

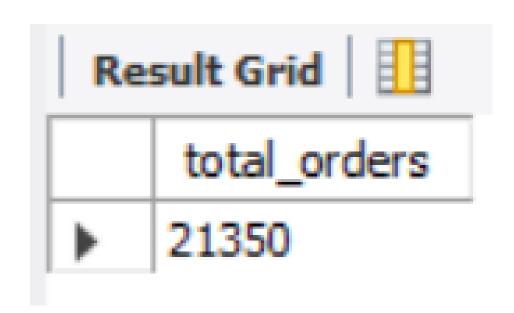
SELECT

COUNT(order_id) AS total_orders

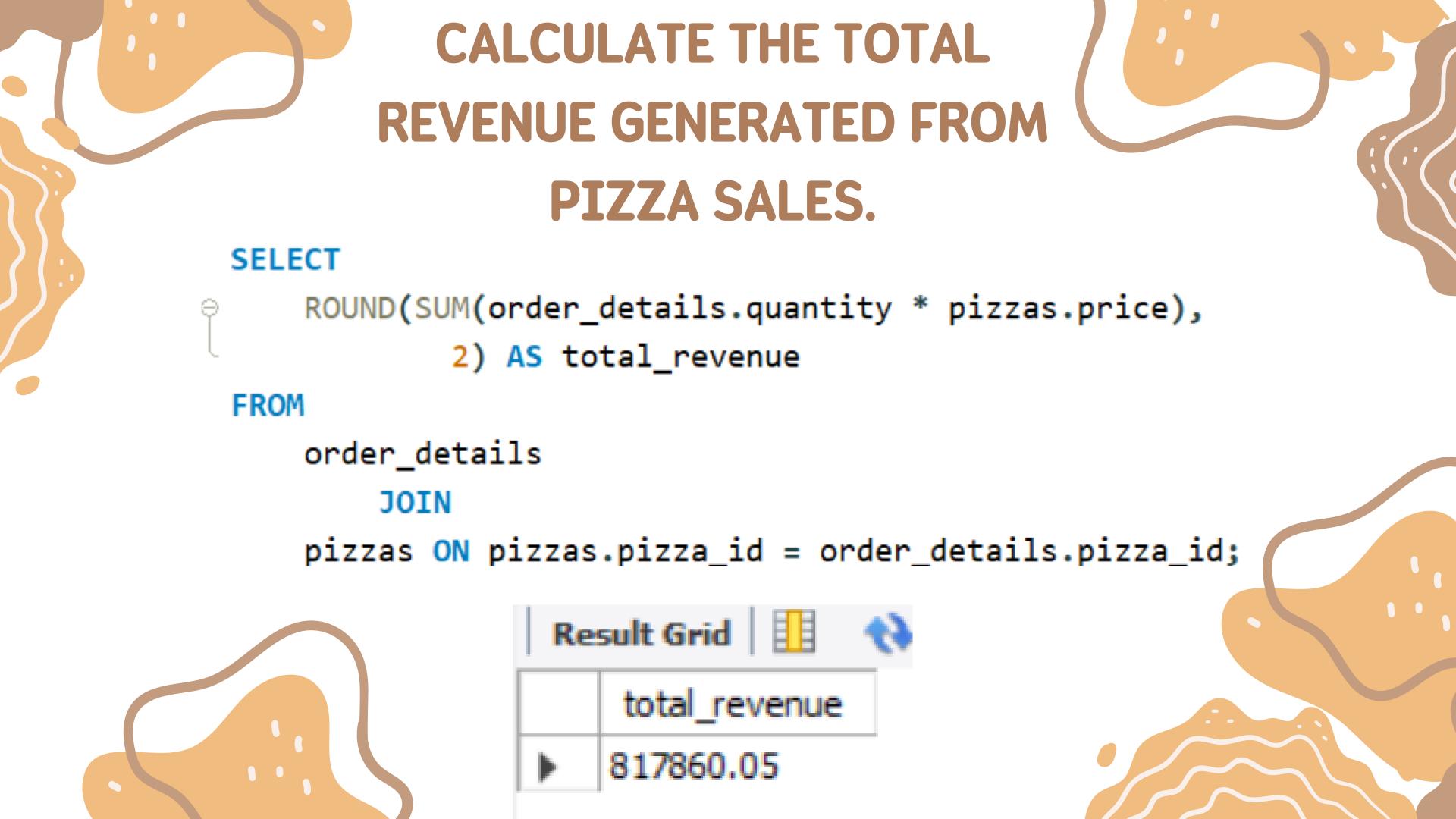
FROM

orders;









