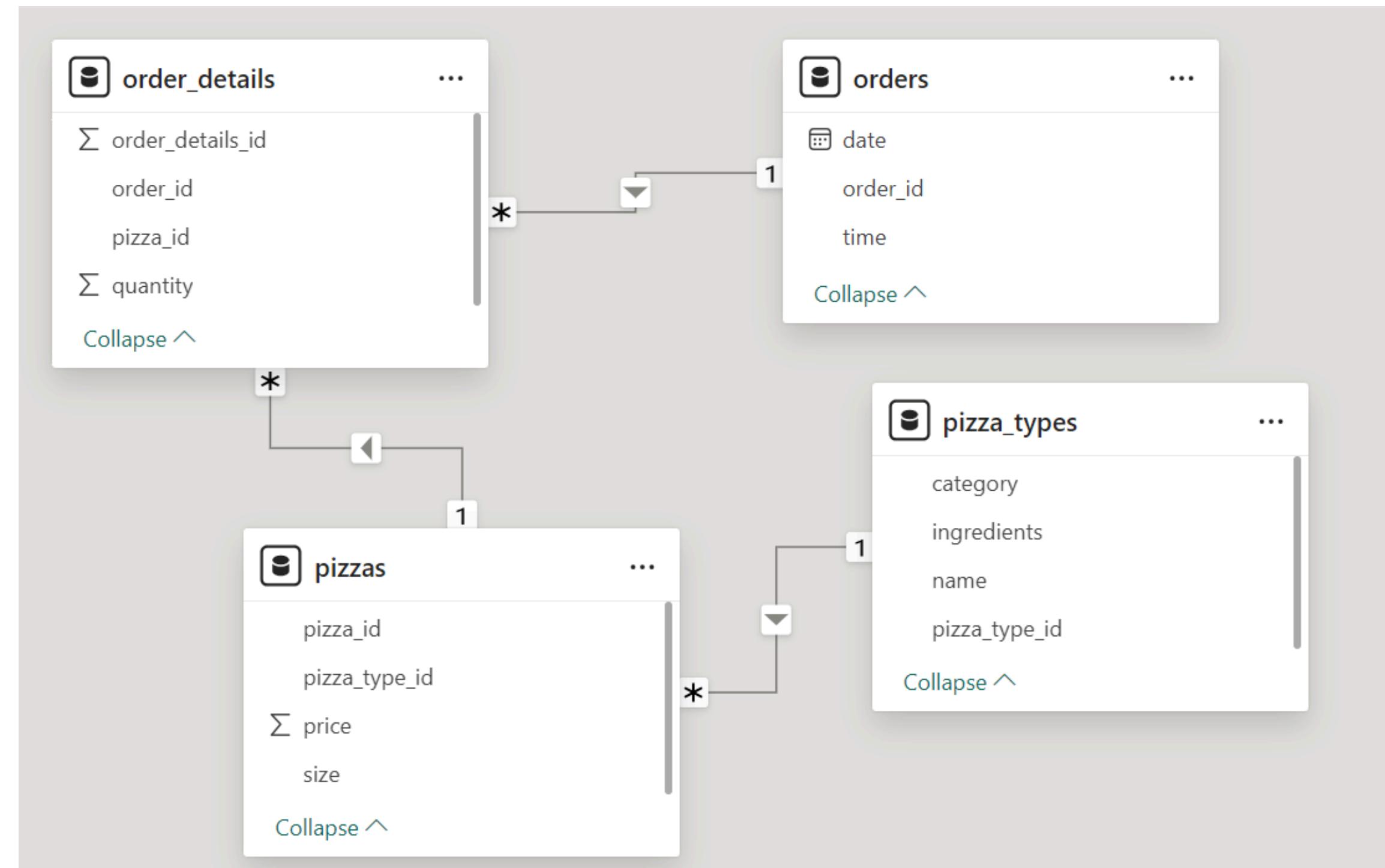


PIZZA SALES ANALYSIS

BY GARIMA VIJAY



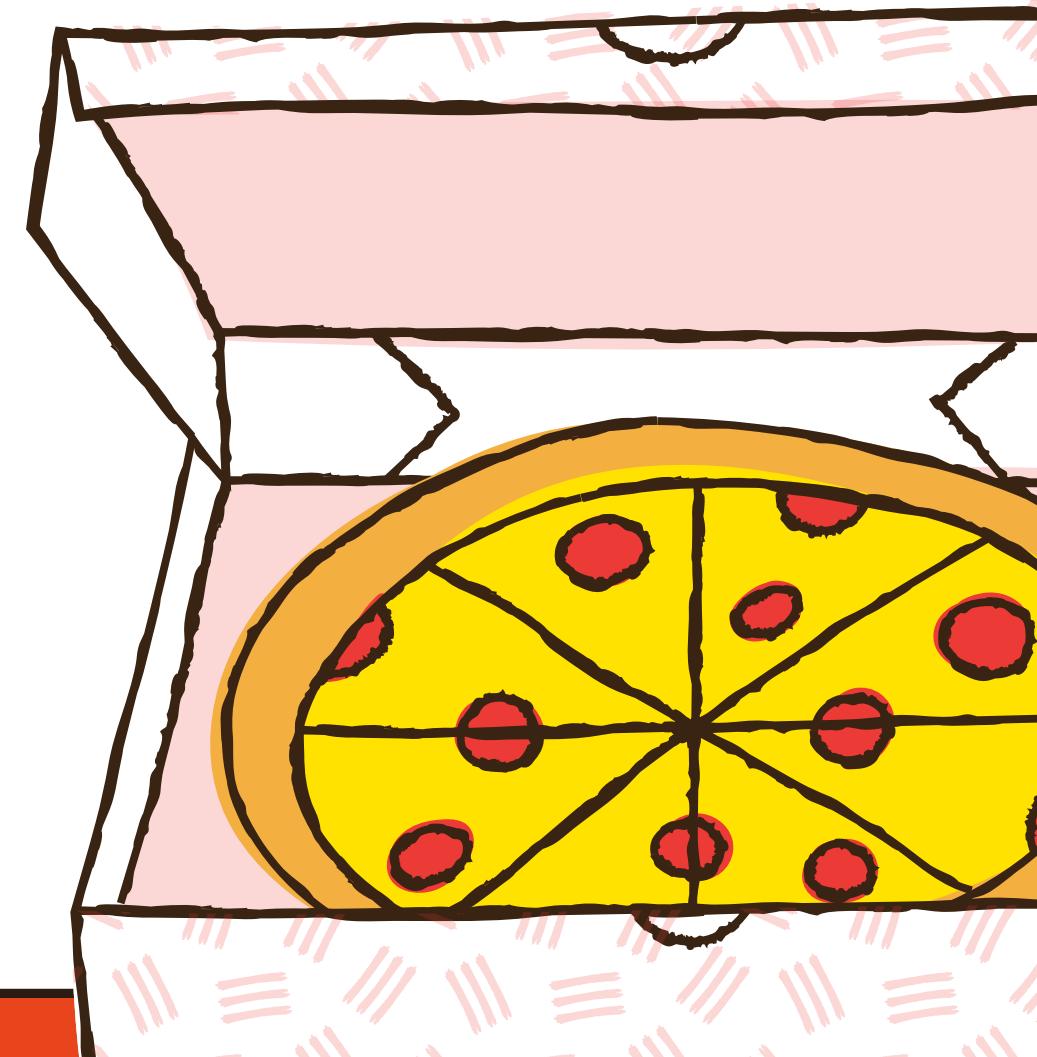
About the Data



Total number of orders placed

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

	total_orders
▶	21350

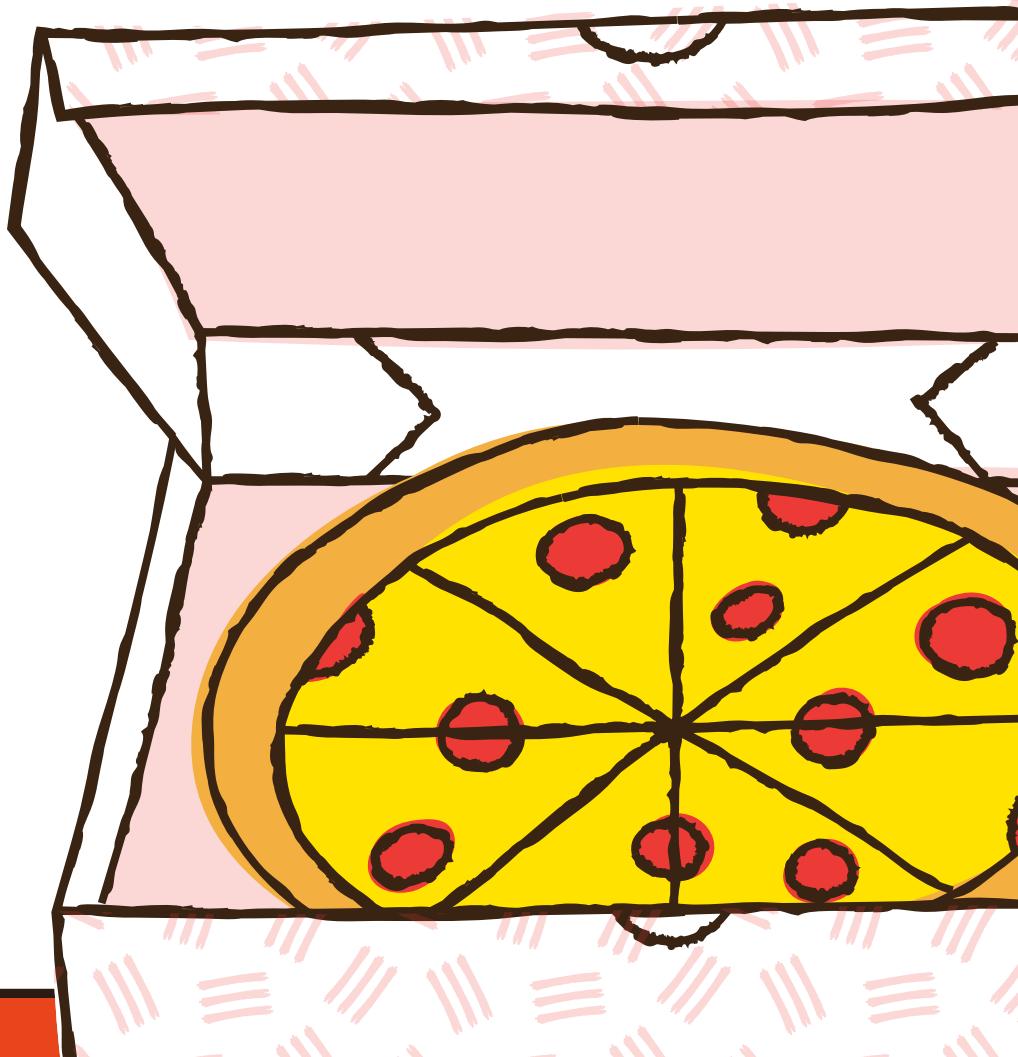


Total revenue generated from pizza sales

SELECT

```
>     ROUND(SUM(order_details.quantity * pizzas.price),  
-         2) AS total_sales  
  
FROM  
  
    order_details  
  
        JOIN  
  
    pizzas ON order_details.pizza_id = pizzas.pizza_id;
```

