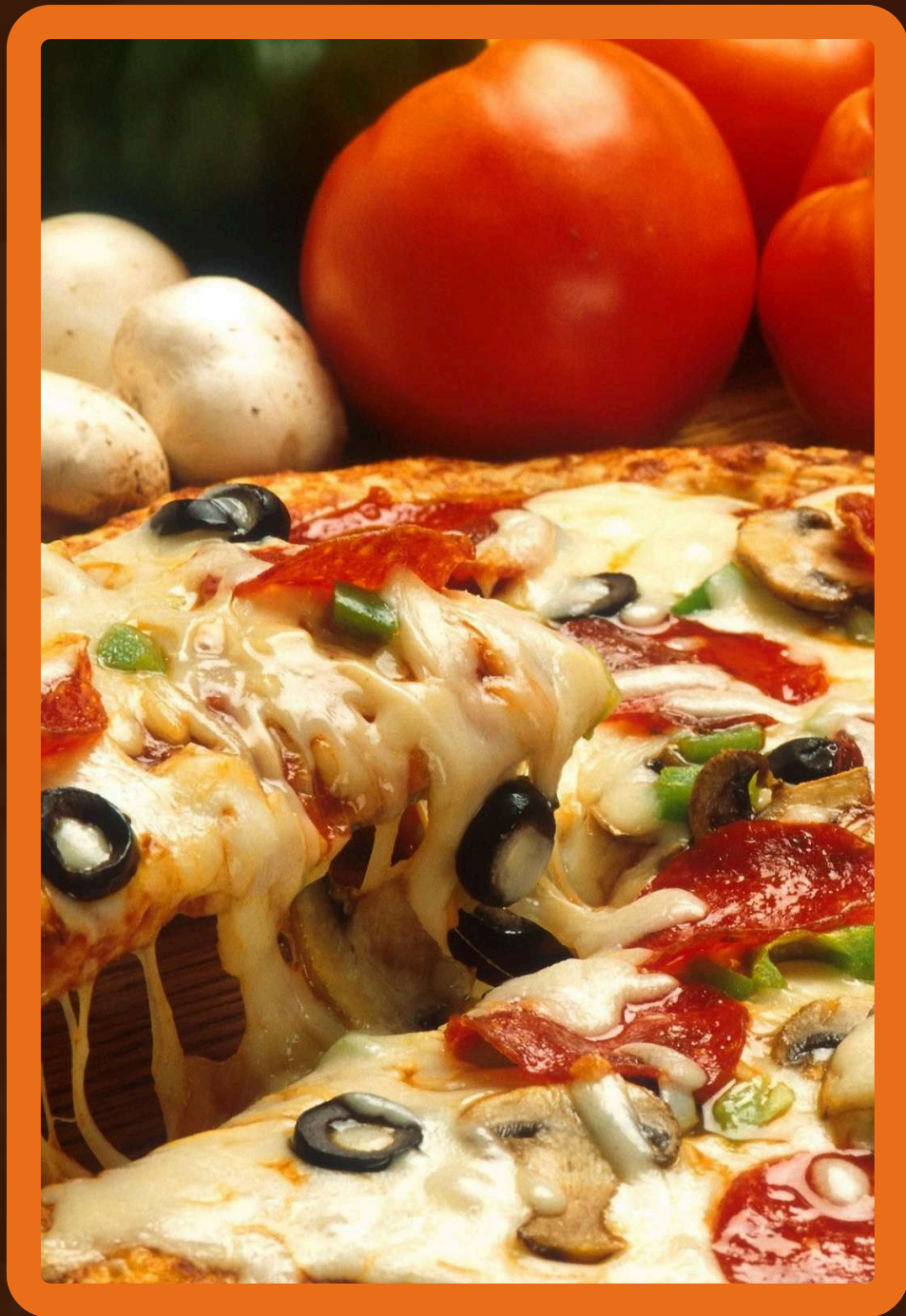


Where Every Slice is a Taste of Perfection

"PIZZA SALES DATA ANALYSIS USING SQL"





ABOUT OUR PIZZA HUT

Our Passion for Pizza

This project analyzes pizza sales data using SQL to uncover key business insights such as revenue trends, popular pizza types, and customer order patterns. SQL was used for queries, Canva for presentation, and GitHub for documentation. The dataset includes orders, order details, pizzas, and pizza types with ~21K orders and ~95 unique pizzas.

