



PIZZA PARADISE

ORDER NOW



HELLO!

I am Deepshikha Sahani, I have made a project on Pizza sales analysis, In this project, I conducted a comprehensive analysis of sales data for Pizza Paradise using SQL query to extract and interpret key insights. By examining the most popular pizza varieties, Hourly sales, The analysis also focused on understanding customer purchasing behavior and frequency, providing actionable insights for strategic business decisions.

ORDER NOW



Total number of orders placed

```
select count(order_id) from orders;
```

| Result Grid | |
|-------------|-----------------|
| | count(order_id) |
| ▶ | 21350 |

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Total revenue generated from pizza sales

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

| Result Grid | |
|-------------|---------------|
| | total_revenue |
| ▶ | 817860.05 |

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Highest-priced pizza

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

Result Grid | Filter Rows:

| | name | price |
|---|-----------------|-------|
| ▶ | The Greek Pizza | 35.95 |

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Most common pizza size ordered



```
select count(order_details.order_details_id) qty, pizzas.size as size from pizzas
join order_details on order_details.pizza_id = pizzas.pizza_id
group by 2
order by qty desc;
```

Result Grid

| | qty | size |
|---|-------|------|
| ▶ | 18526 | L |
| | 15385 | M |
| | 14137 | S |
| | 544 | XL |
| | 28 | XXL |

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Total quantity of each pizza category ordered



```
select sum(order_details.quantity) as qty, pizza_types.category as categories from pizza_types
JOIN
    pizzas ON pizzas.pizza_type_id = pizza_types.pizza_type_id
    JOIN
        order_details ON pizzas.pizza_id = order_details.pizza_id
group by 2
order by qty desc;
```

Result Grid |

| | qty | categories |
|---|-------|------------|
| ▶ | 14888 | Classic |
| | 11987 | Supreme |
| | 11649 | Veggie |
| | 11050 | Chicken |

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Distribution of orders by hour of the day



```
SELECT  
    COUNT(order_details.order_id) AS total_order,  
    HOUR(order_time) AS time  
FROM  
    order_details  
    JOIN  
    orders ON orders.order_id = order_details.order_id  
GROUP BY 2;
```

| | total_order | time |
|---|-------------|------|
| ▶ | 2672 | 11 |
| | 6543 | 12 |
| | 6203 | 13 |
| | 3521 | 14 |
| | 3170 | 15 |
| | 4185 | 16 |
| | 5143 | 17 |
| | 5359 | 18 |
| | 4350 | 19 |
| | 3487 | 20 |
| | 2528 | 21 |
| | 1370 | 22 |
| | 68 | 23 |
| | 17 | 10 |
| | 4 | 9 |

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Category-wise distribution of pizzas



```
SELECT category, name, count(name) over (partition by category)
FROM pizza_types GROUP BY category, name;
```

| category | name | count(name) over category) |
|----------|------------------------------|-------------------------------|
| Chicken | The Barbecue Chicken Pizza | 6 |
| Chicken | The California Chicken Pizza | 6 |
| Chicken | The Chicken Alfredo Pizza | 6 |
| Chicken | The Chicken Pesto Pizza | 6 |
| Chicken | The Southwest Chicken Pizza | 6 |
| Chicken | The Thai Chicken Pizza | 6 |
| Classic | The Big Meat Pizza | 8 |
| Classic | The Classic Deluxe Pizza | 8 |
| Classic | The Hawaiian Pizza | 8 |
| Classic | The Italian Capocollo Pizza | 8 |
| Classic | The Napolitana Pizza | 8 |
| Classic | The Pepperoni, Mushroom, ... | 8 |
| Classic | The Pepperoni Pizza | 8 |
| Classic | The Greek Pizza | 8 |

| category | name | count(name) ove category) |
|----------|--------------------------------|------------------------------|
| Supreme | The Calabrese Pizza | 9 |
| Supreme | The Italian Supreme Pizza | 9 |
| Supreme | The Pepper Salami Pizza | 9 |
| Supreme | The Prosciutto and Arugula ... | 9 |
| Supreme | The Sicilian Pizza | 9 |
| Supreme | The Soppressata Pizza | 9 |
| Supreme | The Spicy Italian Pizza | 9 |
| Supreme | The Spinach Supreme Pizza | 9 |
| Veggie | The Five Cheese Pizza | 9 |
| Veggie | The Four Cheese Pizza | 9 |
| Veggie | The Green Garden Pizza | 9 |
| Veggie | The Italian Vegetables Pizza | 9 |
| Veggie | The Mediterranean Pizza | 9 |
| Veggie | The Mexicana Pizza | 9 |

Top 5 pizzas with their total quantity sold.



```
SELECT
    pizza_types.name AS names,
    SUM(order_details.quantity) AS total
FROM
    pizza_types
        JOIN
    pizzas ON pizzas.pizza_type_id = pizza_types.pizza_type_id
        JOIN
    order_details ON pizzas.pizza_id = order_details.pizza_id
GROUP BY 1
ORDER BY 2 DESC
LIMIT 5;
```

| | names | total |
|---|----------------------------|-------|
| ▶ | The Classic Deluxe Pizza | 2453 |
| | The Barbecue Chicken Pizza | 2432 |
| | The Hawaiian Pizza | 2422 |
| | The Pepperoni Pizza | 2418 |
| | The Thai Chicken Pizza | 2371 |

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Top 3 most ordered pizza types based on revenue



```
select name, sum(pizzas.price*order_details.quantity) as revenue from pizza_types
JOIN
    pizzas ON pizzas.pizza_type_id = pizza_types.pizza_type_id
    JOIN
        order_details ON pizzas.pizza_id = order_details.pizza_id
group by 1;
```

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

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Percentage contribution of each pizza type to total revenue



```
select category,  
concat(round(sum(pizzas.price*order_details.quantity)/  
( select round(sum(pizzas.price*order_details.quantity),1) as total_revenue 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 pizzas.pizza_id = order_details.pizza_id  
group by 1;
```

| | category | revenue |
|---|----------|---------|
| ▶ | Classic | 26.91% |
| | Veggie | 23.68% |
| | Supreme | 25.46% |
| | Chicken | 23.96% |

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top 3 most ordered pizza types based on revenue
for each pizza category



```
select category, name, sales from
(select category, name, sales, rank() over(partition by category order by sales) as ranking
from
(select category, name, sum(price*quantity) as sales from pizza_types
JOIN pizzas ON pizzas.pizza_type_id = pizza_types.pizza_type_id
JOIN order_details ON pizzas.pizza_id = order_details.pizza_id
group by 1,2) as a) as b where ranking <=3 ;
```

| category | name | sales |
|----------|--|----------|
| Chicken | The Chicken Pesto Pizza | 16701.75 |
| Chicken | The Chicken Alfredo Pizza | 16900.25 |
| Chicken | The Southwest Chicken Pizza | 34705.75 |
| Classic | The Pepperoni, Mushroom, and Peppers Pizza | 18834.5 |
| Classic | The Big Meat Pizza | 22968 |
| Classic | The Napolitana Pizza | 24087 |
| Supreme | The Brie Carre Pizza | 11588.5 |
| Supreme | The Spinach Supreme Pizza | 15277.75 |
| Supreme | The Calabrese Pizza | 15934.25 |
| Veggie | The Green Garden Pizza | 13955.75 |
| Veggie | The Mediterranean Pizza | 15360.5 |
| Veggie | The Spinach Pesto Pizza | 15596 |

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