

# SALES REPORT ON PIZZAHUT'S

08 June, 2024



# INTRODUCTION

The objective of this project is to utilize SQL to analyze and derive insights from the operations and sales data of PizzaHut, a leading global pizza restaurant chain. This project involves working with a comprehensive dataset that includes various aspects of PizzaHut's business operations such as sales transactions, customer details, product offerings, and delivery times.

RETRIEVE THE TOTAL NUMBER OF ORDERS PLACED.

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

Result Grid	
	total_orders
▶	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 Rows

	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

	size	order_count
▶	L	18526
	M	15385
	S	14137
	XL	544
	XXL	28

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

```
SELECT  
    pizza_types.name, 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.name  
ORDER BY quantity DESC  
LIMIT 5;
```

	name	quantity
1	The Classic Deluxe Pizza	2453
2	The Barbecue Chicken Pizza	2432
3	The Hawaiian Pizza	2422
4	The Pepperoni Pizza	2418
5	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;
```

	category	quantity
▶	Classic	14888
	Supreme	11987
	Veggie	11649
	Chicken	11050

# DETERMINE THE DISTRIBUTION OF ORDERS BY HOUR OF THE DAY.

```
SELECT  
    HOUR(order_time) AS hour, COUNT(order_id) AS order_count  
FROM  
    orders  
GROUP BY HOUR(order_time);
```

Result Grid		
	hour	order_count
1	11	1231
2	12	2520
3	13	2455
4	14	1472
5	15	1468
6	16	1920
7	17	2336
8	18	2399
9	19	2009
10	20	1642
11	21	1198
12	22	663
13	23	28
14	10	8
15	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

	category	count(name)
1	Chicken	6
2	Classic	8
3	Supreme	9
4	Veggie	9

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

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

	avg_pizza_ordered_per_day
	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;
```

	category	revenue
1	Classic	26.91
2	Supreme	25.46
3	Chicken	23.96
4	Veggie	23.68

# ANALYZE THE CUMULATIVE REVENUE GENERATED OVER TIME.

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

	order_date	cum_revenue
1	2015-01-01	2713.8500000000004
2	2015-01-02	5445.75
3	2015-01-03	8108.15
4	2015-01-04	9863.6
5	2015-01-05	11929.55
6	2015-01-06	14358.5
7	2015-01-07	16560.7
8	2015-01-08	19399.05

# DETERMINE 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