RETRIEVE THE TOTAL NUMBER OF ORDERS PLACED.



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

	total_orders
▶	21350



CALCULATE THE TOTAL REVENUE GENERATED FROM PIZZA SALES



```
SELECT
    ROUND(SUM(o.quantity * p.price), 2) AS revenue
FROM
    pizzas p
    JOIN
    order_details o ON p.pizza_id = o.pizza_id;
```

	revenue
▶	817860.05



IDENTIFY THE HIGHEST-PRICED PIZZA.



```
SELECT
    pt.name, p.price
FROM
    pizzas p
    JOIN
    pizza_types pt ON p.pizza_type_id = pt.pizza_type_id
ORDER BY p.price DESC
LIMIT 1;
```

	name	price
►	The Greek Pizza	35.95

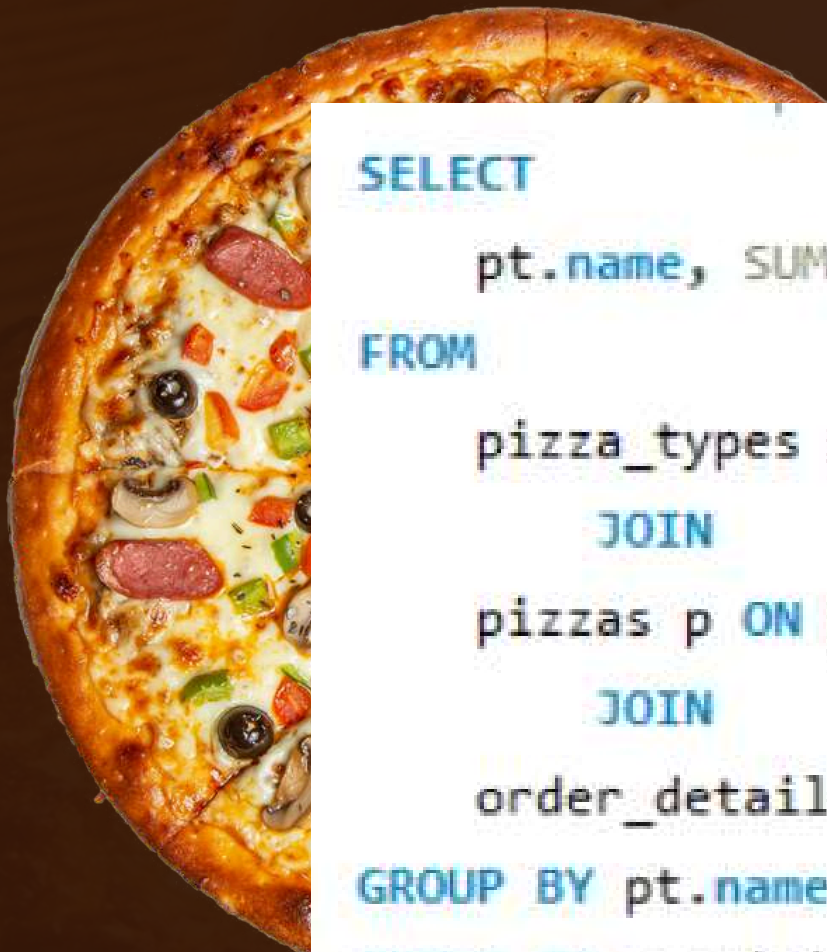
IDENTIFY THE MOST COMMON PIZZA SIZE ORDERED.



```
SELECT
    p.size, COUNT(o.order_details_id) AS order_count
FROM
    pizzas p
    JOIN
    order_details o ON p.pizza_id = o.pizza_id
GROUP BY p.size
ORDER BY order_count DESC
LIMIT 1;
```