	total_sales
▶	817860.05

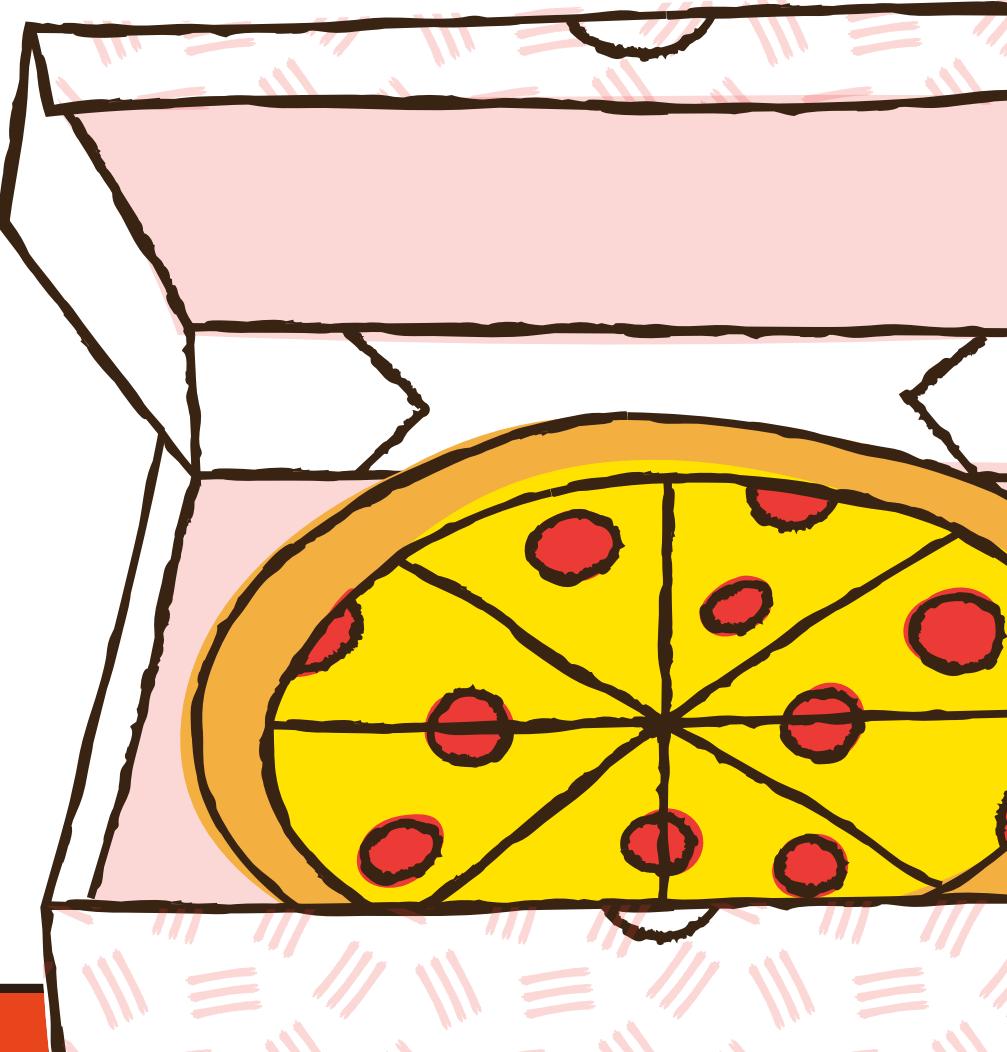


Highest-priced pizza

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

Result Grid | Filter Rows:

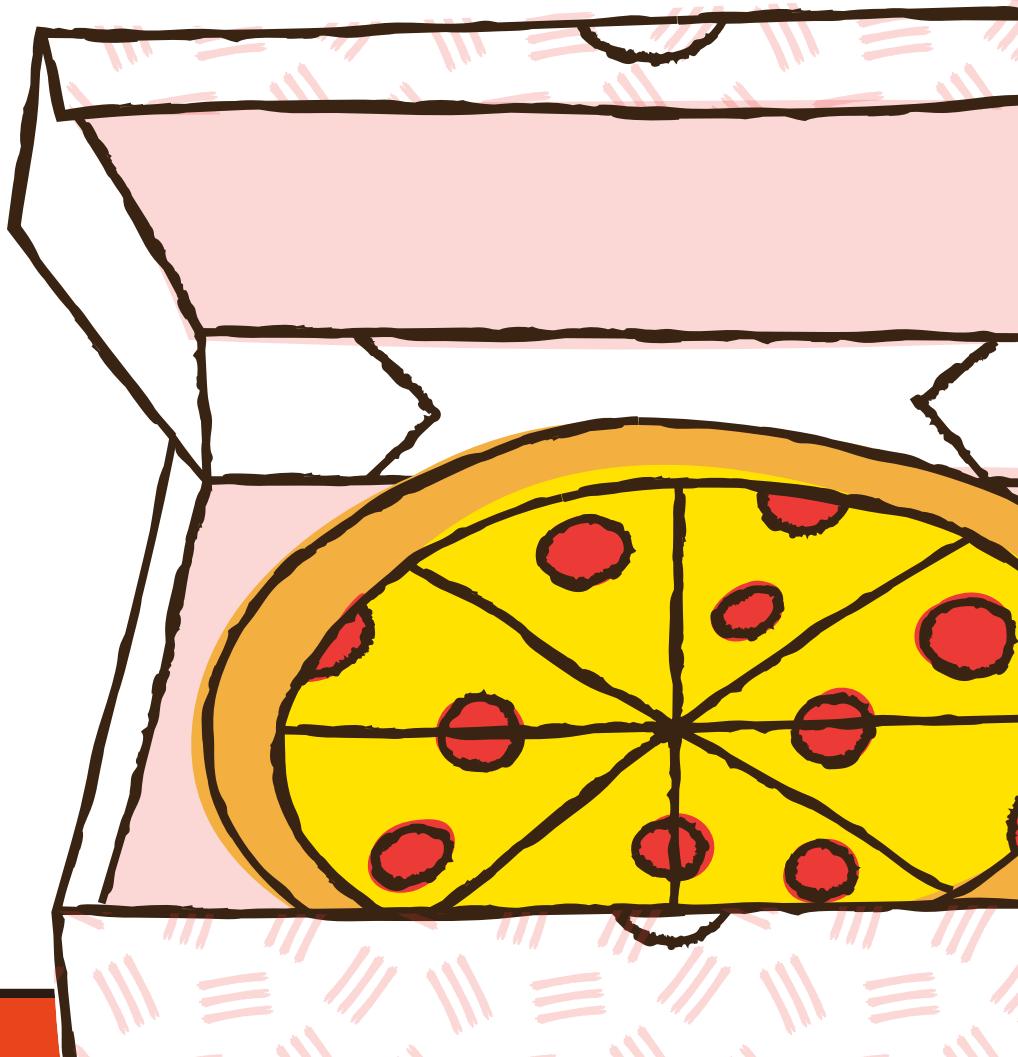
	name	price
▶	The Greek Pizza	35.95



Most common pizza size ordered

```
SELECT  
    pizzas.size,  
    COUNT(order_details.order_details_id) AS number_of_orders  
FROM  
    pizzas  
        JOIN  
    order_details ON pizzas.pizza_id = order_details.pizza_id  
GROUP BY pizzas.size  
ORDER BY number_of_orders DESC;
```

