

PIZZA

Sales Project

Life is short, eat the pizza!

Presented by Maruthi



Agenda

1. Retrieve the total number of orders placed.

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

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

4. Identify the highest-priced pizza.

5. Identify the most common pizza size ordered.

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

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

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

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

10. Retrieve the total number of orders placed.

11. Calculate the total revenue generated from pizza sales.



1. Retrieve the total number of orders placed.

```
SELECT Count(order_id) AS total_orders  
FROM   orders
```

total_orders	bigint
21350	



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

```
SELECT pizza_types.category,  
       Sum(order_details.quantity) AS quantity  
FROM   order_details  
       JOIN pizzas  
         ON order_details.pizza_id = pizzas.pizza_id  
       JOIN pizza_types  
         ON pizza_types.pizza_type_id = pizzas.pizza_type_id  
GROUP  BY pizza_types.category  
ORDER  BY quantity DESC;
```



category	quantity
text	bigint
Classic	14888
Supreme	11987
Veggie	11649
Chicken	11050



3. 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
JOIN
    order_details ON order_details.pizza_id = pizzas.pizza_id
GROUP BY pizza_types.name
order by quantity desc limit 5
;
```

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

4. Identify the 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 ( pizzas.price ) DESC  
 LIMIT 1;
```

name	price
text	double precision
The Greek Pizza	35.95

5. Identify the most common pizza size ordered.



```
SELECT pizzas.size,  
       Count(order_details.quantity)  
FROM   pizzas  
       JOIN order_details  
         ON order_details.pizza_id = pizzas.pizza_id  
GROUP  BY pizzas.size  
ORDER  BY pizzas.size;
```

size	count
L	18526
M	15385
S	14137
XL	544
XXL	28

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

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

hour	order_count
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



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

```
Select round(avg(quantity),0) as avg_pizza_for_day
  from
(select
    orders.order_date,
    sum(order_details.quantity) as quantity
  from orders
  JOIN
order_details on order_details.order_id = orders.order_id
group by orders.order_date)
  as order_quantity;
```

avg_pizza_for_day	lock
138	



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 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 revenue desc limit 3;
```

name text	revenue double precision
The Thai Chicken Pizza	43434.25
The Barbecue Chicken Pizza	42768
The California Chicken Pizza	41409.5

9.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 pizzas.pizza_type_id = pizza_types.pizza_type_id
JOIN order_details
on pizzas.pizza_id = order_details.pizza_id
group by pizza_types.category, pizza_types.name) as a) as b
where rn <=3;
```

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
The Italian Supreme Pizza	33476.75
The Sicilian Pizza	30940.5
The Four Cheese Pizza	32265.70000000065
The Mexicana Pizza	26780.75
The Five Cheese Pizza	26066.5



10. Retrieve the total number of orders placed.



```
SELECT Count(order_id) AS total_orders  
FROM   orders
```

total_orders	bigint
21350	

11. Calculate the total revenue generated from pizza sales.



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

total_revenue	🔒
numeric	
817860.05	

INSIGHTS



- Provide discounts it helps to sales increase. And also give coupouns to repeated customers.
- Promotions are helpful to increase sales. So do ads.
- Afternoon and evening are more sales at particular time show different category pizzas it helps to to choose other pizzas.
- XL & XXL size pizzas sales are very low. Please investigate about that issue and increase their sales.
- Increase average orders per day. So take steps and follow the path like put a target.

Thank You



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