

DOMINO'S SALES ANALYSIS USING SQL

Objective:

To analyze Domino's sales data using SQL to gain actionable insights into order trends, customer preferences, revenue, and product performance.

Tools:

SQL (MySQL), Excel, CSV files

Focus Areas:

- Order frequency and peak timings
- Most popular pizzas and combos
- Revenue insights across categories
- Customer order behavior breakdown



Project



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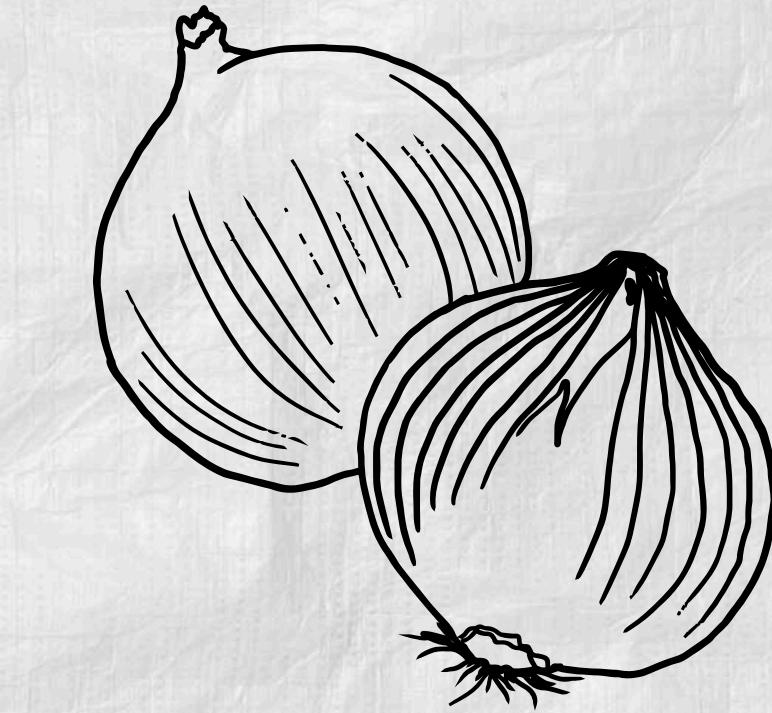
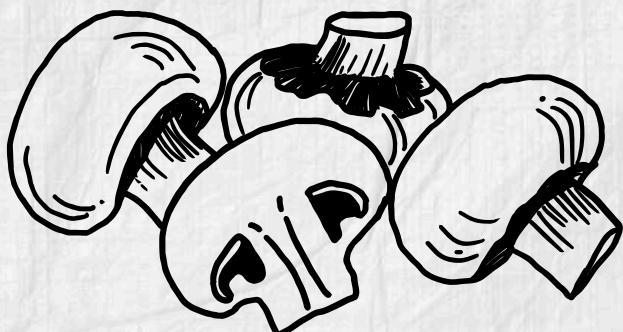
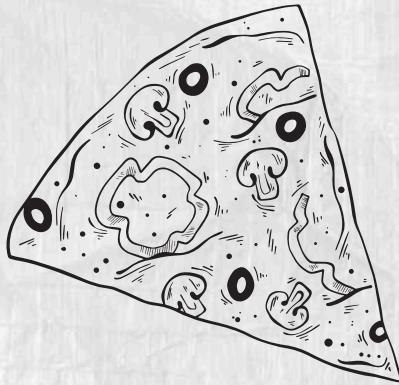
SUMMARY

orders.csv - order_id, order_date, order_time

order_details.csv - order_details, order_id, pizza_id, quantity

pizzas.csv - pizza_id, pizza_type_id, size, price

pizza_types.csv - pizza_type_id, name, category, ingredients



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DOMINO'S SALES ANALYSIS



Intermediate SQL Analysis

- Top 5 most popular pizzas (by quantity)
- Most expensive pizza
- Total revenue by pizza category
- Average quantity per order
- Orders placed per date



Basic SQL Analysis

- Total number of orders placed
- Total quantity of pizzas sold
- Total revenue generated
- Average order value
- Unique Pizza Variety Sold

