

# SQL PROJECT ON PIZZA SALES

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# PROJECT SUMMARY

## OBJECTIVE

To analyze pizza sales data to provide actionable insights on

- sales performance
- Customer preferences
- Revenue generation

## About DataSet

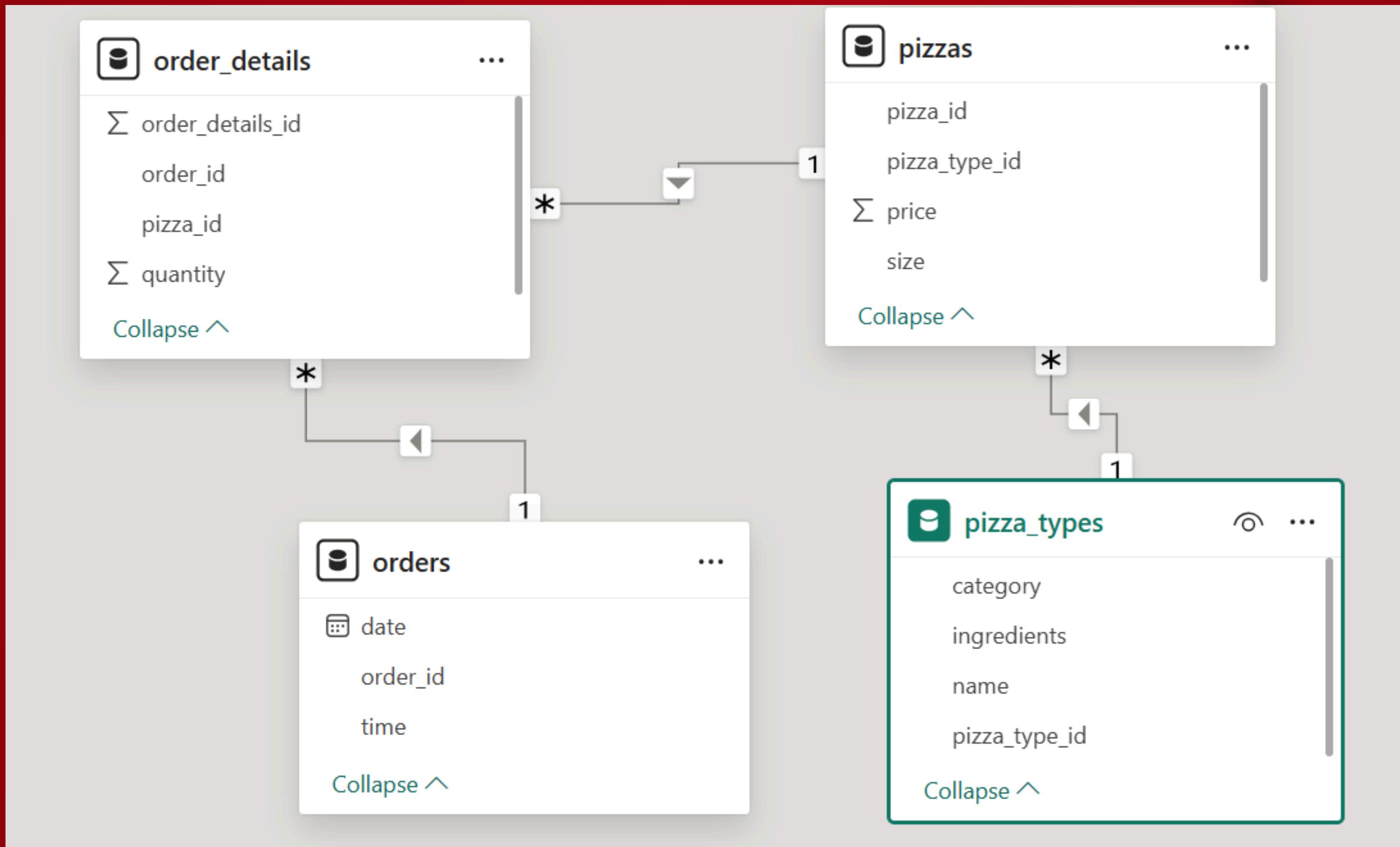
Analysing sales records of 4 datasets:

- Pizzas
- Order\_details
- orders
- pizza\_types

## Tools Used

MySQL

# OVERVIEW OF DATASETS



# TOTAL NUMBER OF ORDERS PLACED

```
select count(order_id) as TotalOrders from orders;
```

TotalOrders
21350

# TOTAL REVENUE GENERATED FROM PIZZA SALES

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

Total Revenue

817860.05

# IDENTIFY HIGHEST PRICED PIZZA

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

name	price
The Greek Pizza	35.95

# MOST COMMON PIZZA SIZE ORDERED

```
SELECT  
    p.size, COUNT(od.order_details_id) AS Order_Count  
FROM  
    pizzas p  
    JOIN  
        order_details od ON p.pizza_id = od.pizza_id  
GROUP BY p.size  
ORDER BY Order_Count DESC  
LIMIT 1;
```

size	Order_Count
L	18526

# TOP 5 MOST ORDERED PIZZA TYPES ALONG WITH THEIR QUANTITIES

```
SELECT pt.name, SUM(od.quantity) AS Total_Quantity
FROM pizza_types pt
    JOIN pizzas p ON pt.pizza_type_id = p.pizza_type_id
    JOIN order_details od ON p.pizza_id = od.pizza_id
GROUP BY pt.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