	size	order_count
▶	L	18526

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

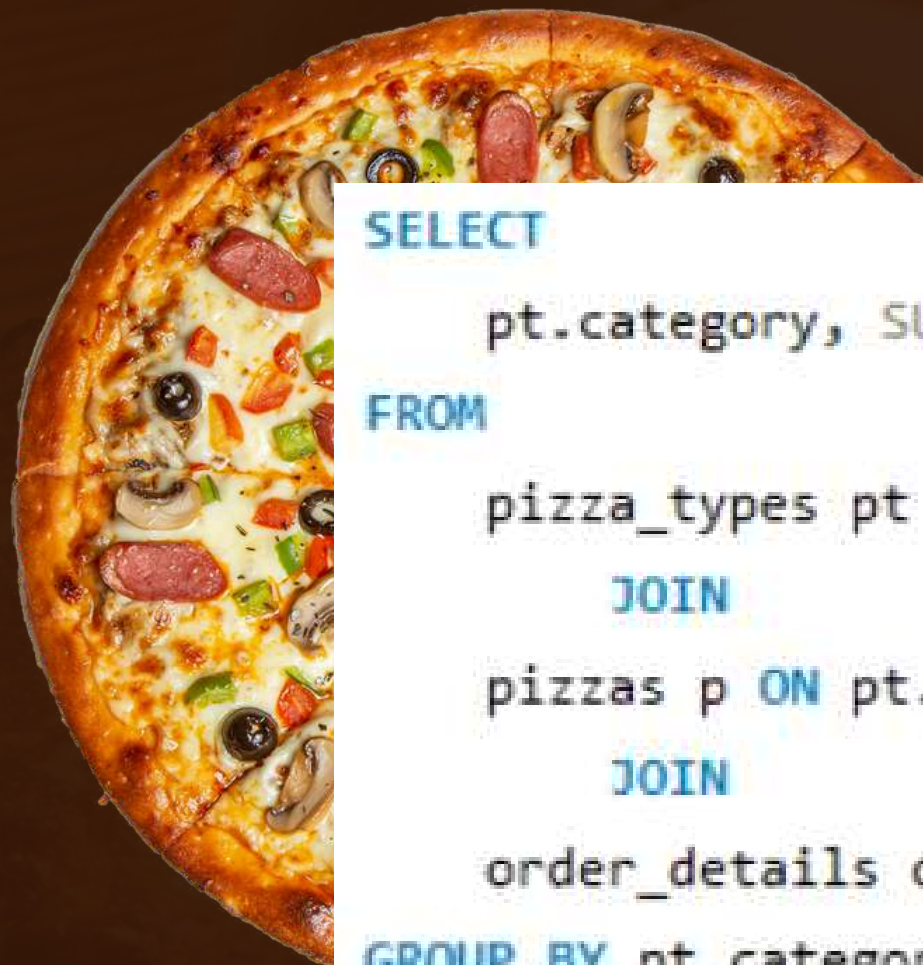


```
SELECT
    pt.name, SUM(o.quantity) AS quantities
FROM
    pizza_types pt
    JOIN
    pizzas p ON pt.pizza_type_id = p.pizza_type_id
    JOIN
    order_details o ON p.pizza_id = o.pizza_id
GROUP BY pt.name
ORDER BY quantities DESC
LIMIT 5;
```

