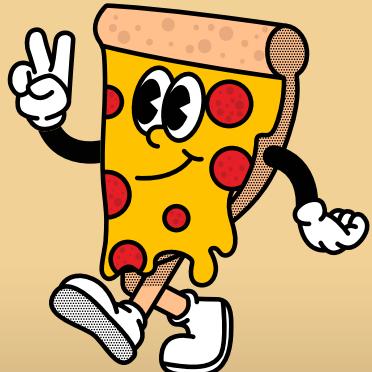


# **PIZZA SALES**

*ANALYSIS*

- **M.Laxmi**

**Dora.**

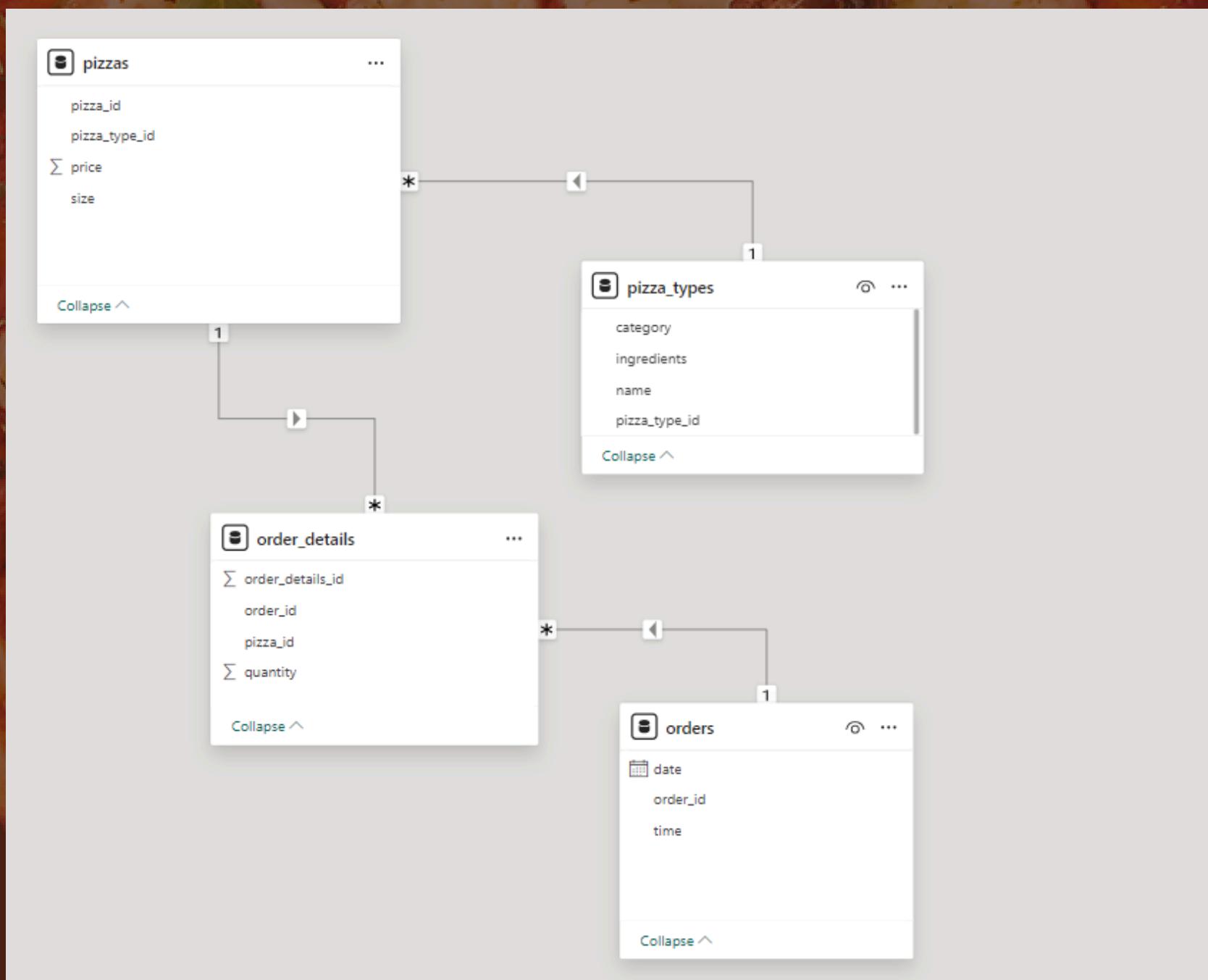


**ORDER NOW >>>**



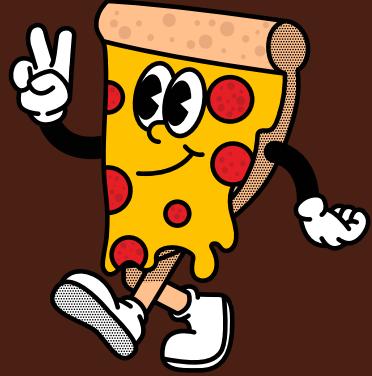
# PIZZA DATABASE

# SCHEMA





# Project Details



**Project Title:** Pizza Sales Analysis

## **Tools and Technologies Used:**

- PgAdmin (PostgreSQL): For database management and SQL queries execution.
- Microsoft Excel: For initial data cleaning and preparation.

## **Project Overview:**

The Pizza Sales Analysis project is a comprehensive study designed to understand the dynamics and trends in pizza sales using a PostgreSQL database. This analysis was carried out in PgAdmin and involved the utilization of four key datasets: Order\_Details, Orders, Pizza\_Types, and Pizzas. The primary goal of this project was to extract actionable insights that could potentially enhance business strategies and decision-making processes.