Advanced SQL Analysis

- Total revenue by pizza category
- Top-performing pizza category by revenue
- Peak order day of the week
- Most ordered pizza per category

Total number of orders

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

121 %

Results Messages

	total_orders
1	10000

Total quantity of pizzas sold

A screenshot of a SQL query results interface. The query is:

```
SELECT SUM(quantity) AS total_pizzas_sold  
FROM order_details;
```

The results table shows one row with the column 'total_pizzas_sold' and value '59607'.

	total_pizzas_sold
1	59607

Total revenue generated

```
SELECT SUM(p.price * od.quantity) AS total_revenue  
FROM order_details od  
JOIN pizzas p ON od.pizza_id = p.pizza_id;
```

121 %

Results Messages

	total_revenue
1	21165360

Average order value

```
SELECT  
    SUM(p.price * od.quantity) / COUNT(DISTINCT od.order_id)  
    AS avg_order_value  
FROM order_details od  
JOIN pizzas p ON od.pizza_id = p.pizza_id;
```

% ▾

Results Messages

avg_order_value
2116

Unique Pizza Variety Sold

```
SELECT COUNT(DISTINCT pizza_id) AS unique_pizza_types  
FROM order_details;
```

121 %

Results Messages

	unique_pizza_types
1	80

Top 5 Popular Pizza

```
SELECT TOP 5 pt.name AS pizza_name, SUM(od.quantity) AS total_sold  
FROM order_details od  
JOIN pizzas p ON od.pizza_id = p.pizza_id  
JOIN pizza_types pt ON p.pizza_type_id = pt.pizza_type_id  
GROUP BY pt.name  
ORDER BY total_sold DESC;
```

Results Messages

	pizza_name	total_sold
1	Peppy Paneer	3088
2	Indi Tandoori Paneer	3082
3	Pepper Barbecue Chicken	3078
4	Margherita	3049
5	Four Cheese	3038

DOMINOS SALES ANALYSIS

Most expensive pizza

	pizza_name	price
30	Classic Hand Tossed	420
31	Cheese n Corn	400
32	Four Cheese	400
33	Cheese Burst	400
34	Cheesy Italiano	400
35	Mexican Cheese Wave	400
36	Veggie Paradise	360
37	Deluxe Veggie	360
38	Peppy Paneer	360
39	Farmhouse	360
40	Margherita	360
41	Chicken Dominator	330
42	Pepper Barbecue Chicken	330
43	Chicken Fiesta	330
44	Peri-Peri Chicken	330
45	Chicken Golden Delight	330
46	Classic Hand Tossed	315
47	Double Cheese Margherita	315
48	Paneer Makhani	315
49	Keema Do Pyaza	315
50	Indi Tandoori Paneer	315
51	Mexican Cheese Wave	300
52	Four Cheese	300
53	Cheesy Italiano	300
54	Cheese Burst	300
55	Cheese n Corn	300
56	Deluxe Veggie	270
57	Farmhouse	270
58	Margherita	270

```

SELECT pt.name AS pizza_name, p.price
FROM pizzas p
JOIN pizza_types pt ON p.pizza_type_id =
pt.pizza_type_id
ORDER BY p.price DESC
    
```

59	Peppy Paneer	270
60	Veggie Paradise	270
61	Chicken Dominator	220
62	Pepper Barbecue Chicken	220
63	Peri-Peri Chicken	220
64	Chicken Fiesta	220
65	Chicken Golden Delight	220
66	Classic Hand Tossed	210
67	Double Cheese Margherita	210
68	Indi Tandoori Paneer	210
69	Keema Do Pyaza	210
70	Paneer Makhani	210
71	Mexican Cheese Wave	200
72	Cheesy Italiano	200
73	Cheese n Corn	200
74	Cheese Burst	200
75	Four Cheese	200
76	Deluxe Veggie	180
77	Veggie Paradise	180
78	Margherita	180
79	Farmhouse	180
80	Peppy Paneer	180