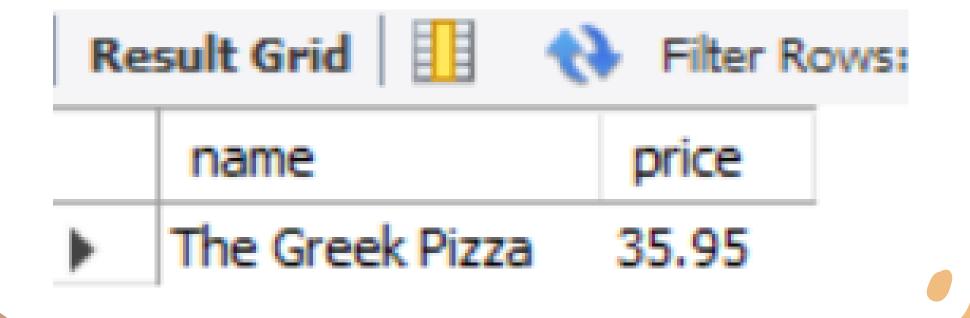
IDENTIFY THE HIGHESTPRICED PIZZA. SELECT pizza_types.name, pizzas.price FROM pizza_types

pizza_types JOIN

pizzas ON pizza_types.pizza_type_id = pizzas.pizza_type_id

ORDER BY pizzas.price DESC

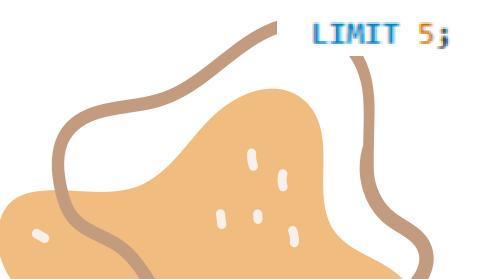
LIMIT 1;



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 LIMIT 1; Result Grid order_count size 18526

LIST THE 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
```



| Re | Result Grid | | | |
|----|----------------------------|----------------|--|--|
| | 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 | | |

FIND THE TOTAL QUANTITY OF EACH PIZZA CATEGORY ORDERED

SELECT

pizza_types.category,
SUM(order_details.quantity) AS quantity

FROM

pizza_types

JOIN

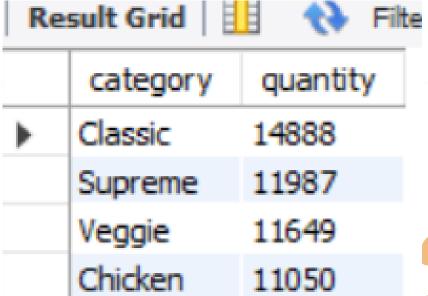
pizzas ON pizza_types.pizza_type_id = pizzas.pizza_type_id

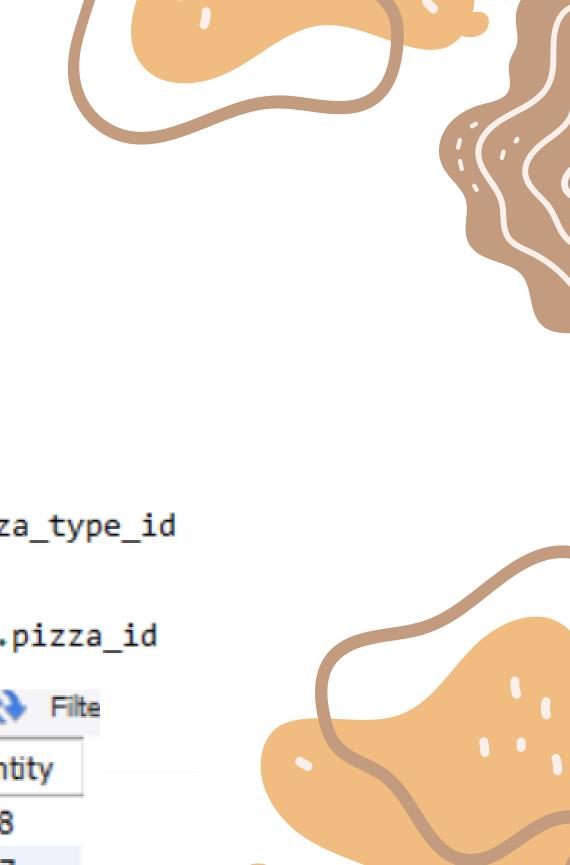
JOIN

order_details ON order_details.pizza_id = pizzas.pizza_id

GROUP BY pizza_types.category

ORDER BY quantity DESC;





DETERMINE THE DISTRIBUTION OF ORDERS BY HOUR OF THE DAY.



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

FROM

orders

GROUP BY hour;

| Result Grid H | | |
|---------------|------|-------------|
| | hour | order_count |
| > | 11 | 1231 |
| | 12 | 2520 |
| | 13 | 2455 |
| | 14 | 1472 |
| | 15 | 1468 |
| | 16 | 1920 |
| | 17 | 2336 |
| | 18 | 2399 |
| | 19 | 2009 |
| | 20 | 1642 |
| | 21 | 1198 |







FIND THE CATEGORY-WISE DISTRIBUTION OF PIZZAS

SELECT

category, COUNT(name)

FROM

pizza_types

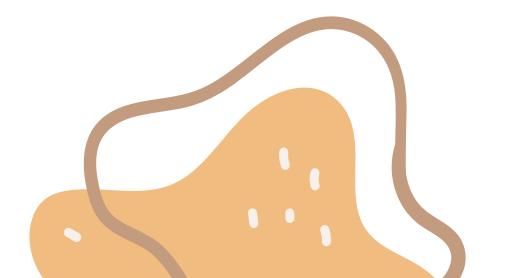
GROUP BY category;



| Result Grid 🔠 💎 Filter Ro | | |
|-----------------------------|----------|-------------|
| | 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_pizzas_orderded_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
```