	size	number_of_orders
▶	L	18526
	M	15385
	S	14137
	XL	544
	XXL	28



Top 5 most ordered pizza types along with their quantities

SELECT

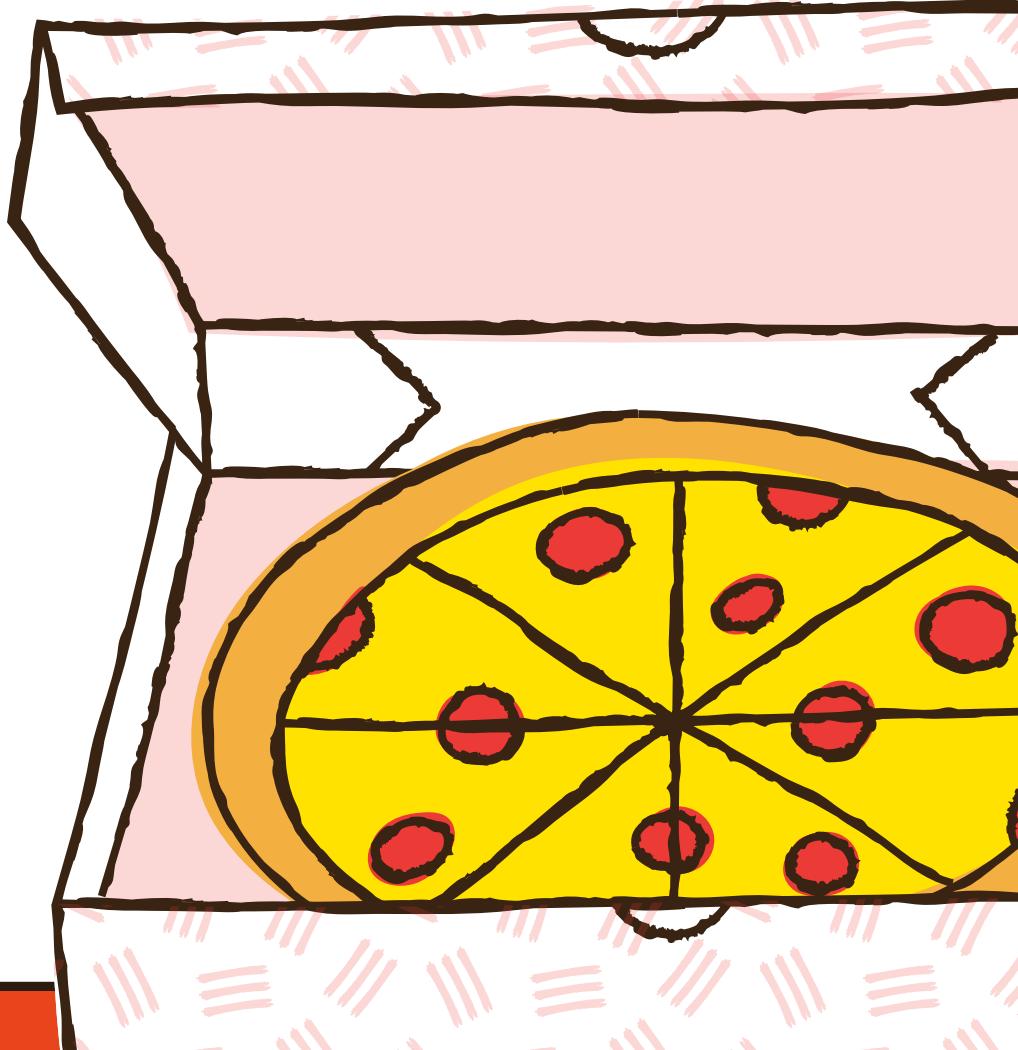
```
    pizza_types.name,  
    SUM(order_details.quantity) AS total_quantity  
FROM  
    pizza_types  
        JOIN  
    pizzas ON pizza_types.pizza_type_id = pizzas.pizza_type_id  
        JOIN  
    order_details ON order_details.pizza_id = pizzas.pizza_id
```

GROUP BY pizza_types.name

ORDER BY total_quantity DESC

LIMIT 5;

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



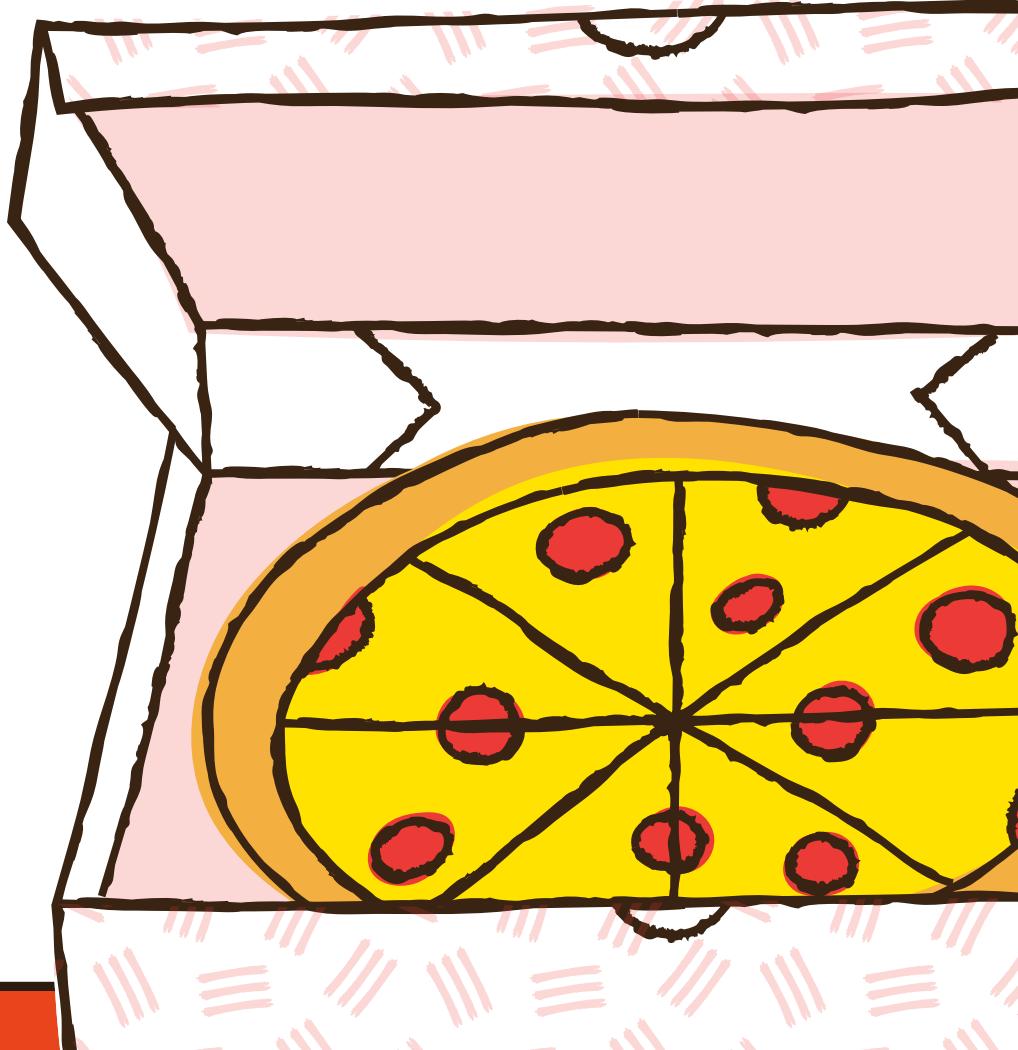
Total quantity of each pizza category ordered

