



The Great **PIZZA** Analytics Challenge



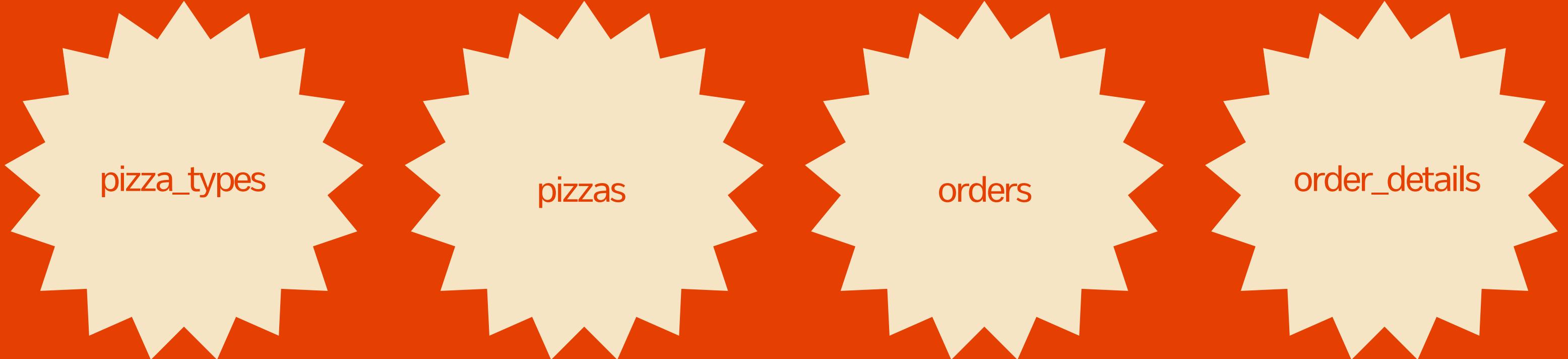
BY: ABHILASHA DHOLE

ABOUT PROJECT

This project analyzes IDC Pizza's sales data using SQL to uncover key business insights. It covers data cleaning, filtering, aggregations, and joins to evaluate sales performance, pricing patterns, and customer ordering behavior. The goal is to transform raw data into actionable insights that support better decision-making in menu planning, pricing, and operations.



DATASET



pizza_types

pizzas

orders

order_details

Includes 2015 sales data for analysis of trends, pricing, and popularity.



PHASE 1: FOUNDATION & INSPECTION



Q. List all unique pizza categories (DISTINCT).

Query

```
SELECT DISTINCT category  
FROM pizza_types;
```

Output

	category
▶	Chicken
	Classic
	Supreme
	Veggie



Q. Display `pizza_type_id`, `name`, and ingredients, replacing NULL ingredients with "Missing Data". Show first 5 rows.

Query

```
SELECT
    pizza_type_id,
    name,
    COALESCE(ingredients, 'Missing Data') AS Ingredients
FROM pizza_types
LIMIT 5;
```

Output

pizza_type_id	name	Ingredients
bbq_ckn	The Barbecue Chicken Pizza	Barbecued Chicken, Red Peppers, Green Peppers, Tomatoes, Red...
cali_ckn	The California Chicken Pizza	Chicken, Artichoke, Spinach, Garlic, Jalapeno Peppers, Fontina Ch...
ckn_alfredo	The Chicken Alfredo Pizza	Chicken, Red Onions, Red Peppers, Mushrooms, Asiago Cheese, ...
ckn_pesto	The Chicken Pesto Pizza	Chicken, Tomatoes, Red Peppers, Spinach, Garlic, Pesto Sauce
southw_ckn	The Southwest Chicken Pizza	Chicken, Tomatoes, Red Peppers, Red Onions, Jalapeno Peppers,...

Q. Check for pizzas missing a price (` IS NULL `).

Query

```
SELECT *
FROM pizzas
WHERE price IS NULL;
```

Output

pizza_id	pizza_type_id	size	price