Report authored by Getanjali Bhola

ANNUAL SALES ANALYSIS REPORT
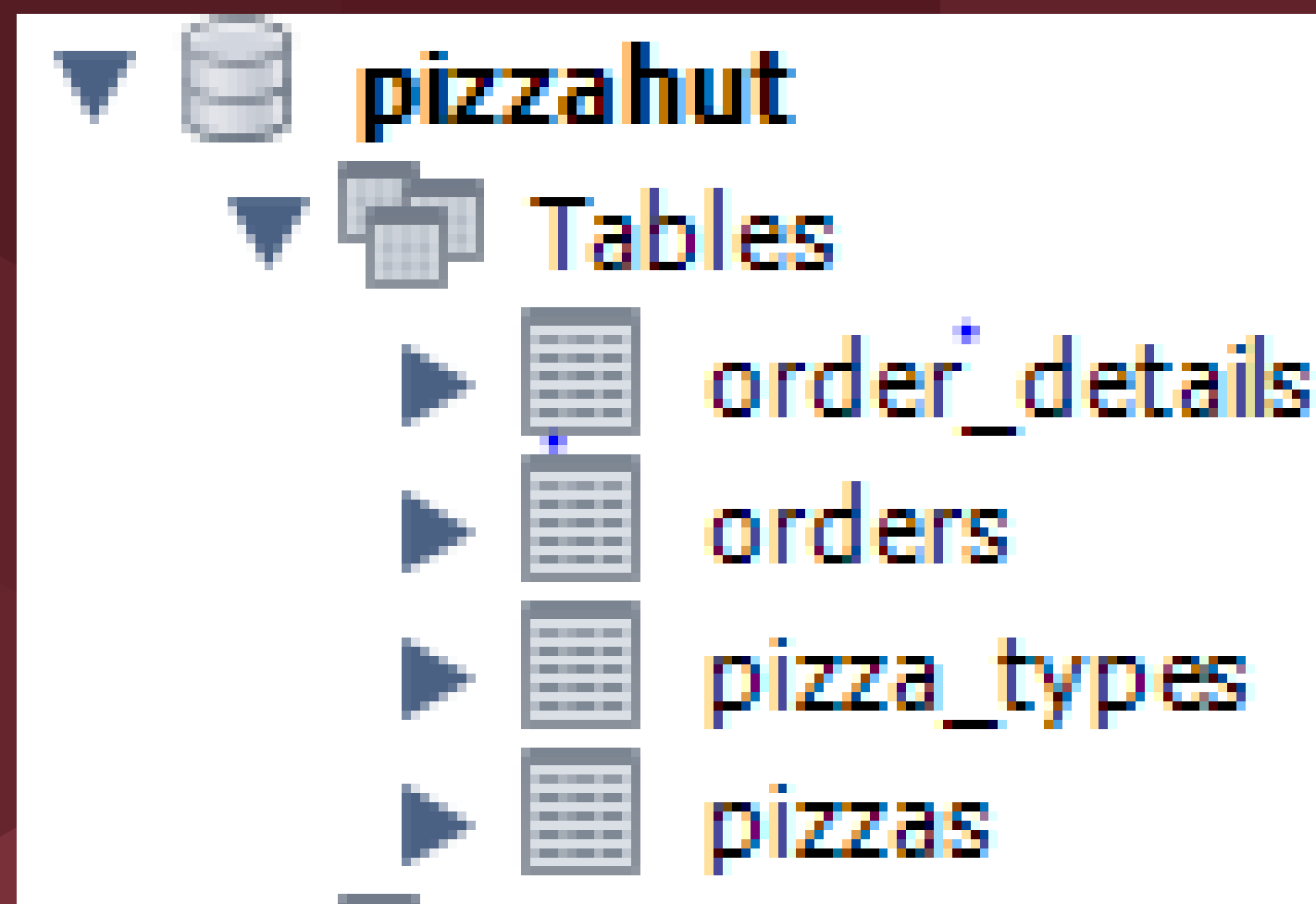## PIZZA HUT

09 September, 2024

Report authored by Getanjali Bhola
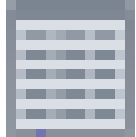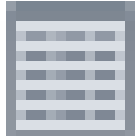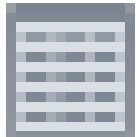
INTRODUCTION

In presenting the Annual Sales Report for Pizza Hut, we provide a detailed analysis of our performance over the past year. This report, meticulously compiled and analyzed, offers a clear and insightful examination of the company's sales data, highlighting both our achievements and areas for growth.