SELECT

```
    pizza_types.category,  
    SUM(order_details.quantity) AS total_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.category  
ORDER BY total_quantity DESC;
```

Result Grid | Filter Rows:

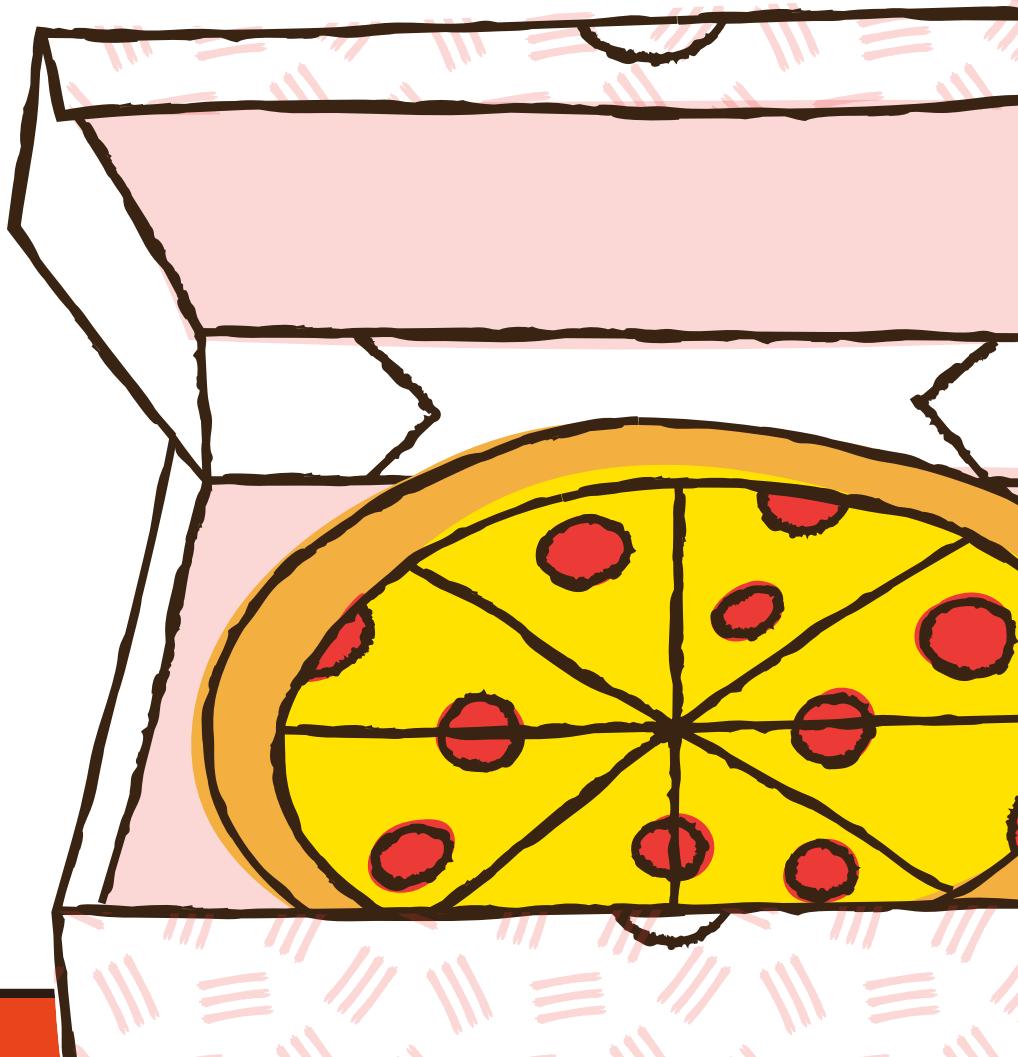
	category	total_quantity
▶	Classic	14888
	Supreme	11987
	Veggie	11649
	Chicken	11050



Distribution of orders by hour of the day

```
SELECT  
    HOUR(order_time) AS order_hour, COUNT(order_id)  
FROM  
    orders  
GROUP BY order_hour;
```

	order_hour	COUNT(order_id)
▶	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
	10	8
	9	1



Category-wise distribution of pizzas

SELECT

category, COUNT(name) AS no_of_pizzas

FROM

pizza_types

GROUP BY category;

Result Grid | Filter Rows:

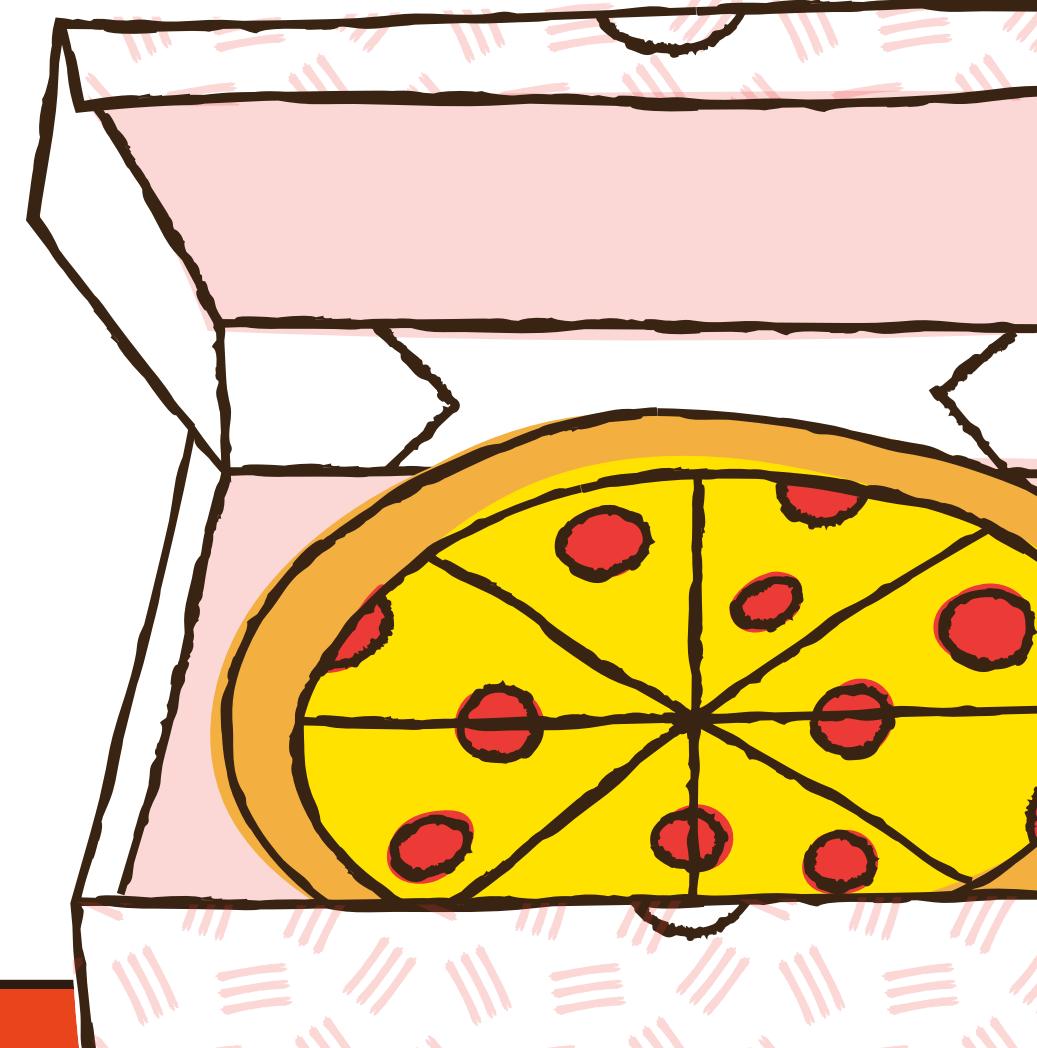
	category	no_of_pizzas
▶	Chicken	6
	Classic	8
	Supreme	9
	Veggie	9



Average number of pizzas ordered per day

```
SELECT  
    ROUND(AVG(quantity), 0) as average_orders  
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;
```

average_orders
138



Top 3 most ordered pizza types based on revenue

SELECT

```
    pizza_types.name,  
    SUM(pizzas.price * order_details.quantity) AS revenue
```

FROM

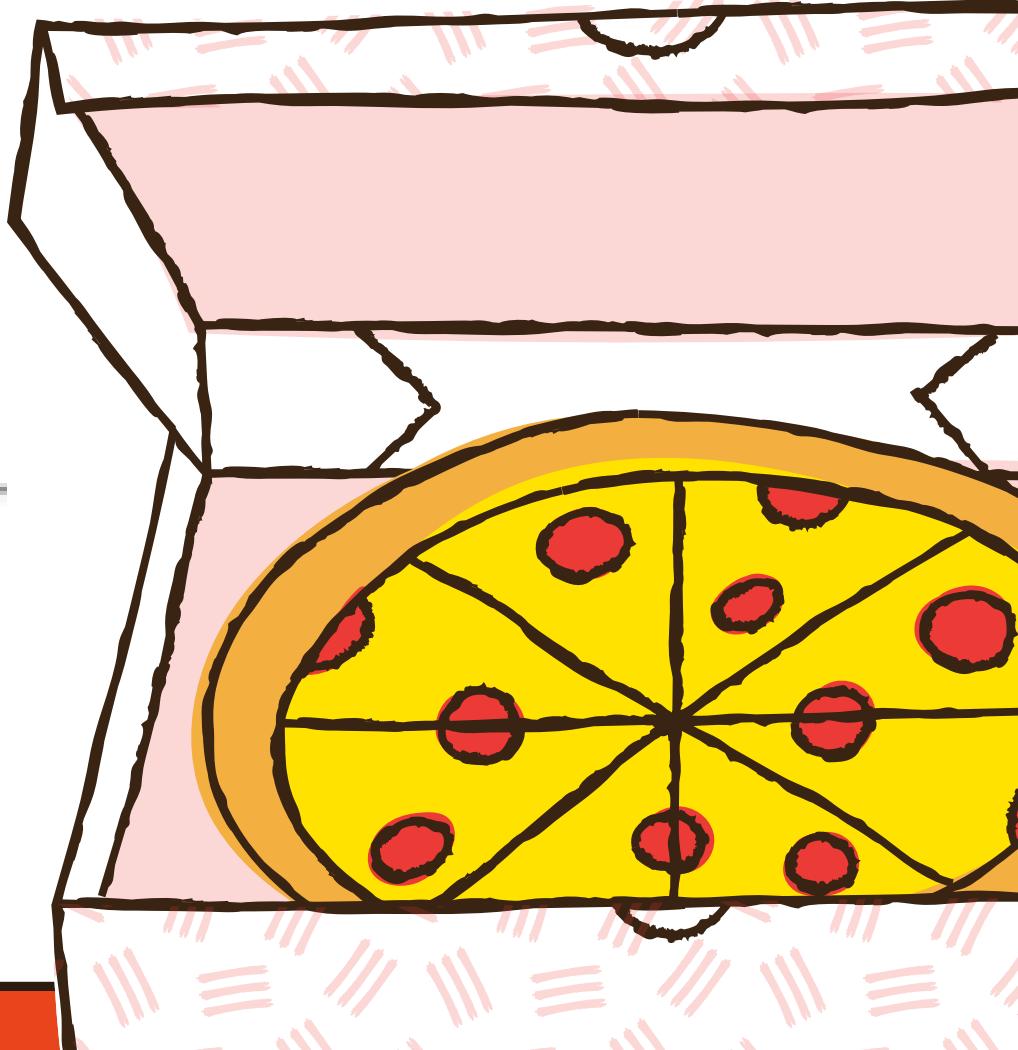
```
    pizza_types  
        JOIN  
    pizzas ON pizza_types.pizza_type_id = pizzas.pizza_type_id  
        JOIN  
    order_details ON pizzas.pizza_id = order_details.pizza_id
```

