



PIZZAHUB

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WELCOME TO **PIZZAHUB**

In this project, I conducted a comprehensive analysis of pizza sales data to uncover key insights and drive business decisions. The analysis focused on understanding sales performance, customer preferences, and trends across various product categories, such as pizza types, toppings, and size preferences.

Key findings include:

- **Top-Selling Items:** Identification of the most popular pizzas and toppings.
- **Sales Trends:** Insights into peak sales periods (days, times, seasons).
- **Customer Behavior:** Patterns in repeat purchases and preferences.
- **Revenue Insights:** Contribution of different product categories to overall revenue.



TYPES OF PIZZA

CLASSIC

- The Hawaiian Pizza
- The Italian Capocollo Pizza
- The Napolitana Pizza
- The Pepperoni, Mushroom, and Peppers Pizza
- The Pepperoni Pizza
- The Greek Pizza

SUPREME

- The Brie Carre Pizza
- The Calabrese Pizza
- The Italian Supreme Pizza
- The Pepper Salami Pizza
- The Prosciutto and Arugula Pizza
- The Sicilian Pizza
- The Soppressata Pizza
- The Spicy Italian Pizza
- The Spinach Supreme Pizza



TYPES OF PIZZA

VEGGIE

- The Five Cheese Pizza
- The Four Cheese Pizza
- The Green Garden Pizza
- The Italian Vegetables Pizza
- The Mediterranean Pizza
- The Mexicana Pizza
- The Spinach Pesto Pizza
- The Spinach and Feta Pizza
- The Vegetables + Vegetables Pizza

CHICKEN

- The Barbecue Chicken Pizza
- The California Chicken Pizza
- The Chicken Alfredo Pizza
- The Chicken Pesto Pizza
- The Southwest Chicken Pizza
- The Thai Chicken Pizza



PIZZA SIZE

- SMALL
- LMedium
- Large
- Extra Large
- XX Large





TOTAL NOUMBER OF ORDERS.

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

Result Grid

	COUNT(order_id)
▶	21350



CALCULATE THE TOTAL REVENUE GENERATED FROM PIZZA SALES

```
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;
```

Result Grid

	Total_sales
▶	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;
```

result Grid | Filter Row

name	price
The Greek Pizza	35.95



IDENTIFY THE MOST COMMON PIZZA SIZE ORDERED

```
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;
```

Result Grid | Filter Rows:

	quantity	COUNT(order_details_id)
▶	1	47693
	2	903
	3	21
	4	3



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

```
SELECT
    pizza_types.name, SUM(order_details.quantity) AS quantitys
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 quantitys DESC
LIMIT 5;
```

Result Grid | Filter Rows:

	name	quantitys
▶	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  
    pizza_types.category,  
    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.category  
ORDER BY quantity DESC;
```

Result Grid | Filter Rows:

	category	quantity
▶	Classic	14888
	Supreme	11987
	Veggie	11649
	Chicken	11050



DETERMINE THE DISTRIBUTION OF ORDERS BY HOUR OF THE DAY

```
SELECT  
    HOUR(time), COUNT(order_id)  
FROM  
    orders  
GROUP BY HOUR(time);
```

Result Grid | Filter Rows:

HOUR(time)	COUNT(order_id)
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  
    category, COUNT(name)  
FROM  
    pizza_types  
GROUP BY category;
```

Result Grid | Filter Rows:

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



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

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

	ROUND(AVG(quantity), 0)
▶	138



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

```
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;
```

Result Grid | Filter Rows:

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



CALCULATE THE PERCENTAGE CONTRIBUTION OF EACH PIZZA TYPE TO TOTAL REVENUE

```
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 pizza_types.pizza_type_id = pizzas.pizza_type_id
        JOIN
            order_details ON order_details.pizza_id = pizzas.pizza_id
GROUP BY pizza_types.category
ORDER BY revenue DESC;
```

Result Grid | Filter Rows:

	category	revenue
▶	Classic	26.91
	Supreme	25.46
	Chicken	23.96
	Veggie	23.68



ANALYZE THE CUMULATIVE REVENUE GENERATED OVER TIME

```
select date,  
       sum(revenue) over(order by date) as cum_revenue  
  from  
(select orders.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.date) as sales;
```

Result Grid | Filter Rows:

	date	cum_revenue
▶	2015-01-01	2713.850000000004
	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
	2015-01-08	19399.05
	2015-01-09	21526.4
	2015-01-10	22000.25000000002



DETERMIE THE TOP 3 MOST ORDERED PIZZA TYPES BASED ON REVENUE FOR EACH PIZZA CATEGORY

```
SELECT name, revenue FROM
  (SELECT category, name, revenue,
  RANK() OVER(partition by category ORDER BY revenue desc) AS rn
  FROM
  (SELECT pizza_types.category, pizza_types.name,
  SUM((order_details.quantity) * pizzas.price) AS revenue
  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.category, pizza_types.name) AS a ) AS b
WHERE rn <= 3;
```

Result Grid		Filter Rows:
	name	revenue
▶	The Thai Chicken Pizza	43434.25
▶	The Barbecue Chicken Pizza	42768
▶	The California Chicken Pizza	41409.5
▶	The Classic Deluxe Pizza	38180.5
▶	The Hawaiian Pizza	32273.25
▶	The Pepperoni Pizza	30161.75
▶	The Spicy Italian Pizza	34831.25
▶	The Italian Supreme Pizza	33476.75
▶	The Sicilian Pizza	30940.5
▶	The Four Cheese Pizza	32265.70000000065
▶	The Mexicana Pizza	26780.75
▶	The Five Cheese Pizza	26066.5



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THANK YOU!