	name	quantities
▶	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

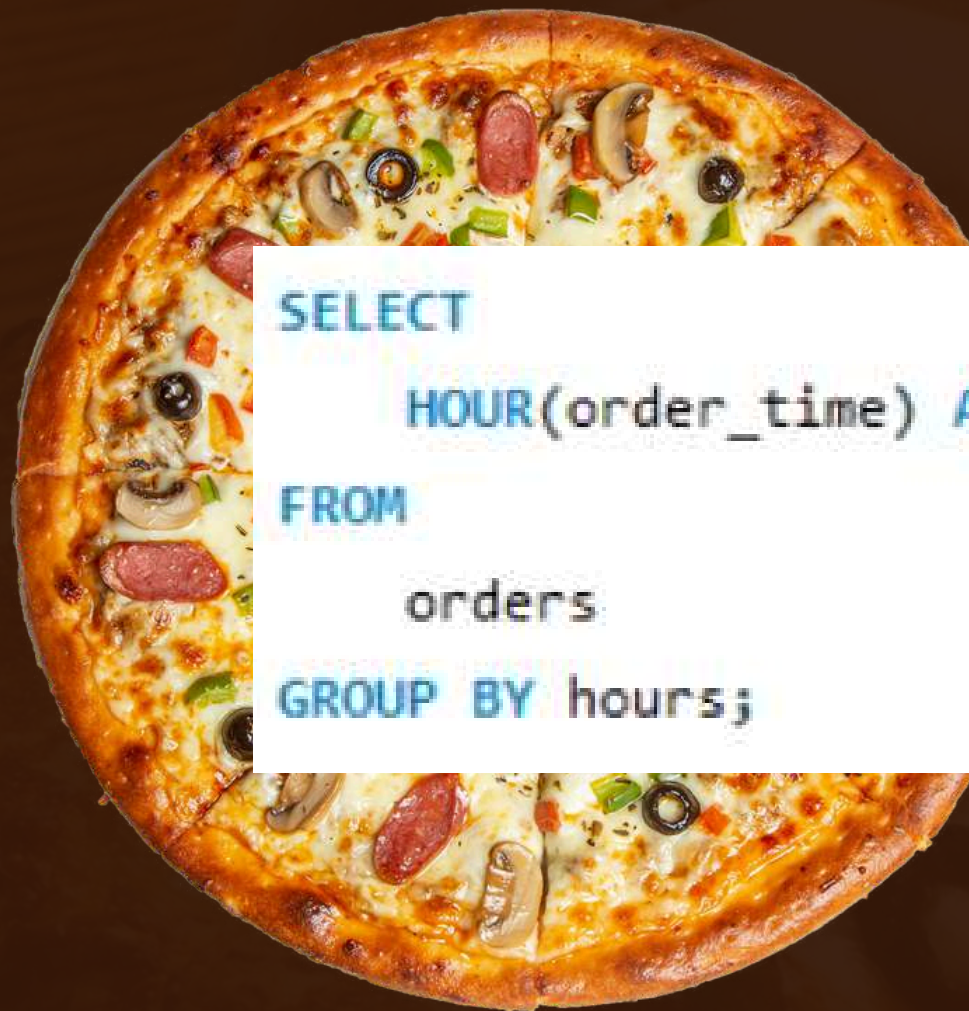


```
SELECT
    pt.category, SUM(o.quantity) AS quantities
FROM
    pizza_types pt
    JOIN
    pizzas p ON pt.pizza_type_id = p.pizza_type_id
    JOIN
    order_details o ON p.pizza_id = o.pizza_id
GROUP BY pt.category
ORDER BY quantities DESC;
```

	category	quantities
▶	Classic	14888
	Supreme	11987
	Veggie	11649
	Chicken	11050



DETERMINE THE DISTRIBUTION OF ORDERS BY HOUR OF THE DAY.

