# SQL Project on Pizza Sales



## About this Project



- Analyzed Total orders, Revenue, and identified Top-selling Pizzas using SQL.
- Conducted in-depth analysis of order patterns, including pizza size Popularity and Revenue contribution.
- Showcased advanced SQL techniques, including joins and aggregation, to extract actionable Business Insights.

#### Retrieve the Total number of Orders placed.

```
SELECT
             COUNT(order_id)
        FROM
             orders;
Result Grid
             Filter Rows:
                                           Export: Wrap Cell Content: IA
   count(order_id)
  21350
```

#### Calculate the Total Revenue generated from Pizza Sales.

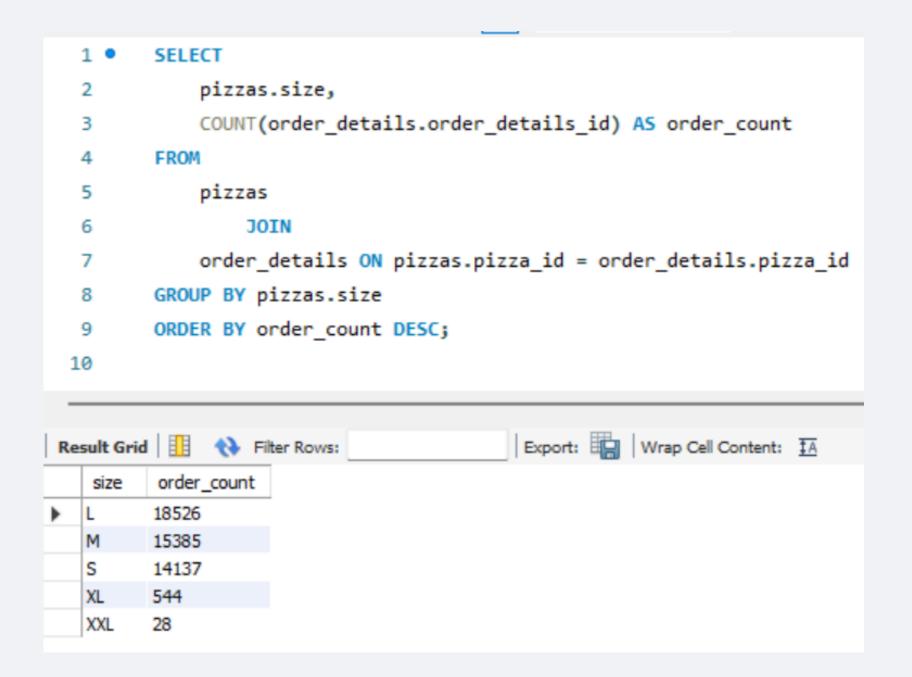
```
#Calculate the total revenue generated from pizza sales.
  2
  3 •
        SELECT
             ROUND(SUM(order_details.quantity * pizzas.price),
  5
                     2) as total revenue
        FROM
             order_details
                 JOIN
  8
             pizzas ON pizzas.pizza_id = order_details.pizza_id
  9
 10
Result Grid
                                          Export: Wrap Cell Content: IA
              Filter Rows:
   total_revenue
  817860.05
```