| Re | sult Grid 🔠 💎 Filter Rows: | | | |
|-----------------------------|------------------------------|--|--|--|
| avg_pizzas_orderded_per_day | | | | |
| • | 138 | | | |

GROUP BY orders.order_date) AS order_quantity;

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

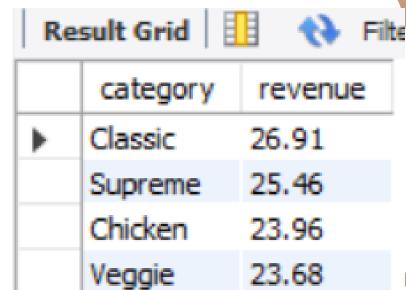
| Result Grid | | |
|-------------|------------------------------|----------|
| | name | revenue |
| • | The Thai Chicken Pizza | 43434.25 |
| | The Barbecue Chicken Pizza | 42768 |
| | The California Chicken Pizza | 41409.5 |



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

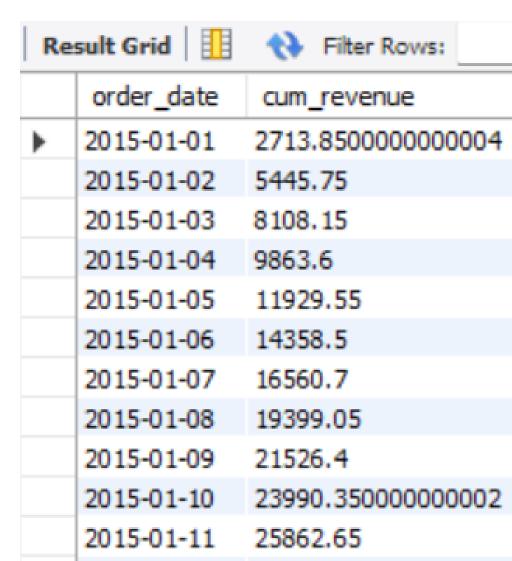
SELECT

FROM



ANALYZE THE CUMULATIVE REVENUE GENERATED OVER TIME

```
Select order date,
sum(revenue) over(order by order_date) as cum_revenu
from
(Select orders.order date,
sum(order_details.quantity * pizzas.price) as revenu
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;
```



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

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;

| Cesuit Grid H | | | | |
|-----------------|----------|------------------------------|----------|----|
| | category | name | revenue | rn |
| | Chicken | The Thai Chicken Pizza | 43434.25 | 1 |
| | Chicken | The Barbecue Chicken Pizza | 42768 | 2 |
| | Chicken | The California Chicken Pizza | 41409.5 | 3 |
| | Classic | The Classic Deluxe Pizza | 38180.5 | 1 |
| | Classic | The Hawaiian Pizza | 32273.25 | 2 |
| | Classic | The Pepperoni Pizza | 30161.75 | 3 |
| | Supreme | The Spicy Italian Pizza | 34831.25 | 1 |



ORDER VOLUME AND TRENDS

RESULT:

"A TOTAL OF 21,350 ORDERS WERE PLACED."