GROUP BY pizza_types.name

ORDER BY revenue DESC

LIMIT 3;

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

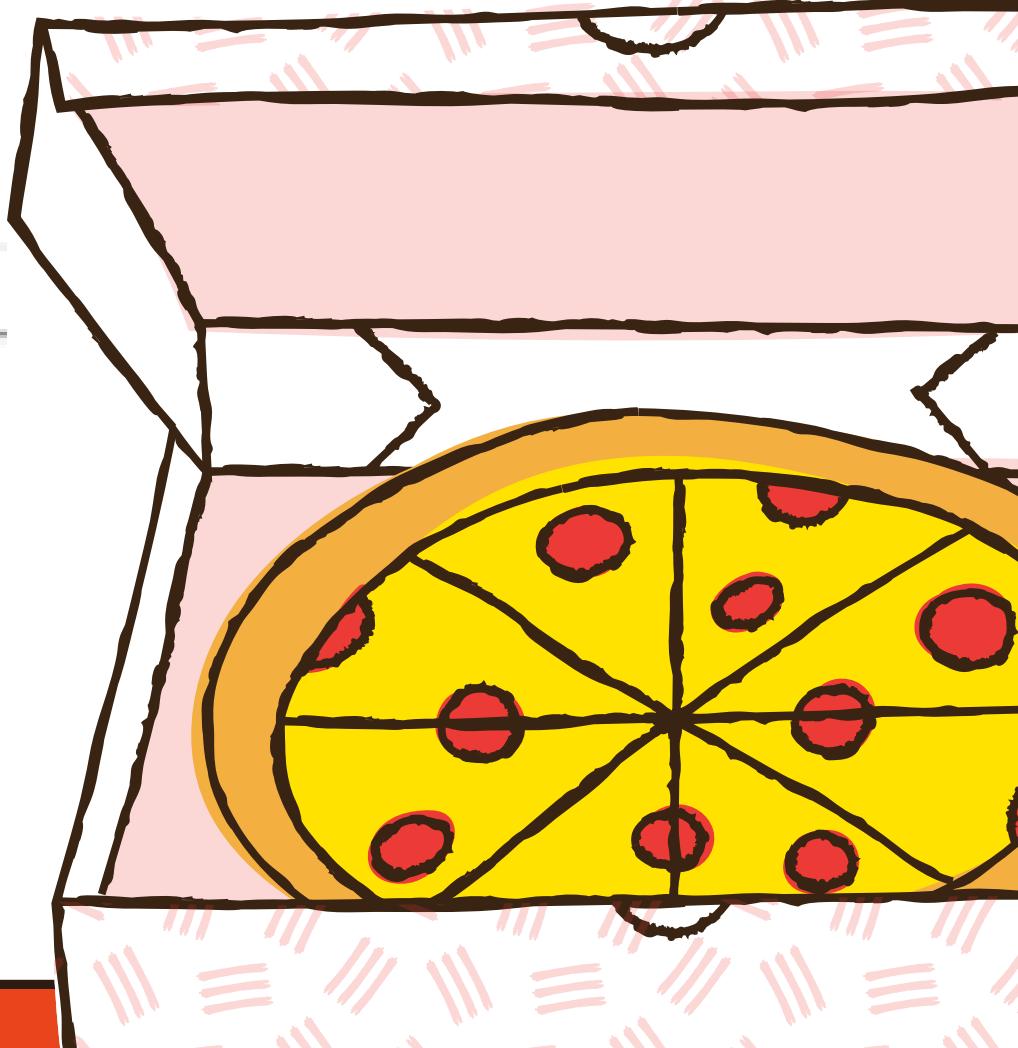


% contribution of each pizza type to total revenue

SELECT

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

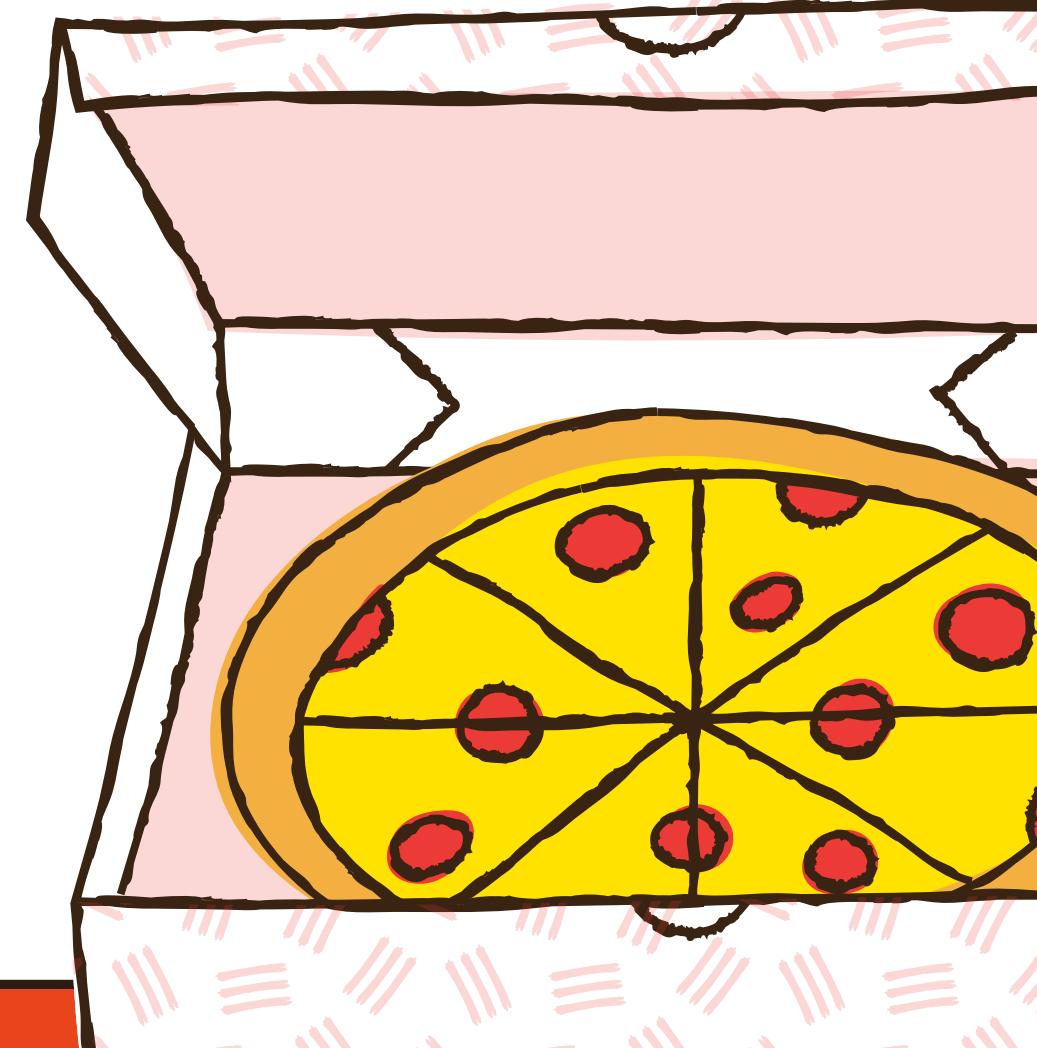
	category	revenue_contribution
▶	Classic	26.91
	Supreme	25.46
	Chicken	23.96
	Veggie	23.68



