Where Every Slice is a Taste of Perfection

PIZZA HUT SALES - SQL

WOW SALES!!

Start Your Slide

WHAT'S IN THIS

Hello, I am Gagan Singh. In this project, I analyzed PizzaHut sales data using SQL to uncover key trends and insights. My focus was on querying, aggregating, and interpreting data to optimize sales strategies and business performance

ABOUT OUR PROJECT

Analyzed PizzaHut sales data using SQL, solving over 10 complex queries to uncover key trends and insights. The results contributed to effective business strategy development, driving improvements in sales performance and decision-making

CALCULATE THE TOTAL REVENUE GENERATED FROM PIZZA SALES.

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

Result Grid

total_revenue
817860.05

TOTAL NUMBERS OF ORDERS PLACED

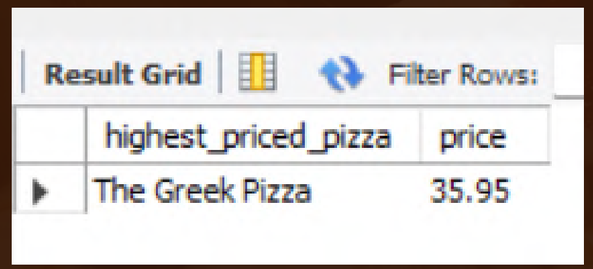
```
SELECT
    COUNT(order_id)
FROM
    orders;
```

Result Grid

	COUNT(order_id)
▶	21350

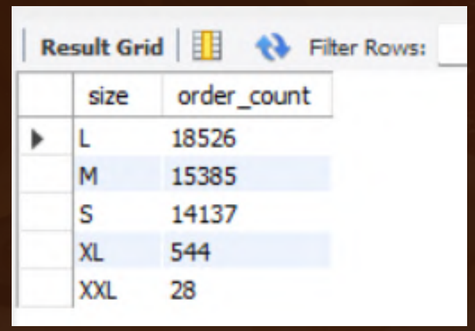
IDENTIFY THE HIGHEST-PRICED PIZZA.

```sql
SELECT
    pizza_types.name AS highest_priced_pizza, pizzas.price
FROM
    pizza_types
        JOIN
    pizzas ON pizza_types.pizza_type_id = pizzas.pizza_type_id
WHERE
    pizzas.price = (SELECT
            MAX(pizzas.price)
        FROM
            pizzas);
```



IDENTIFY THE MOST COMMON PIZZA SIZE ORDERED.

```sql
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;
```

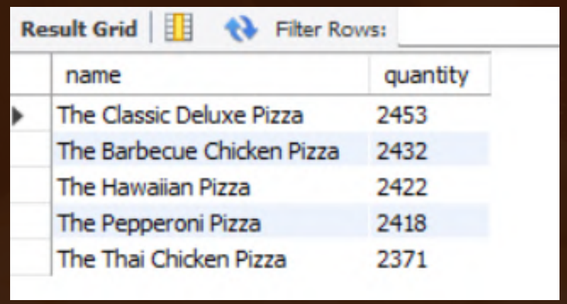


Result Grid | Filter Rows:

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.

```sql
SELECT
    pizza_types.name, SUM(order_details.quantity) AS quantity
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 quantity DESC
LIMIT 5;
```



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

JOIN THE NECESSARY TABLES TO FIND THE TOTAL QUANTITY OF EACH PIZZA CATEGORY ORDERED.

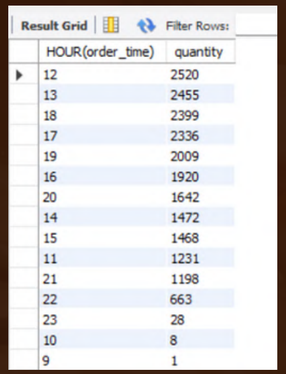
```sql
SELECT
    pizza_types.category,
    SUM(order_details.quantity) AS quantity
FROM
    pizzas
        JOIN
    pizza_types ON pizza_types.pizza_type_id = pizzas.pizza_type_id
        JOIN
    order_details ON pizzas.pizza_id = order_details.pizza_id
GROUP BY pizza_types.category
ORDER BY quantity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

Result Grid | Filter Row

category	quantity
Classic	14888
Supreme	11987
Veggie	11649
Chicken	11050

DETERMINE THE DISTRIBUTION OF ORDERS BY HOUR OF THE DAY.

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



Result Grid | Filter Rows:

HOUR(order_time)	quantity
12	2520
13	2455
18	2399
17	2336
19	2009
16	1920
20	1642
14	1472
15	1468
11	1231
21	1198
22	663
23	28
10	8
9	1

JOIN RELEVANT TABLES TO FIND THE CATEGORY-WISE DISTRIBUTION OF PIZZAS.

```sql
SELECT
    category, COUNT(DISTINCT name)
FROM
    pizza_types
GROUP BY category
ORDER BY COUNT(DISTINCT name) DESC;
```

Result Grid | Filter Rows:

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

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

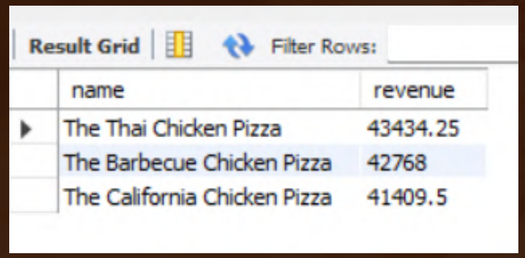
```sql
SELECT
    ROUND(AVG(quantity), 0)
FROM
    (SELECT
        orders.order_date, SUM(order_details.quantity) AS quantity
    FROM
        orders
    JOIN order_details ON orders.order_id = order_details.order_id
    GROUP BY orders.order_date) AS order_quantity;
```

Result Grid | Filter Rows:

ROUND(AVG(quantity), 0)
138

DETERMINE THE TOP 3 MOST ORDERED PIZZA TYPES BASED ON REVENUE.

```sql
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 pizzas.pizza_id = order_details.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.

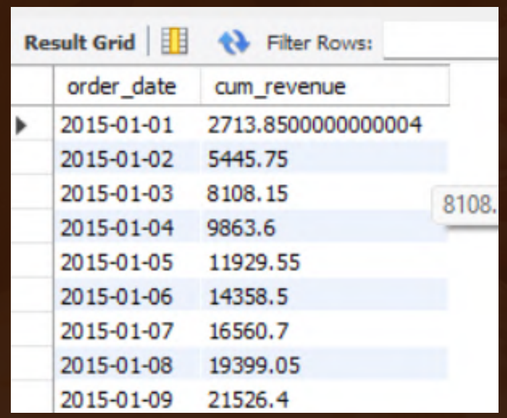
```sql
SELECT
    pizza_types.category,
    (SUM(order_details.quantity * pizzas.price) / (SELECT
            ROUND(SUM(order_details.quantity * pizzas.price),
                        2) AS total_sales
        FROM
            order_details
                JOIN
            pizzas ON pizzas.pizza_id = order_details.pizza_id)) * 100 AS 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 revenue DESC;
```

Result Grid | Filter Rows:

category	revenue
Classic	26.90596025566967
Supreme	25.45631126009862
Chicken	23.955137556847287
Veggie	23.682590927384577

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;
```



OUR SIGNATURE PIZZAS

$20

Classic Deluxe

$30

Barbeque Chicken

$25

Pepperoni Pizza

THANK YOU FOR ATTENTION