The analysis encompasses key performance metrics, including revenue trends and sales distribution across various product lines. Utilizing advanced data analytics through MySQL, we aim to uncover meaningful patterns and trends that illuminate our successes and identify opportunities for future enhancement.

This report serves as a strategic tool to guide decision-making. We appreciate the continued support of our business partner, Pizza Hut, in data collaboration. We believe the insights gained from this analysis will be instrumental in shaping our strategies and ensuring sustained excellence in the coming year.

DATABASE/DATASETS DETAILS

1ST PHAZE OF ANALYSIS

Total number of orders placed during the year

Total revenue generated from pizza sales

Highest-priced items on Menu

Identifying the most common pizza size ordered

Top 5 most ordered pizza types along with their quantities.

TOTAL NUMBER OF ORDERS PLACED DURING THE YEAR

```sql
SELECT
    COUNT(order_id) AS total_orders
FROM
    pizzahut.orders;
```

Total_Orders_Placed

21350

TOTAL REVENUE GENERATED FROM SALES

```sql
SELECT
    ROUND(SUM(od.quantity * p.price), 2) AS total_revenue
FROM
    order_details od
        JOIN
    pizzas p ON od.pizza_id = p.pizza_id;
```

Total_Annual_Revenue
817860.05

HIGHEST-PRICED PIZZA ON MENU

```sql
SELECT
    pt.name,
    price
FROM
    pizzas p
        JOIN
    pizza_types pt ON p.pizza_type_id = pt.pizza_type_id
ORDER BY p.price DESC
LIMIT 1;
```

name	price
The Greek Pizza	35.95

MOST COMMON PIZZA SIZE ORDERED

```sql
SELECT
    size, COUNT(size) AS total_ordered
FROM
    order_details
        JOIN
    pizzas ON order_details.pizza_id = pizzas.pizza_id
GROUP BY pizzas.size
ORDER BY total_ordered DESC
limit 1;
```

size	total_ordered
L	18526

TOP 5 MOST ORDERED PIZZA TYPES ALONG WITH THEIR QUANTITIES

```sql
SELECT
    pizza_types.name,
    SUM(quantity) AS total_ordered
FROM
    order_details
        JOIN
    pizzas ON order_details.pizza_id = pizzas.pizza_id
        JOIN
    pizza_types ON pizzas.pizza_type_id = pizza_types.pizza_type_id
GROUP BY pizza_types.name
ORDER BY total_ordered DESC
LIMIT 5;
```

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

Report authored by Getanjali Bhola

2ND PHAZE OF ANALYSIS

Total quantity of each pizza category ordered

Distribution of orders by hour of the day

Category-wise distribution of pizzas

Average number of pizzas ordered per day

Top 3 most ordered pizza types based on revenue

TOTAL QUANTITY OF EACH PIZZA CATEGORY ORDERED

```sql
SELECT
    pizza_types.category,
    SUM(order_details.quantity) AS Total_pizzas_ordered
FROM
    order_details
        JOIN
    pizzas ON order_details.pizza_id = pizzas.pizza_id
        JOIN
    pizza_types ON pizzas.pizza_type_id = pizza_types.pizza_type_id
GROUP BY pizza_types.category
order by Total_pizzas_ordered desc;
```

category	Total_pizzas_ordered
Classic	14888
Supreme	11987
Veggie	11649
Chicken	11050

DISTRIBUTION OF ORDERS BY HOUR OF THE DAY

```sql
SELECT
    HOUR(order_time) AS Hour, COUNT(order_id) AS Order_count
FROM
    orders
GROUP BY HOUR(order_time)
ORDER BY HOUR(order_time);
```

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

CATEGORY-WISE DISTRIBUTION OF PIZZAS

```sql
SELECT
    category AS Pizza_Category_Type,
    COUNT(name) AS Total_Count_In_Category
FROM
    pizza_types
GROUP BY category;
```

