

PIZZA STORE SALES ANALYSIS

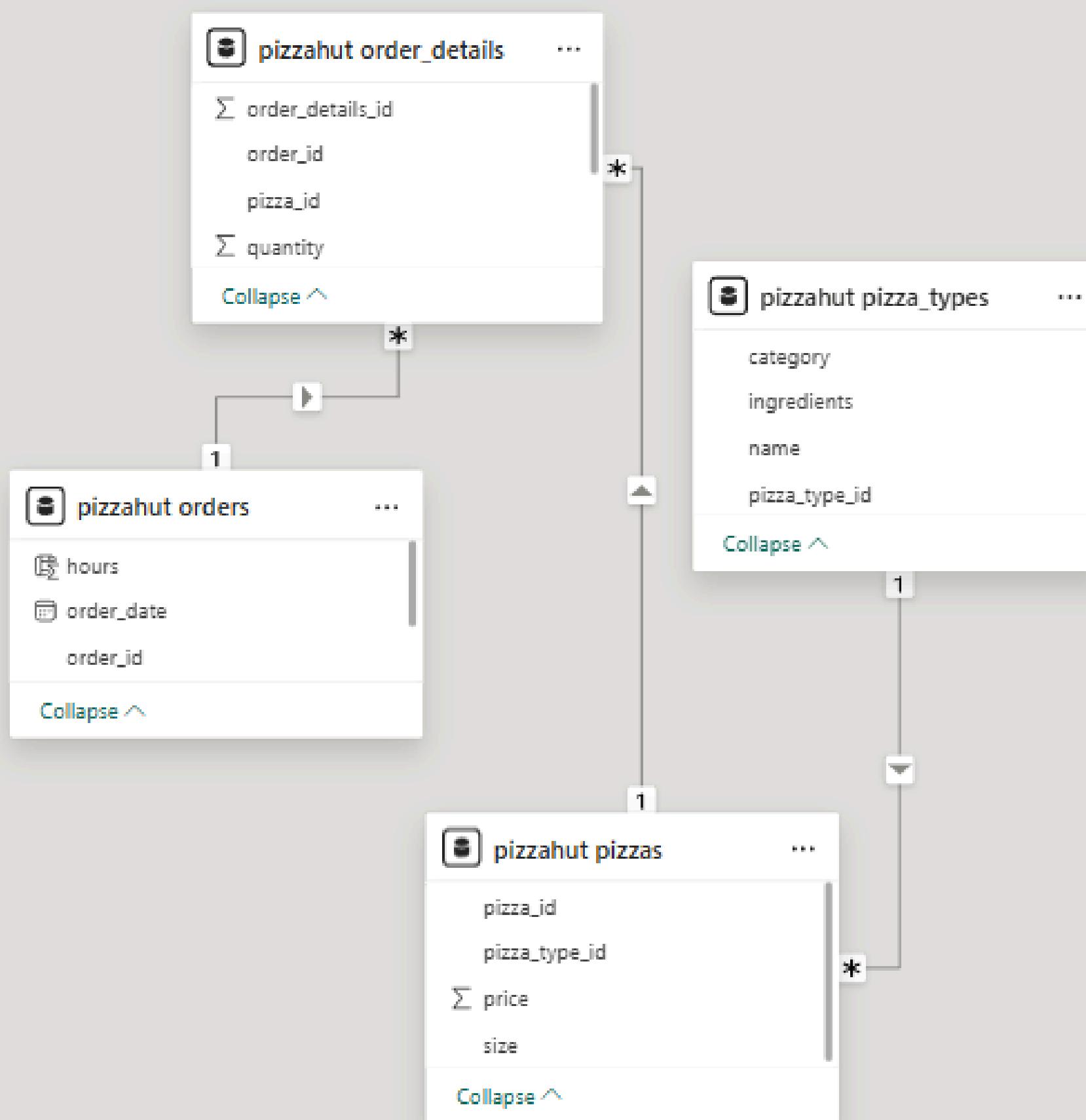


HELLO!

I'm Divyanshu Tiwari, and this project showcases a detailed sales analysis of a pizza store using MySQL queries and Power BI . The objective was to extract, analyze, and visualize key business metrics—such as revenue, order trends, peak hours, and product performance—to uncover actionable insights. This data-driven approach helps highlight customer preferences and optimize sales strategies for better business outcomes.



SCHHEMA



QUESTIONS



- Retrieve the total number of orders placed.
- Calculate the total revenue generated from pizza sales.
- Identify the highest-priced pizza.
- 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.
- 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.
- Determine the top 3 most ordered pizza types based on revenue.
- 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.



Q1.Retrieve the total number of orders placed.

