



PIZZA'S SALES PROJECT

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INTRODUCTION

Welcome to our pizza's sales project presentation. In this project, we will analyze and review our company's sales performance over a specific period. And in this project I have utilise the sql queries to solve a question that were related to pizza sales.



QUESTIONS

1.

- Retrieve the total number of orders placed.
- Calculate the total revenue generated from pizza sales.
- Identify the highest-priced pizza.
- Identify the most common pizza size ordered.
- List the top 5 most ordered pizza types along with their quantities.

- Join the necessary tables to find the total quantity of each pizza category ordered.
- Determine the distribution of orders by hour of the day.
- Join relevant tables to find the category-wise distribution of pizzas.
- Group the orders by date and calculate the average number of pizzas ordered per day.

QUESTIONS

1.

- Determine the top 3 most ordered pizza types based on revenue.
- 1. Calculate the percentage contribution of each pizza type to total revenue.
- 2. Analyze the cumulative revenue generated over time.
- Determine the top 3 most ordered pizza types based on revenue for each pizza category.

RETRIEVE THE TOTAL NUMBER OF ORDERS PLACED.

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

Result Grid	
	total_orders
▶	21350

CALCULATE THE 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
▶	393995.95

IDENTIFY THE 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

IDENTIFY THE MOST COMMON PIZZA SIZE ORDERED.

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	8660
	M	7649
	S	6722
	XL	8

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_id
        JOIN
    order_details ON order_details.pizza_id = pizzas.pizza_id
GROUP BY pizza_types.name
ORDER BY quantity DESC
LIMIT 5;
```

Result Grid | Filter Rows:

	name	quantity
▶	The Classic Deluxe Pizza	2453
	The Barbecue Chicken Pizza	2432
	The Hawaiian Pizza	2422
	The California Chicken Pizza	2370
	The Big Meat Pizza	1914

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

SELECT

```
    pizza_types.category,  
    SUM(order_details.quantity) AS 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 quantity DESC;
```

Result Grid | Filter Rows:

	category	quantity
▶	Classic	8412
	Chicken	6937
	Veggie	5028
	Supreme	3616

DETERMINE THE DISTRIBUTION OF ORDERS BY HOUR OF THE DAY.

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SELECT

HOUR(order_time) AS hour, COUNT(order_id) AS order_count

FROM

orders

GROUP BY HOUR(order_time);

	hour	order_count
▶	11	1231
▶	12	2520
▶	13	2455
▶	14	1472
▶	15	1468
▶	16	1920
▶	17	2336
▶	18	2399

FIND THE CATEGORY-WISE DISTRIBUTION OF PIZZAS.

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```
SELECT
    category, COUNT(name)
FROM
    pizza_types
GROUP BY category;
```

Result Grid | Filter Rows:

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

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

```
SELECT
    ROUND(AVG(quantity), 0) AS avg_pizza_ordered_per_day
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	
	avg_pizza_ordered_per_day
▶	67

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;
```

Result Grid | Filter Rows:

	name	revenue
▶	The Barbecue Chicken Pizza	42768
	The California Chicken Pizza	41409.5
	The Classic Deluxe Pizza	38180.5

CALCULATE THE PERCENTAGE CONTRIBUTION OF EACH PIZZA TYPE TO TOTAL REVENUE.

SELECT

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

Result Grid | Filter

	category	revenue
▶	Classic	30.77
	Chicken	30.76
	Veggie	21.64
	Supreme	16.82

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;
```

Result Grid		Filter Rows:
	order_date	cum_revenue
▶	2015-01-01	1442.600000000001
	2015-01-02	2642.25
	2015-01-03	3855.649999999996
	2015-01-04	4805.099999999999
	2015-01-05	5849.049999999999
	2015-01-06	7097.499999999999
	2015-01-07	8173.699999999999
	2015-01-08	9518.05
	2015-01-09	10541.65
	2015-01-10	11526.6
	2015-01-11	12289.15
	2015-01-12	13172.699999999999
	⋮	⋮

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

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

	category	name	revenue
▶	Chicken	The Barbecue Chicken Pizza	42768
	Chicken	The California Chicken Pizza	41409.5
	Chicken	The Chicken Alfredo Pizza	16900.25
	Classic	The Classic Deluxe Pizza	38180.5
	Classic	The Hawaiian Pizza	32273.25
	Classic	The Italian Capocollo Pizza	25094
	Supreme	The Italian Supreme Pizza	33476.75
	Supreme	The Calabrese Pizza	15934.25
	Supreme	The Brie Carre Pizza	11588.49999999999
	Veggie	The Four Cheese Pizza	32265.70000000065

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THANK YOU!

Thank you for your attention to our sales project presentation.