Pizza_Category_Type	Total_Count_In_Category
Chicken	6
Classic	8
Supreme	9
Veggie	9

CALCULATE THE AVERAGE NUMBER OF PIZZAS ORDERED PER DAY

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

Avg_PerDay
138

TOP 3 MOST ORDERED PIZZA TYPES BASED ON REVENUE

```sql
SELECT
    pizzas.pizza_type_id,
    pizza_types.name,
    SUM(quantity * pizzas.price) AS total_revenu_for_pizza_type
FROM
    order_details
        JOIN
    pizzas ON order_details.pizza_id = pizzas.pizza_id
        JOIN
    pizza_types ON pizzas.pizza_type_id = pizza_types.pizza_type_id
GROUP BY pizza_types.pizza_type_id , pizza_types.name
ORDER BY total_revenu_for_pizza_type DESC
LIMIT 3;
```

pizza_type_id	name	total_revenu_for_pizza_type
thai_ckn	The Thai Chicken Pizza	43434.25
bbq_ckn	The Barbecue Chicken Pizza	42768
cali_ckn	The California Chicken Pizza	41409.5

Report authored by Getanjali Bhola

FINAL PHAZE OF ANALYSIS

Percentage contribution of each pizza type to total revenue

Analyze the cumulative revenue generated over time

Top 3 most ordered pizza types based on revenue for each pizza category

```sql
SELECT
    pizza_types.category,
    (ROUND((SUM(quantity * pizzas.price)) / (SELECT
                    ROUND(SUM(quantity * pizzas.price), 2) AS total_revenu_for_pizza_type
            FROM
                    order_details
                        JOIN
                    pizzas ON order_details.pizza_id = pizzas.pizza_id) * 100,
        2)) AS total_revenu
FROM
    order_details
        JOIN
    pizzas ON order_details.pizza_id = pizzas.pizza_id
        JOIN
    pizza_types ON pizzas.pizza_type_id = pizza_types.pizza_type_id
GROUP BY pizza_types.category
ORDER BY total_revenu DESC;
```

REVENUE GENERATED PER PIZZA TYPE

category	total_revenu
Chicken	23.96
Classic	26.91
Supreme	25.46
Veggie	23.68

CUMULATIVE REVENUE GENERATED OVER TIME

```sql
select order_date, revenue, sum(revenue) over (order by order_date) as cum_revenue from
(select orders.order_date, round(sum(quantity*pizzas.price), 0) as revenue from order_details join
pizzas on order_details.pizza_id = pizzas.pizza_id
join orders on order_details.order_id = orders.order_id
group by orders.order_date) as sub_query;
```

Your paragraph text

Sample data from dataset

order_date	revenue	cum_revenue
2015-01-01	2714	2714
2015-01-02	2732	5446
2015-01-03	2662	8108
2015-01-04	1755	9863
2015-01-05	2066	11929

TOP 3 MOST ORDERED PIZZA TYPES BASED ON REVENUE FOR EACH PIZZA CATEGORY

```sql
select category, name, revenue from
(select category, name, revenue, rank() over (partition by category order by revenue desc) as top_3_bestsellers
from
(SELECT
    pizza_types.category, pizza_types.name,
    round(sum(quantity*pizzas.price), 0) as revenue
FROM
    order_details
        JOIN
    pizzas ON order_details.pizza_id = pizzas.pizza_id
        JOIN
    pizza_types ON pizzas.pizza_type_id = pizza_types.pizza_type_id
group by pizza_types.category, pizza_types.name) as a) as aa
where top_3_bestsellers <= 3;
```

Your paragraph text

MOST ORDERED PIZZA TYPES BASED ON REVENUE

Category	Name	Revenue
Chicken	The Thai Chicken Pizza	43434
Chicken	The Barbecue Chicken Pizza	42768
Chicken	The California Chicken Pizza	41410
Classic	The Classic Deluxe Pizza	38180
Classic	The Hawaiian Pizza	32273
Classic	The Pepperoni Pizza	30162
Supreme	The Spicy Italian Pizza	34831
Supreme	The Italian Supreme Pizza	33477
Supreme	The Sicilian Pizza	30940
Veggie	The Four Cheese Pizza	32266
Veggie	The Mexicana Pizza	26781
Veggie	The Five Cheese Pizza	26066