QUERY:

```
1      --- Retrieve the total number of orders placed.  
2  
3 •   select Count(order_id)as total_placed_order from orders;
```

RESULT:

Result Grid	
	total_placed_order
▶	21350

Q2.Calculate the total revenue generated from pizza sales.

QUERY:

```
1      -- Calculate the total revenue generated from pizza sales.  
2 •   SELECT  
3     ROUND(SUM(order_details.quantity * pizzas.price),  
4            2) AS total_revenue  
5   FROM  
6     order_details  
7   JOIN  
8     pizzas ON pizzas.pizza_id = order_details.pizza_id;
```

RESULT:

Result Grid	
	total_revenue
▶	817860.05

Q3.Identify the highest-priced pizza.



QUERY:

```
1      -- Identify the highest-priced pizza.  
2 •  SELECT  
3      pt.name, p.price  
4  FROM  
5      pizza_types pt  
6          JOIN  
7      pizzas p ON pt.pizza_type_id = p.pizza_type_id  
8  ORDER BY price DESC  
9  LIMIT 1;
```

RESULT:

Result Grid | Filter Rows:

	name	price
▶	The Greek Pizza	35.95



Q4. Identify the most common pizza size ordered.

QUERY:

```
1      -- Identify the most common pizza size ordered.  
2 •  SELECT  
3      pizzas.size,  
4      COUNT(order_details.order_details_id) AS order_count  
5  FROM  
6      pizzas  
7      JOIN  
8      order_details ON pizzas.pizza_id = order_details.pizza_id  
9  GROUP BY pizzas.size  
10 ORDER BY order_count DESC  
11 LIMIT 1;
```

RESULT:

Result Grid		
	size	order_count
▶	L	18526

Q5 .List the top 5 most ordered pizza types along with their quantities.

QUERY:

```
1  -- List the top 5 most ordered pizza types along with their quantities.  
2 • SELECT  
3      pizza_types.name, SUM(order_details.quantity) AS quantity  
4  FROM  
5      pizza_types  
6          JOIN  
7      pizzas ON pizza_types.pizza_type_id = pizzas.pizza_type_id  
8          JOIN  
9      order_details ON order_details.pizza_id = pizzas.pizza_id  
10     GROUP BY pizza_types.name  
11     ORDER BY quantity DESC  
12     LIMIT 5;
```

RESULT:

	name	quantity
▶	The Classic Deluxe Pizza	2453
	The Barbecue Chicken Pizza	2432
	The Hawaiian Pizza	2422
	The Pepperoni Pizza	2418
	The Thai Chicken Pizza	2371

Q6.Join the necessary tables to find the total quantity of each pizza category ordered.

QUERY:

```
1  -- Join the necessary tables to find the total quantity of each pizza category ordered.  
2 • SELECT  
3      pizza_types.category,  
4      SUM(order_details.quantity) AS quantity  
5  FROM  
6      pizza_types  
7      JOIN  
8      pizzas ON pizza_types.pizza_type_id = pizzas.pizza_type_id  
9      JOIN  
10     order_details ON order_details.pizza_id = pizzas.pizza_id  
11    GROUP BY category  
12    ORDER BY quantity DESC;
```

RESULT:

	category	quantity
▶	Classic	14888
	Supreme	11987
	Veggie	11649
	Chicken	11050

Q7.Determine the distribution of orders by hour of the day.

QUERY:

```
1      --- Determine the distribution of orders by hour of the day.  
2  
3 •   SELECT  
4         HOUR(order_time) AS hours, COUNT(order_id) AS count_orderds  
5     FROM  
6         orders  
7     GROUP BY hours order by hours;
```



RESULT:

	hours	count_orderds
▶	9	1
	10	8
	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



Q8.Join relevant tables to find the category-wise distribution of pizzas.

QUERY:

```
1      -- Join relevant tables to find the category-wise distribution of pizzas.  
2  
3 •   SELECT  
4       category, COUNT(name)  
5   FROM  
6       pizza_types  
7   GROUP BY category;
```

RESULT:

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

Q9.Group the orders by date and calculate the average number of pizzas ordered per day.

QUERY:

```
1  -- Group the orders by date and calculate the average number of pizzas ordered per day.  
2 • |SELECT  
3      ROUND(AVG(quantity), 0) as avg_pizza_ordered_per_day  
4  FROM  
5  (SELECT  
6      orders.order_date, SUM(order_details.quantity) AS quantity  
7  FROM  
8      orders  
9  JOIN order_details ON orders.order_id = order_details.order_id  
10     GROUP BY orders.order_date) AS order_quantity;
```

RESULT:

Result Grid	
	avg_pizza_ordered_per_day
▶	138

Q10.Determine the top 3 most ordered pizza types based on revenue.