#### Identify the Highest-Priced Pizza.

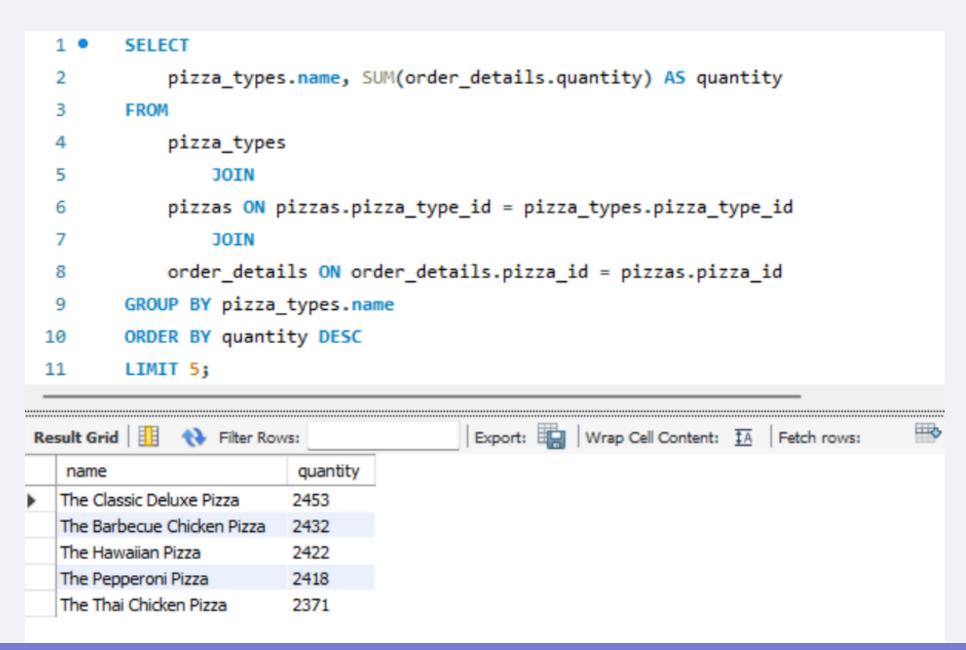
```
1 • SELECT
2 pizza_types.name, pizzas.price
3 FROM
4 pizza_types
5 JOIN
6 pizzas ON pizzas.pizza_type_id = pizza_types.pizza_type_id
7 ORDER BY pizzas.price DESC
8 LIMIT 1;
9

Result Grid  Filter Rows: Export: Wrap Cell Content: Fetch rows:
```

#### Identify the Most common Pizza size ordered.



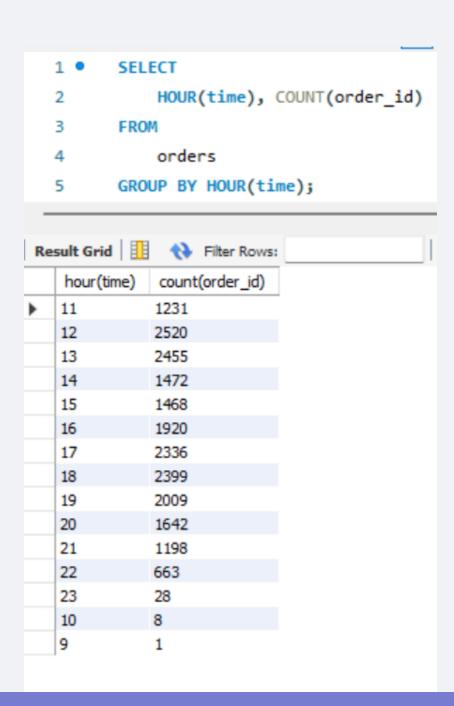
#### List the top 5 most ordered pizza types along with their quantities



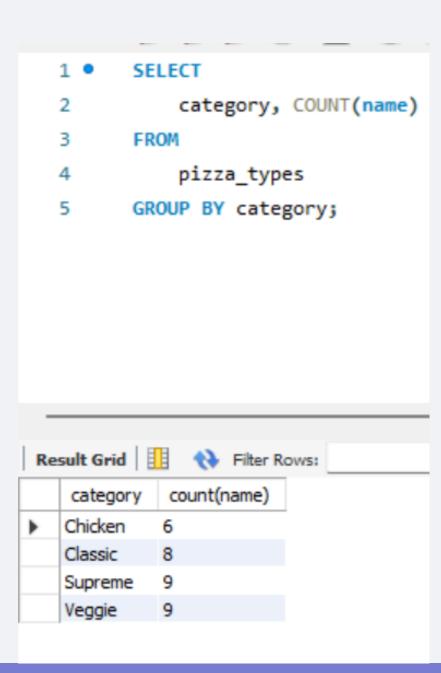
### Join the necessary tables to find the Total Quantity of each Pizza Category ordered.

```
SELECT
            pizza_types.category,
 2
            SUM(order details.quantity) AS quantity
        FROM
  5
            pizza_types
  6
                 JOIN
            pizzas ON pizza types.pizza type id = pizzas.pizza type id
  8
                 JOIN
            order details ON pizzas.pizza id = order details.pizza id
        GROUP BY pizza_types.category
10
        ORDER BY quantity DESC;
11
                                          Export: Wrap Cell Content: IA
Result Grid
             Filter Rows:
  category
           quantity
  Classic
           14888
           11987
           11649
  Chicken
           11050
```

