

TASTY  
SLICE CO.

Delivering delicious pizzas that satisfy  
cravings and create unforgettable dining  
experiences for everyone.



# Pizza Sales Report for last month

# Pizzas

Innovative strategies to boost pizza sales and customer engagement

## Pizza Types

Overview of various pizza types and their sales performance.

## Orders

Analysis of order trends, and detailed examination of order metrics.

## Order\_details

Review specifics of order details to gain insights into customer preferences and behavior.

# Pizza Growth

## Strategies to Boost Sales and Customer Engagement



Pizza sales have surged over the past Month, thanks to innovative marketing strategies and a diverse menu. Our goal is to leverage this momentum to increase our market share and customer loyalty.

# Retrieve the total number of orders placed

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

	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 pizzas.pizza_id = order_details.pizza_id;
```

	total_sales
▶	817860.05

# 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;
```

	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 ;
```

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

# 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 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



# Join the necessary tables to find the total quantity of each pizza category ordered

```
select pizza_types.category as 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 category order by total_quantity desc;
```

	category	total_quantity
▶	Classic	14888
	Supreme	11987
	Veggie	11649
	Chicken	11050

# Determine the distribution of orders by hour of the day

```
select hour(order_time) as hour,  
count(order_id) as total_orders from orders  
group by hour(order_time)  
order by count(order_id) desc ;
```

	hour	total_orders
	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

# Join relevant tables to find the category-wise distribution of pizzas

```
select category, count(name) as count_name  
from pizza_types group by category;
```

	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 order_date) as order_quantity;
```

	avg_pizza_ordered_per_day
▶	138

# Determine the top 3 most ordered pizza types based on revenue

```
select pizza_types.name, sum(order_details.quantity * pizzas.price) as revenue
from pizzas join pizza_types
on pizzas.pizza_type_id = pizza_types.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

# 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  
from order_details join pizzas on pizzas.pizza_id = order_details.pizza_id) )*100,2) as revenue  
from pizzas join pizza_types  
on pizzas.pizza_type_id = pizza_types.pizza_type_id  
join order_details on order_details.pizza_id = pizzas.pizza_id  
group by pizza_types.category order by revenue desc;
```

	category	revenue
▶	Classic	26.91
	Supreme	25.46
	Chicken	23.96
	Veggie	23.68

# 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	2713.8500000000004
	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	21526.4
	2015-01-10	23990.350000000002
	2015-01-11	25862.65
	2015-01-12	27781.7
	2015-01-13	29831.300000000003
	2015-01-14	32358.700000000004

# Determine the top 3 most ordered pizza types based on revenue for each pizza category

```
select 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;
```

	name	revenue
►	The Thai Chicken Pizza	43434.25
	The Barbecue Chicken Pizza	42768
	The California Chicken Pizza	41409.5
	The Classic Deluxe Pizza	38180.5
	The Hawaiian Pizza	32273.25
	The Pepperoni Pizza	30161.75
	The Spicy Italian Pizza	34831.25
	The Italian Supreme Pizza	33476.75
	The Sicilian Pizza	30940.5
	The Four Cheese Pizza	32265.700000000065
	The Mexicana Pizza	26780.75
	The Five Cheese Pizza	26066.5



# Numbers

This page presents key numerical data for our pizza sales presentation.

21350

SALES

817860.05

REVENUE

35.95

HIGHEST PRICED PIZZA

**thank you!!!**