QUERY:

```
1      -- Determine the top 3 most ordered pizza types based on revenue.  
2 •  SELECT  
3          pizza_types.name AS pizza,  
4          SUM(order_details.quantity * pizzas.price) AS revenue  
5      FROM  
6          pizza_types  
7              JOIN  
8          pizzas ON pizza_types.pizza_type_id = pizzas.pizza_type_id  
9              JOIN  
10         order_details ON order_details.pizza_id = pizzas.pizza_id  
11     GROUP BY pizza_types.name  
12     ORDER BY revenue DESC  
13     LIMIT 3;
```

RESULT:

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

Q11.Calculate the percentage contribution of each pizza type to total revenue.

QUERY:

```
1      -- Calculate the percentage contribution of each pizza type to total revenue.
2 •  SELECT
3      pizza_types.category,
4      CONCAT(ROUND((ROUND(SUM(order_details.quantity * pizzas.price),
5                          2) / (SELECT
6                          ROUND(SUM(order_details.quantity * pizzas.price),
7                          2) AS total_sales
8
9      FROM
10         order_details
11        JOIN
12           pizzas ON pizzas.pizza_id = order_details.pizza_id) * 100),
13                          2),
14      '%') AS revenue
15  FROM
16    pizza_types
17    JOIN
18      pizzas ON pizza_types.pizza_type_id = pizzas.pizza_type_id
19    JOIN
20      order_details ON order_details.pizza_id = pizzas.pizza_id
21  GROUP BY pizza_types.category
22  ORDER BY revenue;
```

RESULT:

	category	revenue
•	Veggie	23.68%
	Chicken	23.96%
	Supreme	25.46%
	Classic	26.91%

Q12.Analyze the cumulative revenue generated over time.

QUERY:

```
1      -- Analyze the cumulative revenue generated over time.  
2  
3 •  select order_date ,round(sum(revenue) over(order by order_date ),2)as cum_revenue  
4      from  
5      (select orders.order_date ,round(sum(order_details.quantity * pizzas.price),2) as revenue  
6          from order_details  
7          join pizzas  
8          on order_details.pizza_id = pizzas.pizza_id  
9          join orders  
10         on orders.order_id = order_details.order_id  
11     group by orders.order_date)as revenue;
```

RESULT:

Result Grid		
	order_date	cum_revenue
1	2015-12-14	785389.55
2	2015-12-15	787777
3	2015-12-16	790011.8
4	2015-12-17	791892.55
5	2015-12-18	794778.85
6	2015-12-19	797083.05
7	2015-12-20	799187.95
8	2015-12-21	801288.65
9	2015-12-22	803171.6
10	2015-12-23	805415.9
11	2015-12-24	807553.75
12	2015-12-26	809196.8
13	2015-12-27	810615.8
14	2015-12-28	812253
15	2015-12-29	813606.25
16	2015-12-30	814944.05
17	2015-12-31	817860.05

Q13.Determine the top 3 most ordered pizza types based on revenue for each pizza category

QUERY:

```
1  -- Determine the top 3 most ordered pizza types based on revenue for each pizza category.  
2  select name,category ,revenue from (select name ,category,revenue ,rank() over(partition by category order by revenue desc )  
3  as ranks  
4  from (select pizza_types.name,pizza_types.category,round(sum(order_details.quantity*pizzas.price),2) as revenue  
5  from order_details  
6  join pizzas  on order_details.pizza_id = pizzas.pizza_id  
7  join pizza_types on pizza_types.pizza_type_id=pizzas.pizza_type_id  
8  group by pizza_types.name,pizza_types.category order by category ,revenue desc,2)as a) as b  
9  where ranks <= 3;
```

RESULT:

	name	category	revenue
▶	The Thai Chicken Pizza	Chicken	43434.25
	The Barbecue Chicken Pizza	Chicken	42768
	The California Chicken Pizza	Chicken	41409.5
	The Classic Deluxe Pizza	Classic	38180.5
	The Hawaiian Pizza	Classic	32273.25
	The Pepperoni Pizza	Classic	30161.75
	The Spicy Italian Pizza	Supreme	34831.25
	The Italian Supreme Pizza	Supreme	33476.75
	The Sicilian Pizza	Supreme	30940.5
	The Four Cheese Pizza	Veggie	32265.7
	The Mexicana Pizza	Veggie	26780.75
	The Five Cheese Pizza	Veggie	26066.5