#### Determine the distribution of Orders by Hour of the Day.



#### Join relevant tables to find the Category-wise Distribution of Pizzas.



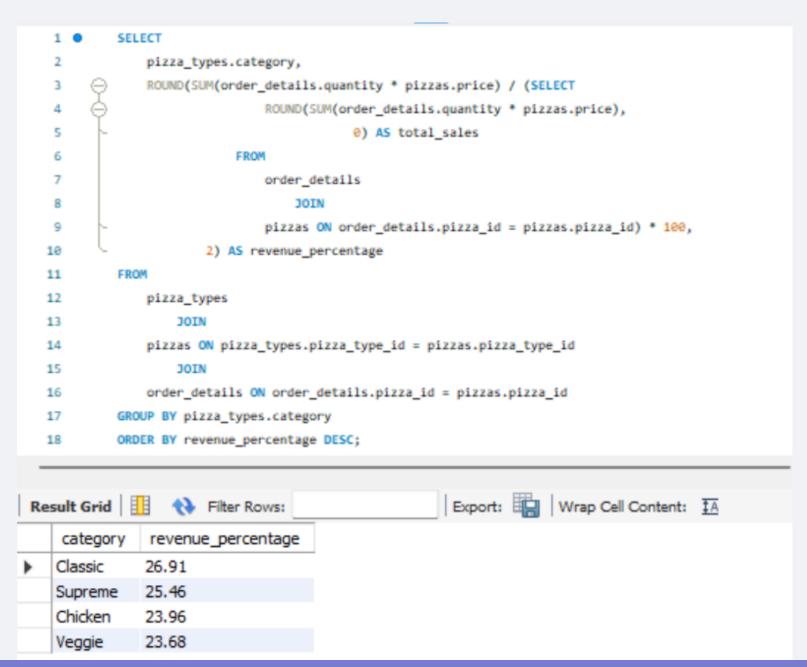
### Group the Orders by Date and Calculate the Average Number of Pizzas ordered per Day.

```
SELECT
           ROUND(AVG(quantity), 0)
      FROM
           (SELECT
 4
              orders.date, SUM(order_details.quantity) AS quantity
          FROM
              orders
           JOIN order_details ON orders.order_id = order_details.order_id
 9
           GROUP BY orders.date) AS order_quantity;
10
                                Export: Wrap Cell Content: IA
round(avg(quantity),0)
138
```