```
1 •  SELECT
2      pt.category, SUM(od.quantity) AS TotalQuantity
3  FROM
4      pizza_types pt
5          JOIN
6      pizzas p ON pt.pizza_type_id = p.pizza_type_id
7          JOIN
8      order_details od ON p.pizza_id = od.pizza_id
9  GROUP BY pt.category
10 ORDER BY TotalQuantity DESC;
```

Result Grid | Filter Rows: \_\_\_\_\_ | Export: | Wrap Cell Content

category	TotalQuantity
Classic	14888
Supreme	11987
Veggie	11649
Chicken	11050

# DISTRIBUTION OF ORDERS BY HOUR OF THE DAY

```
1 • SELECT  
2     HOUR(order_time) AS HourOfDay, COUNT(order_id) AS OrderCount  
3 FROM  
4     orders  
5 GROUP BY HourOfDay;
```

Result Grid | Filter Rows:  Export: Wrap Cell Content:

	HourOfDay	OrderCount
▶	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
	24	0

# CATEGORY-WISE DISTRIBUTION OF PIZZAS

```
1 •   SELECT
2       category, COUNT(pizza_type_id)
3   FROM
4       pizza_types
5   GROUP BY category;
```

Result Grid | Filter Rows:  Export:

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

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

```
1 •   SELECT
2           ROUND(AVG(quantity), 2) AS Avg_Pizzas_Per_Day
3   FROM
4       (SELECT
5           o.order_date, SUM(od.quantity) AS quantity
6   FROM
7       orders o
8   JOIN order_details od ON o.order_id = od.order_id
9   GROUP BY o.order_date) AS OrderQuantity;
```

Result Grid | Filter Rows: \_\_\_\_\_ | Export: | Wrap Cell Content:

Avg_Pizzas_Per_Day
138.47

# TOP 3 MOST ORDERED PIZZA TYPES BASED ON REVENUE

```
1 •  SELECT
2      pt.name, SUM(od.quantity * p.price) AS Revenue
3  FROM
4      order_details od
5          JOIN
6      pizzas p ON od.pizza_id = p.pizza_id
7          JOIN
8      pizza_types pt ON p.pizza_type_id = pt.pizza_type_id
9  GROUP BY pt.name
10 ORDER BY Revenue DESC
11 LIMIT 3;
```

Result Grid | Filter Rows:  Export: Wrap Cell Content:

name	Revenue
The Thai Chicken Pizza	43434.25
The Barbecue Chicken Pizza	42768
The California Chicken Pizza	41409.5

# PERCENTAGE CONTRIBUTION OF EACH PIZZA TYPE TO TOTAL REVENUE.

```
1 •  SELECT
2      pt.category,
3      CONCAT(ROUND((SUM(od.quantity * p.price) / (SELECT
4
5                  SUM(od.quantity * p.price)
6
7                  FROM
8                  order_details od
9                  JOIN
10                 pizzas p ON od.pizza_id = p.pizza_id) * 100),
11
12                 2),
13                 '%') AS Revenue
14
15
16
17     GROUP BY pt.category;
```

Result Grid | Filter Rows:  Export: Wrap Cell Content:

category	Revenue
Classic	26.91%
Veggie	23.68%
Supreme	25.46%
Chicken	23.96%

# CUMULATIVE REVENUE GENERATED OVER TIME

```
1 •   select order_date, sum(Revenue) over (order by order_date) as cummulative_Revenue from
2   (select o.order_date, round(sum(od.quantity*p.price),2) as Revenue from order_details od join pizzas p
3   on od.pizza_id=p.pizza_id
4   join orders o
5   on o.order_id=od.order_id
6   group by o.order_date) as DailySales;
```

result Grid | Filter Rows:  Export: Wrap Cell Content:

order_date	cummulative_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

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

```
1 •  select category, name, revenue, rank() over(partition by category order by revenue desc) as Topranks from
2   (select category, name, revenue, rank() over(partition by category order by revenue desc)  as rn from
3   (select pt.category, pt.name, round(sum(od.quantity*p.price),2) as Revenue from order_details od join pizzas p
4   on od.pizza_id=p.pizza_id
5   join pizza_types pt
6   on p.pizza_type_id=pt.pizza_type_id
7   group by pt.category, pt.name) as a) as b where rn<=3;
```

Result Grid | Filter Rows: \_\_\_\_\_ | Export: | Wrap Cell Content:

category	name	revenue	Topranks
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	32265.7	1
Veggie	The Mexicana Pizza	26780.75	2
Veggie	The Five Cheese Pizza	26066.5	3

# THANK YOU!

## CONTACT DETAILS

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- Github: <https://github.com/>