PIZZA SALES ANALYSIS

Using My SQL

OBJECTIVE

To Analyze the pizza sales data using SQL and derive insights to help improve buissness performance.

TOOLS USED & SKILLS USED

01 SQL (MY SQL)

02 Data Cleaning

03 Joins

04 Group By, Order By

05 Aggregations

DATASET OVEVIEW

Orders

- Order_id
- Order_date
- Order_time

Order_details

- Order_details_id
- Order_id
- Pizza_id
- Quantity

Pizza_types

- Pizza_type_id
- Name
- Category
- Ingredients

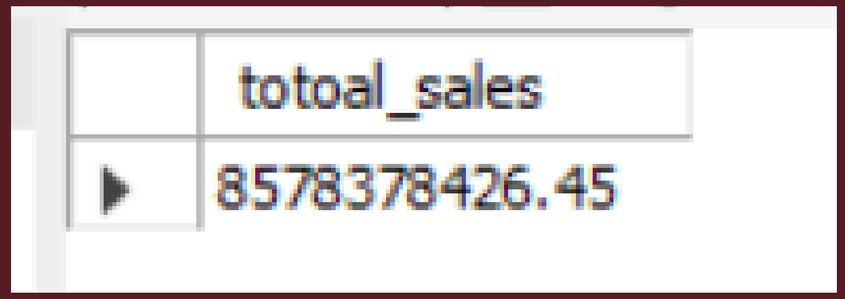
Pizzas

- Pizza_id
- Pizza_type_id
- size
- Prize

KEY Q&A

1.Calculate the total revenue generated from pizza sales.

```sql
SELECT
    ROUND(SUM(o.order_id * p.price), 02) AS totoal_sales
FROM
    order_details AS o
        JOIN
    pizzas AS p ON o.pizza_id = p.pizza_id;
```



	totoal_sales
▶	8578378426.45

KEY Q&A

2.Identify the highest-priced pizza.

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

	name	price
▶	The Greek Pizza	35.95

KEY Q&A

3.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
LIMIT 1;
```

	size	order_count
▶	L	18526

KEY Q&A

4. List the top 5 most ordered pizza types along with their quantities.

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

name	sum(ord
The Classic Deluxe Pizza	2453
The Barbecue Chicken Pizza	2432
The Hawaiian Pizza	2422
The Pepperoni Pizza	2418
The Thai Chicken Pizza	2371

KEY Q&A

5 .Determine the distribution of orders by hour of the day

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

hour(order_time)	count(order_id)
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

KEY Q&A

6.Determine the top 3 most ordered pizza types based on revenue

```sql
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 order_details.pizza_id = pizzas.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

KEY Q&A

7.Calculate the percentage contribution of each pizza type to total

```sql
SELECT
    pizza_types.category,
    round(SUM(order_details.quantity * pizzas.price) /(SELECT
    SUM(o.quantity * p.price) AS totoal_sales
FROM
    order_details AS o
        JOIN
    pizzas AS p ON o.pizza_id = p.pizza_id)*100 , 02) as percentage
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 percentage desc;
```

category	percentage
Classic	26.91
Supreme	25.46
Chicken	23.96
Veggie	23.68

KEY Q&A

8.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;
```

order_date	cum_revenue
2015-01-01	13.25
2015-01-02	105.25
2015-01-03	142.5
2015-01-04	159
2015-01-05	175.5
2015-01-06	200.25
2015-01-07	212.75
2015-01-08	225.25
2015-01-09	368.5
2015-01-10	409.5
2015-01-11	483
2015-01-12	553.75
2015-01-13	574
2015-01-14	586
2015-01-15	649.25
2015-01-16	699.95
2015-01-17	884.45
2015-01-18	904.95
2015-01-19	945.7

KEY Q&A

9.Determine the top 3 most ordered pizza types based on revenue

```
select category,name,revenue,rn from
(select name,revenue,category,
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 pizzas
join order_details
on pizzas.pizza_id = order_details.pizza_id
join pizza_types
on pizza_types.pizza_type_id = pizzas.pizza_type_id
group by pizza_types.name,pizza_types.category) as a)as b
where rn<=3;
```

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
Supreme	The Italian Supreme Pizza	33476.75	2
Supreme	The Sicilian Pizza	30940.5	3
Veggie	The Four Cheese Pizza	32265.70000000065	1
Veggie	The Mexicana Pizza	26780.75	2
Veggie	The Five Cheese Pizza	26066.5	3

BUISNESS INSIGHTS SUMMARY

--Revenue Insights

Total Revenue Generated: ₹85.78 Cr

Top Revenue-Generating Pizza: Greek Pizza – ₹35.95

--Ordering Trends

Most Ordered Pizza Size: Large (L) – 18,526 orders

-Top 5 Most Ordered Pizza Types (by quantity):

1. Classic Deluxe – 2,453
2. Barbecue Chicken – 2,432
3. Hawaiian – 2,422
4. Pepperoni – 2,418
5. Thai Chicken – 2,371

-- High Performers (Revenue-Wise)

Top 3 Revenue Contributors:

1. Classic Deluxe
2. Barbecue Chicken
3. Hawaiian

> Focus pizzas for promotions, combos & visibility.

--Sales Distribution & Growth

Cumulative Revenue Trend: Steady growth over time

> Reflects strong customer retention & festive spikes.

Pizza Type Contribution: Each pizza contributes
uniquely to total revenue

> Use insights to optimize menu & pricing.

THANK YOU