DASHBOARD POWER BI



pizza sales

STORE ANALYSIS

Revenue

\$817.86K

Total Order

21350

Total Unit Sold

49574

Avg Order Value

\$38

- category
- Chicken
 - Classic
 - Supreme
 - Veggie

Order_date

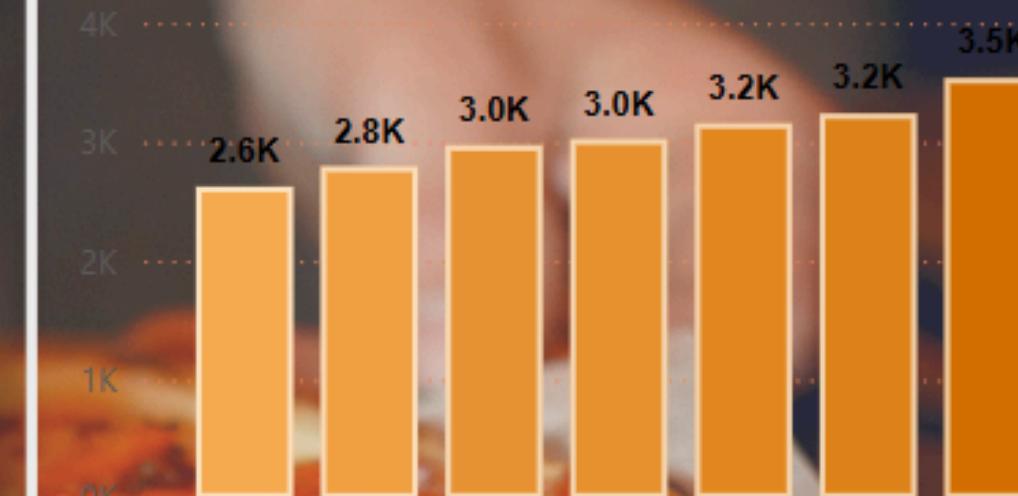
01-01-2015

31-12-2015

Peak Hour

2520
2455
2336
2399
1920
2009
1642
1198
663
1231
1472
1468
10
15
20

Daily Trend for Total order

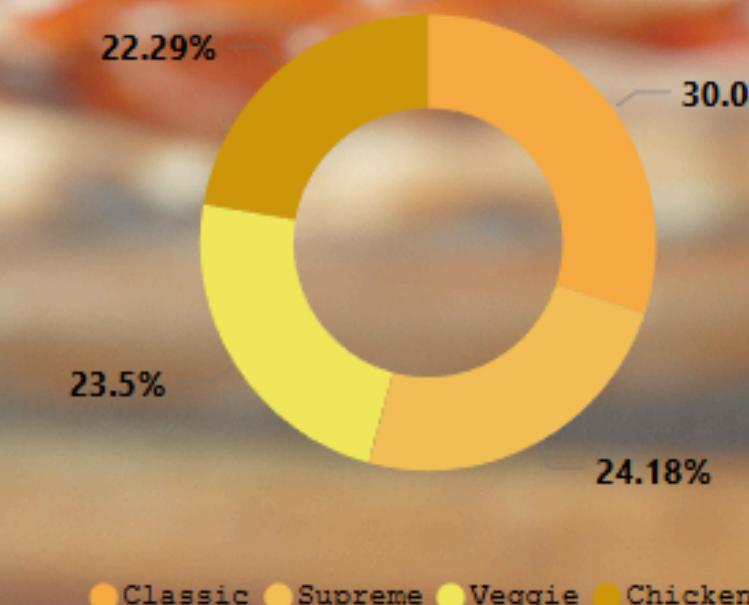


Top 5 most ordered pizza types

2.5K 2.4K 2.4K 2.4K 2.4K



% of sales by pizza category



Total pizza sold by category

100%



88%



REPORT

Pizza Store Performance Overview

I'm pleased to share recent data insights reflecting the strong performance of our pizza store:

- Total Revenue: \$817.86K
- Total Orders: 21,350
- Total Units Sold: 49,574
- Average Order Value: \$38



Peak Sales Hours

Our highest footfall occurred between 1 and 3 PM, with 1 PM leading at 2,455 orders.



Weekly Order Trends

Saturday recorded the highest orders at 3.5K, showing a clear weekend peak, while midweek (Tuesday–Friday) maintained consistent strength around 3.0–3.2K.

Top-Performing Pizzas

The most ordered varieties included:

1. The Classic Deluxe Pizza (2.5K)
2. The Barbecue Chicken Pizza (2.4K)
3. Hawaiian, Pepperoni, and Thai Chicken Pizzas (each at 2.4K)



Category Breakdown

- Supreme pizzas contributed the most to sales (30.03%)
- Followed by Veggie (24.18%), Chicken (23.5%), and Classic (22.29%)



Total pizza sales by category ranged from \$193.69K to \$220.05K, with Classic topping revenue.



**THANK YOU
FOR ATTENTION**