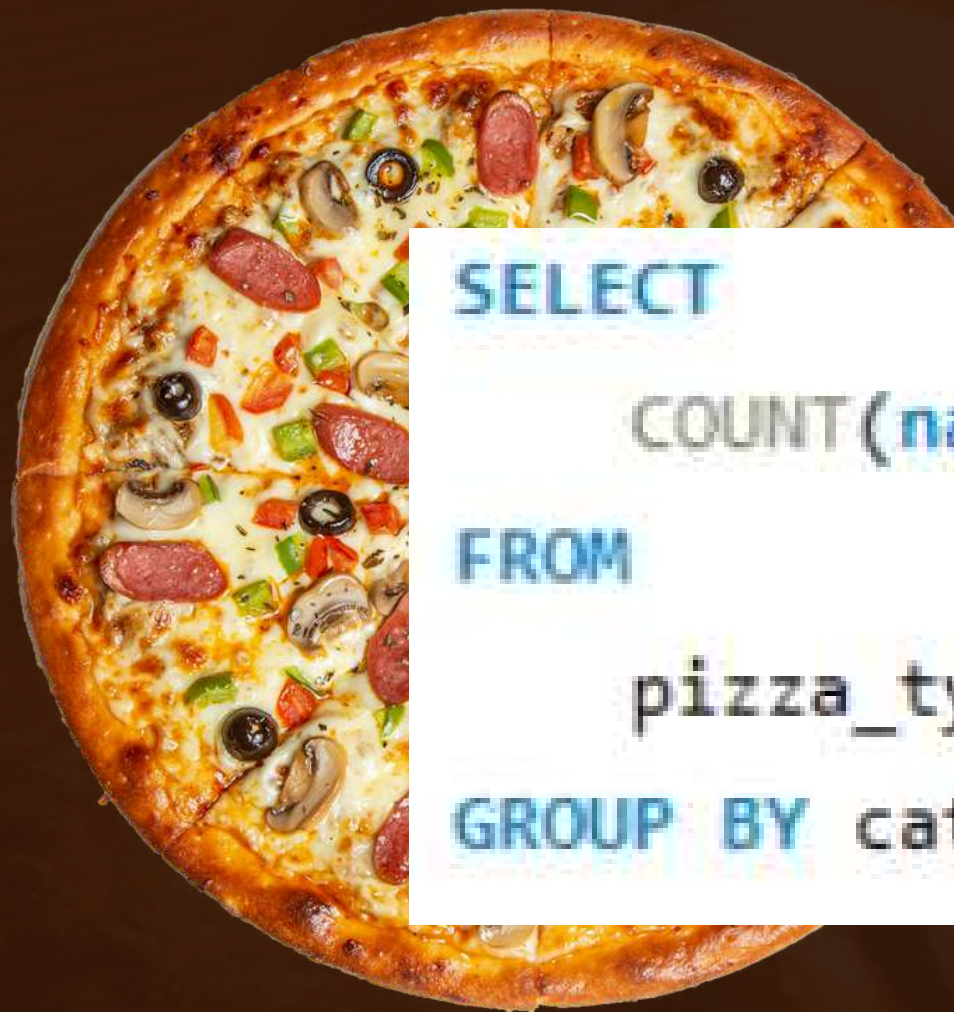


```
SELECT
    HOUR(order_time) AS hours, COUNT(order_id) AS order_count
FROM
    orders
GROUP BY hours;
```

	hours	order_count
▶	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



JOIN RELEVANT TABLES TO FIND THE CATEGORY-WISE DISTRIBUTION OF PIZZAS



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

	COUNT(name)	category
▶	6	Chicken
	8	Classic
	9	Supreme
	9	Veggie



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



```
SELECT
    ROUND(AVG(quantity), 0) AS avg_pizzas_ordered_per_day
FROM
    (SELECT
        o.order_date, SUM(od.quantity) AS quantity
    FROM
        orders o
    JOIN order_details od ON o.order_id = od.order_id
    GROUP BY o.order_date) AS order_quantity;
```

	avg_pizzas_ordered_per_day
▶	138

DETERMINE THE TOP 3 MOST ORDERED PIZZA TYPES BASED ON REVENUE.



```
SELECT
    pt.name, ROUND(SUM(od.quantity * p.price), 2) AS revenue
FROM
    pizza_types pt
    JOIN
    pizzas p ON pt.pizza_type_id = p.pizza_type_id
    JOIN
    order_details od ON od.pizza_id = p.pizza_id
GROUP BY pt.name
ORDER BY revenue DESC
LIMIT 3;
```

	name	revenue
▶	The Thai Chicken Pizza	43434.25
	The Barbecue Chicken Pizza	42768
	The California Chicken Pizza	41409.5

THANK YOU FOR WATCHING!

TURNING PIZZA SALES INTO BUSINESS INSIGHTS, ONE QUERY AT A TIME

