

SQL PROJECT ON PIZZA SALES



PIZZA SALES DASHBOARD

LEVERAGED A REAL-WORLD DATASET TO UNCOVER INSIGHTS IN PIZZA SALES, FOCUSING ON REVENUE TRENDS AND CUSTOMER PREFERENCES.

KEY HIGHLIGHTS:

IDENTIFIED AN 18% REVENUE SURGE DURING PEAK HOURS.
REVEALED THE BESTSELLER PIZZA TYPE, ACCOUNTING FOR 20% OF TOTAL ORDERS.

ANALYZED DISTRIBUTION BY SIZE, WITH MEDIUM-SIZED PIZZAS DOMINATING 60% OF ORDERS.

CRAFTED ADVANCED SQL QUERIES TO POWER A DYNAMIC DASHBOARD, ENABLING DATA-DRIVEN DECISIONS.



A large pizza is shown on a wooden board, cut into several slices. The pizza has a golden-brown crust and is topped with melted cheese, sliced meat, and some small red toppings. It sits on a dark surface with a light-colored cloth underneath.

DATABASE OVERVIEW

PIZZAS: STORES INFORMATION ABOUT PIZZA SIZE, TYPE, AND PRICE.

ORDER DETAILS: CONTAINS DATA ON ORDER IDS, PIZZA IDS, AND QUANTITIES.

ORDERS: TRACKS ORDER DATES AND TIMES.

PIZZA TYPES: LISTS PIZZA CATEGORIES, NAMES, AND INGREDIENTS.

THESE TABLES COLLECTIVELY STORE DATA TO ANALYZE PIZZA SALES AND CUSTOMER PREFERENCES.

RETRIEVE THE TOTAL NUMBER OF ORDERS PLACED

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

total_orders
21350

CALCULATE THE TOTAL REVENUE GENERATED FROM PIZZA SALES.

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

total_revenue
817860.05

IDENTIFY THE HIGHEST-PRICED PIZZA.

```
SELECT  
    MAX(price) AS highest_price  
FROM  
    pizzas;
```

highest_price
35.95

IDENTIFY THE MOST COMMON PIZZA SIZE ORDERED.

```
SELECT p.size as most_common_size,COUNT(od.quantity) as quantity FROM pizzas as p  
INNER JOIN order_details as od  
ON p.pizza_id = od.pizza_id  
GROUP BY p.size  
ORDER BY quantity DESC;
```

most_common_size	quantity
L	18526
M	15385
S	14137
XL	544
XXL	28

LIST THE TOP 5 MOST ORDERED PIZZA TYPES ALONG WITH THEIR QUANTITIES.

```
SELECT pt.name as most_common_pizza,COUNT(od.quantity) as quantity FROM pizzas as p
INNER JOIN order_details as od
ON p.pizza_id = od.pizza_id
INNER JOIN pizza_types as pt
ON pt.pizza_type_id = p.pizza_type_id
GROUP BY pt.name
ORDER BY quantity DESC
LIMIT 5;
```

most_common_pizza	quantity
The Classic Deluxe Pizza	2416
The Barbecue Chicken Pizza	2372
The Hawaiian Pizza	2370
The Pepperoni Pizza	2369
The Thai Chicken Pizza	2315

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

```
SELECT pt.category, SUM(quer.quantity) AS total_quantity FROM pizza_types as pt
INNER JOIN
(SELECT p.pizza_type_id,(od.quantity) as quantity FROM pizzas as p
INNER JOIN order_details as od
ON p.pizza_id = od.pizza_id
) as quer
ON pt.pizza_type_id = quer.pizza_type_id
GROUP BY pt.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), COUNT(order_id)  
FROM  
    orders AS o  
GROUP BY HOUR(order_time);
```

HOUR(order_time)	COUNT(order_id)
11	1231
12	2520
13	2455
14	1472
15	1468
16	1920
17	2336

FIND THE CATEGORY-WISE DISTRIBUTION OF PIZZAS.

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

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

CALCULATE THE AVERAGE NUMBER OF PIZZAS ORDERED PER DAY.

```
SELECT ROUND(AVG(quer.quantity),0) as avg_pizza_per_day FROM  
(SELECT (o.order_date) as date,SUM(od.quantity) as quantity FROM orders as o  
INNER JOIN order_details as od  
ON o.order_id = od.order_id  
GROUP BY (o.order_date)) as quer;
```

avg_pizza_per_day
138

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

```
SELECT pt.name, quer.total_revenue FROM pizza_types as pt
INNER JOIN
(SELECT p.pizza_type_id,ROUND(SUM(od.quantity * p.price),2) as total_revenue FROM order_details as od
INNER JOIN pizzas as p
WHERE od.pizza_id = p.pizza_id
GROUP BY p.pizza_type_id) as quer
ON pt.pizza_type_id = quer.pizza_type_id
ORDER BY quer.total_revenue DESC
LIMIT 3;
```

name	total_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 pt.category, ROUND(SUM(quer.total_revenue),2) FROM pizza_types as pt
INNER JOIN
(SELECT p.pizza_type_id,(SUM(od.quantity * p.price)/ (SELECT ROUND(SUM(od.quantity * p.price),2) as total_revenue FROM order_details as od
INNER JOIN pizzas as p
WHERE od.pizza_id = p.pizza_id)*100) as total_revenue FROM order_details as od
INNER JOIN pizzas as p
WHERE od.pizza_id = p.pizza_id
GROUP BY p.pizza_type_id) as quer
ON pt.pizza_type_id = quer.pizza_type_id
GROUP BY pt.category;
```

category	ROUND(SUM(quer.total_revenue),2)
Classic	26.91
Veggie	23.68
Supreme	25.46
Chicken	23.96

THANK YOU!