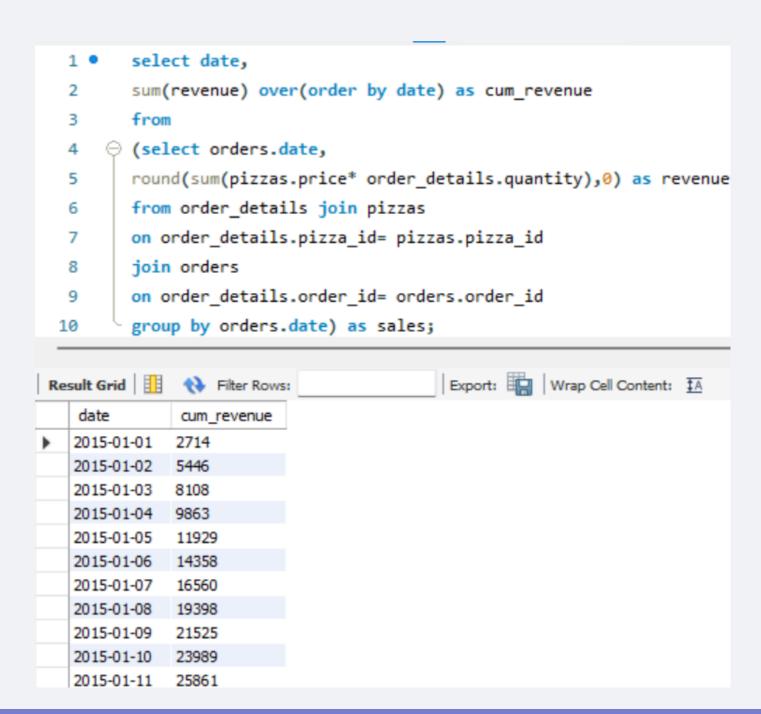
#### Determine the top 3 most ordered pizza types based on revenue.

```
1 •
        SELECT
             pizza_types.name,
             ROUND(SUM(order_details.quantity * pizzas.price),
                     AS revenue
         FROM
             pizza_types
                 JOIN
             pizzas ON pizza types.pizza type id = pizzas.pizza type id
  8
  9
             order_details ON order_details.pizza_id = pizzas.pizza_id
 10
         GROUP BY pizza types.name
 11
 12
         ORDER BY revenue DESC
        LIMIT 3;
 13
                                           Export: Wrap Cell Content: TA Fetch
Result Grid Filter Rows:
                          revenue
  The Thai Chicken Pizza
                          43434
  The Barbecue Chicken Pizza
                         42768
  The California Chicken Pizza
```

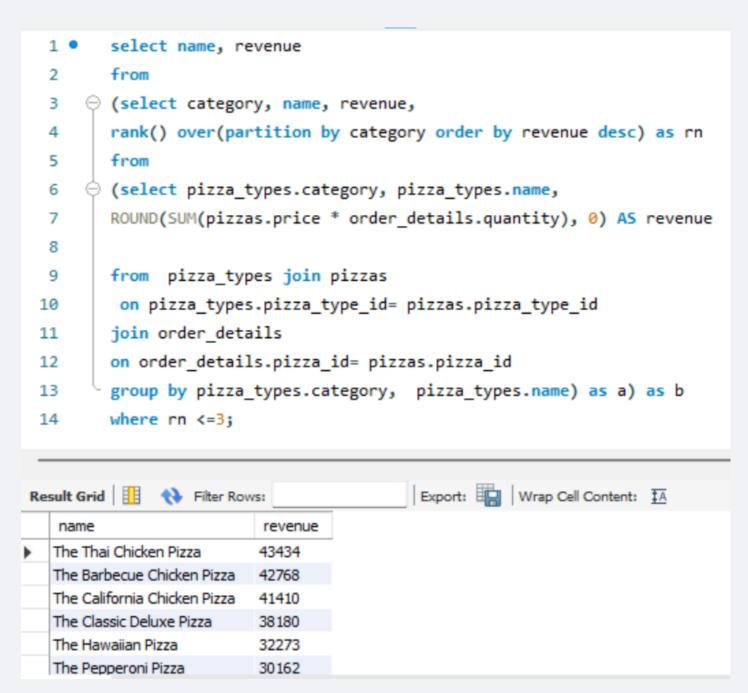
#### Calculate the Percentage contribution of each Pizza Type to Total Revenue.



#### Analyze the Cumulative Revenue generated over Time.



### Determine the Top 3 Most Ordered Pizza types based on Revenue for each Pizza Category



## Key findings of the Project

- Total Revenue: \$817,860.05 from 21,350 orders.
- Most Common Size: Large size ordered 18,526 times.
- Top-Selling Pizza: Classic Deluxe Pizza with 2,453 orders.
- Most Ordered Category: Classic Pizza with 14,888 orders.
- Revenue Contribution: Classic Pizza at 26.91% of total revenue.



#### Thank you