# Q.1 Retrieve the total number of orders placed.

```
1 SELECT COUNT(order_id) As Total_orders  
2 From orders
```

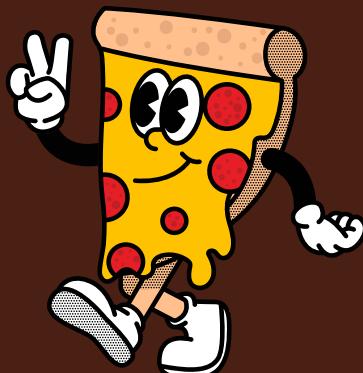
	total_orders	bigint
1	21350	



## Q.2 Calculate the total revenue generated from pizza sales.

```
SELECT ROUND(SUM(order_details.quantity * pizzas.price)) as Total_revenue  
FROM order_details  
Inner JOIN pizzas  
ON pizzas.pizza_id = order_details.pizza_id
```

	total_revenue	lock
1	817860	



## Q.3 Identify the highest-priced pizza.

```
SELECT pizza_types.name, pizzas.price from pizza_types  
inner join pizzas  
on pizza_types.pizza_type_id = pizzas.pizza_type_id  
order by pizzas.price desc  
limit 1
```

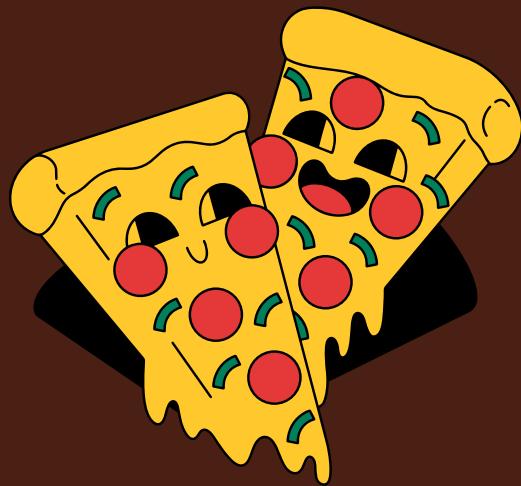
	name character varying (100) 	price double precision 
1	The Greek Pizza	35.95



## Q.4 Identify the most common pizza size ordered.

```
SELECT pizzas.size, count(order_details.quantity) FROM pizzas
inner join order_details
on pizzas.pizza_id = order_details.pizza_id
group by pizzas.size
order by count(order_details.quantity) desc
limit 2
```

	size character varying (5)	count bigint
1	L	18526
2	M	15385



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

```
SELECT pizza_types.name, sum(order_details.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 sum(order_details.quantity) desc
limit 5
```

	<b>name</b> character varying (100)		<b>sum</b> bigint	
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	



# Q.7 Determine the distribution of orders by hour of the day.

```
SELECT EXTRACT(Hour from order_time) as order_hour, Count(order_id) as total_orders from orders  
group by order_hour  
order by Count(order_id) desc
```

	order_hour numeric	total_orders bigint
1	12	2520
2	13	2455
3	18	2399
4	17	2336
5	19	2009
6	16	1920
7	20	1642
8	14	1472
9	15	1468



## Q.7 find the category-wise distribution of pizzas.

```
SELECT category, count(name) from pizza_types  
group by category
```



	category character varying (100)	count bigint
1	Supreme	9
2	Classic	8
3	Veggie	9
4	Chicken	6



## Q.8 Determine the top 3 most ordered pizza types based on revenue.

```
SELECT pizza_types.name, sum(order_details.quantity * pizzas.price) as revenue
from pizzas
join pizza_types
on pizzas.pizza_type_id = pizza_types.pizza_type_id
join order_details
on pizzas.pizza_id = order_details.pizza_id
group by pizza_types.name
order by revenue desc
limit 3
```

	name character varying (100)	revenue double precision
1	The Thai Chicken Pizza	43434.25
2	The Barbecue Chicken Pizza	42768
3	The California Chicken Pizza	41409.5



# Q.9 Calculate the percentage contribution of each pizza type to total revenue.

```
SELECT pizza_types.category, (sum(order_details.quantity * pizzas.price) / (select sum(order_details.quantity * pizzas.price) as total_revenue
join pizzas
on order_details.pizza_id = pizzas.pizza_id)*100 as Total_revenue
from pizza_types
join pizzas
on pizza_types.pizza_type_id = pizzas.pizza_type_id
join order_details
on pizzas.pizza_id = order_details.pizza_id
group by pizza_types.category
order by Total_revenue
```

	category character varying (100)	total_revenue double precision
1	Veggie	23.682590927384783
2	Chicken	23.955137556847493
3	Supreme	25.45631126009884
4	Classic	26.905960255669903



# CONCLUSION

## Business Questions Addressed:

The project aimed to answer pivotal business questions such as:

- # What are the top-selling pizza types?
- # How do sales fluctuate by season or month?
- # Which pizzas generate the most revenue?
- # What customer segments should the marketing focus on to maximize revenue?
- # Calculate the percentage contribution of each pizza type to total revenue.

## Results:

This Pizza Sales Analysis provides a thorough insight into the sales trends, customer preferences, and revenue patterns within the pizza business. The insights derived from this analysis could guide strategic decisions, promotional strategies, and customer engagement plans to boost sales and enhance customer satisfaction.