INSIGHT:

"THIS HIGH VOLUME SHOWS STRONG CUSTOMER DEMAND."

ACTION:

"USE THIS DATA TO OPTIMIZE STAFFING AND INVENTORY DURING PEAK

PERIODS."





REVENUE DRIVERS

RESULT:

"THE TOTAL REVENUE GENERATED FROM PIZZA SALES IS \$817860".

INSIGHT:

"REVENUE FROM PIZZA SALES INDICATES HEALTHY BUSINESS PERFORMANCE. THE TOP 5 PIZZA TYPES CONTRIBUTE MAXIMUM OF TOTAL REVENUE."

ACTION:

"FOCUS PROMOTIONS ON THESE TOP SELLERS TO INCREASE REVENUE FURTHER."







HIGH-PRICED PRODUCTS



"THE HIGHEST-PRICED PIZZA IS THE 'THE GREEK PIZZA' AT \$35.95."

INSIGHT:

"HIGH-PRICED ITEMS MAY OFFER PREMIUM MARGINS, BUT THEIR SALES VOLUME MAY BE LOWER COMPARED TO OTHER PIZZAS."

ACTION:

"MARKET THESE PREMIUM PIZZAS EFFECTIVELY TO MAXIMIZE PROFIT."





CUSTOMER PREFERENCES



INSIGHT: LARGE PIZZAS ARE THE MOST POPULAR SIZE, INDICATING

CUSTOMER PREFERENCE FOR MID-TIER OFFERINGS.

ACTION: ENSURE SUFFICIENT STOCK OF INGREDIENTS FOR LARGE-SIZED PIZZAS TO MEET DEMAND.





CATEGORY & HOURLY PATTERNS

RESULT: MAXIMUM ORDERS ARE PLACED BETWEEN 12 PM TO 1 PM AND 4 PM TO 7 PM, THE PEAK ORDERING HOURS.

INSIGHT: MOST ORDERS OCCUR IN THE AFTERNOON AND EVENING, SIGNALING PEAK DEMAND.

• ACTION: STAFF MORE EMPLOYEES AND PREPARE FOR HIGH DEMAND DURING THESE HOURS.





PIZZA CATEGORIES & REVENUE DISTRIBUTION

RESULT: CATEGORY 'CLASSIC' ACCOUNTS FOR 26.91% WHILE CATEGORY 'SUPREME' CONTRIBUTES 25.46% OF REVENUE.

INSIGHT: CATEGORY 'CLASSIC' AND 'SUPREME' PIZZAS ARE THE MOST PROFITABLE.

• ACTION: PROMOTE CATEGORY 'CLASSIC' AND 'SUPREME' MORE OR BUNDLE
THEM WITH OTHER ITEMS.





CUMULATIVE REVENUE GROWTH

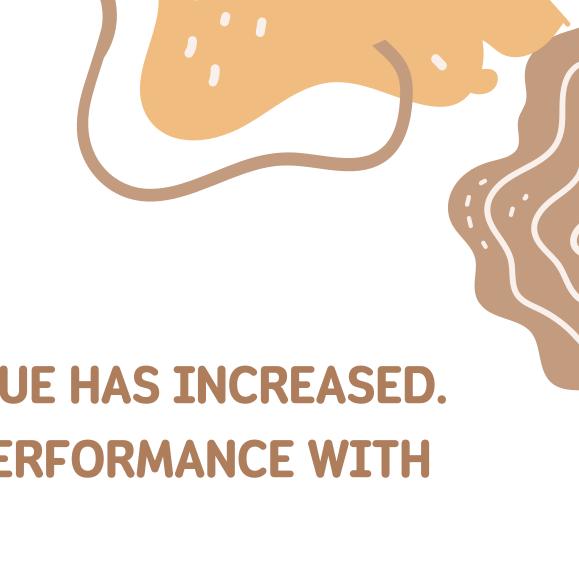
RESULT: OVER THE LAST 1 YEAR, CUMULATIVE REVENUE HAS INCREASED.

INSIGHT: REVENUE GROWTH SHOWS CONSISTENT PERFORMANCE WITH

POSSIBLE SEASONALITY.

ACTION: PLAN MARKETING CAMPAIGNS TO BOOST GROWTH DURING OFFPEAK SEASONS.







REVENUE CONTRIBUTION BY PIZZA TYPE



INSIGHT: THESE PIZZA TYPES ARE CRUCIAL TO REVENUE GENERATION-

ACTION: RUN SPECIAL PROMOTIONS FOR THESE TOP SELLERS