	pizza_name	price
1	Chicken Dominator	550
2	Pepper Barbecue Chicken	550
3	Chicken Fiesta	550
4	Peri-Peri Chicken	550
5	Chicken Golden Delight	550
6	Classic Hand Tossed	525
7	Double Cheese Margherita	525
8	Paneer Makhani	525
9	Keema Do Pyaza	525
10	Indi Tandoori Paneer	525
11	Mexican Cheese Wave	500
12	Four Cheese	500
13	Cheesy Italiano	500
14	Cheese n Corn	500
15	Cheese Burst	500
16	Deluxe Veggie	450
17	Margherita	450
18	Farmhouse	450
19	Peppy Paneer	450
20	Veggie Paradise	450
21	Pepper Barbecue Chicken	440
22	Chicken Dominator	440
23	Chicken Golden Delight	440
24	Peri-Peri Chicken	440
25	Chicken Fiesta	440
26	Indi Tandoori Paneer	420
27	Keema Do Pyaza	420
28	Paneer Makhani	420
29	Double Cheese Margherita	420

Total Revenue By Pizza Category

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

	category	revenue
1	Non-Veg	5717140
2	Classic	5509770
3	Cheese Special	5259800
4	Veg	4678650

Average quantity per order

```
SELECT AVG(QUANTITY) AS AVG_PIZZAS_PER_ORDER  
FROM ORDER_DETAILS;
```

	avg_pizzas_per_order
1	1

Monthly revenue trend

```
SELECT
    FORMAT(date, 'yyyy-MM') AS month,
    SUM(p.price * od.quantity) AS monthly_revenue
    FROM orders o
    JOIN order_details od ON o.order_id = od.order_id
    JOIN pizzas p ON od.pizza_id = p.pizza_id
    GROUP BY FORMAT(date, 'yyyy-MM')
    ORDER BY month;
```

	month	monthly_revenue
1	2023-01	1722115
2	2023-02	1681255
3	2023-03	1827415
4	2023-04	1703350
5	2023-05	1669270
6	2023-06	1709930
7	2023-07	1829010
8	2023-08	1818975
9	2023-09	1666805
10	2023-10	1958200
11	2023-11	1671580
12	2023-12	1907455

Top-performing pizza category by revenue

```
SELECT PT.CATEGORY, SUM(P.PRICE * OD.QUANTITY) AS REVENUE  
      FROM ORDER_DETAILS OD  
      JOIN PIZZAS P ON OD.PIZZA_ID = P.PIZZA_ID  
      JOIN PIZZA_TYPES PT ON P.PIZZA_TYPE_ID = PT.PIZZA_TYPE_ID  
      GROUP BY PT.CATEGORY  
      ORDER BY REVENUE DESC
```

Results Messages

	category	revenue
1	Non-Veg	5717140
2	Classic	5509770
3	Cheese Special	5259800
4	Veg	4678650

Peak order day of the week

```
SELECT DATENAME(WEEKDAY, DATE) AS DAY_NAME, COUNT(*) AS ORDERS  
FROM ORDERS  
GROUP BY DATENAME(WEEKDAY, DATE)  
ORDER BY ORDERS DESC;
```

	day_name	orders
1	Monday	1511
2	Saturday	1472
3	Sunday	1430
4	Tuesday	1409
5	Wednesday	1404
6	Friday	1395
7	Thursday	1379

Most ordered pizza per category

```
WITH category_ranked AS (
    SELECT
        pt.category,
        pt.name AS pizza_name,
        SUM(od.quantity) AS total_sold,
        RANK() OVER (PARTITION BY pt.category ORDER BY SUM(od.quantity) DESC) AS rnk
    FROM order_details od
    JOIN pizzas p ON od.pizza_id = p.pizza_id
    JOIN pizza_types pt ON p.pizza_type_id = pt.pizza_type_id
    GROUP BY pt.category, pt.name
)
SELECT category, pizza_name, total_sold
FROM category_ranked
WHERE rnk = 1;
```

Results Messages

	category	pizza_name	total_sold
1	Cheese Special	Four Cheese	3038
2	Classic	Indi Tandoori Paneer	3082
3	Non-Veg	Pepper Barbecue Chicken	3078
4	Veg	Peppy Paneer	3088

THANK YOU!

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