Cumulative revenue generated over time

```
select order_date,  
       sum(revenue) over (order by order_date) as cum_revenue  
  from  
    (select orders.order_date,  
           round(sum(order_details.quantity*pizzas.price),2) 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 revenue_table;
```

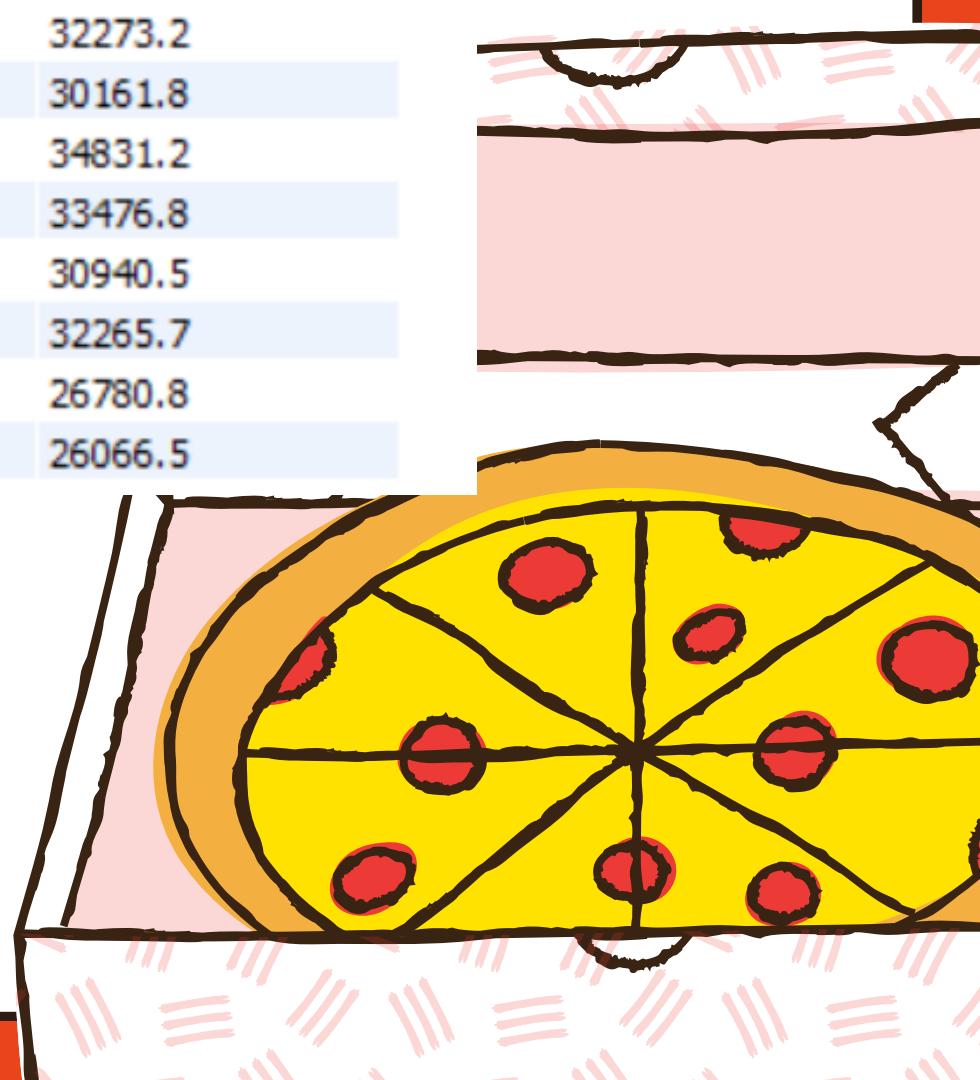
order_date	cum_revenue
2015-01-01	2713.85
2015-01-02	5445.75
2015-01-03	8108.15
2015-01-04	9863.6
2015-01-05	11929.55
2015-01-06	14358.5
2015-01-07	16560.7
2015-01-08	19399.05
2015-01-09	21526.39999999998
2015-01-10	23990.35
2015-01-11	25862.64999999998
2015-01-12	27781.69999999997
2015-01-13	29831.29999999996
2015-01-14	32358.69999999997
2015-01-15	34343.5
2015-01-16	36937.65
2015-01-17	39001.75
2015-01-18	40978.6
2015-01-19	43365.75



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

```
select category, name, round(revenue,1)
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 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, pizza_types.name) as a) as b
where rn<=3;
```

	category	name	round(revenue,1)
▶	Chicken	The Thai Chicken Pizza	43434.2
	Chicken	The Barbecue Chicken Pizza	42768
	Chicken	The California Chicken Pizza	41409.5
	Classic	The Classic Deluxe Pizza	38180.5
	Classic	The Hawaiian Pizza	32273.2
	Classic	The Pepperoni Pizza	30161.8
	Supreme	The Spicy Italian Pizza	34831.2
	Supreme	The Italian Supreme Pizza	33476.8
	Supreme	The Sicilian Pizza	30940.5
	Veggie	The Four Cheese Pizza	32265.7
	Veggie	The Mexicana Pizza	26780.8
	Veggie	The Five Cheese Pizza	26066.5



PIZZA PARTY!

