SQL PROJECT ON PIZZA SALES

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ABOUT

Hello, my name is Jasmuddin Ansari.

In this project, I have used SQL to analyze pizza sales data and uncover important insights.

The purpose of the project is to understand customer preferences, sales trends, and business performance.

Using SQL queries, I explored key areas such as the most popular pizzas, peak order hours, top-selling categories, and revenue patterns. These insights can help in making better business decisions and improving sales strategies.

RETRIEVE THE TOTAL NUMBER OF ORDERS PLACED.

```
2 •    select count(order_id) from orders;
3
```

Result Grid | Filter Row

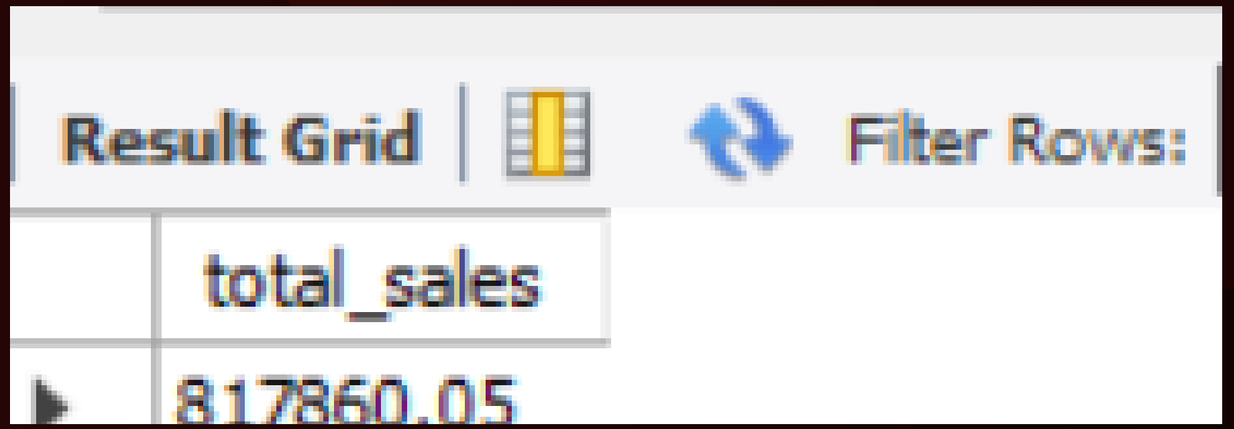
	count(order_id)
▶	21350

04

CALCULATE THE TOTAL REVENUE GENERATED FROM PIZZA SALES

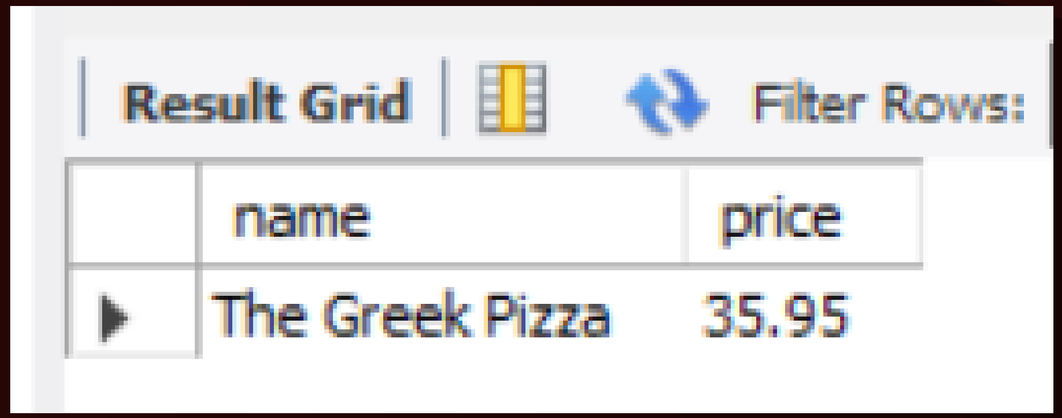
```sql
SELECT
    ROUND(SUM(order_details.quantity * pizzas.price),
            2) AS total_sales
FROM
    order_details
        JOIN
    pizzas ON pizzas.pizza_id = order_details.pizza_id
```

$30



IDENTIFY THE HIGHEST-PRICED PIZZA.

```sql
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;
```



IDENTIFY THE MOST COMMON PIZZA SIZE ORDERED

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```
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;
```

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

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

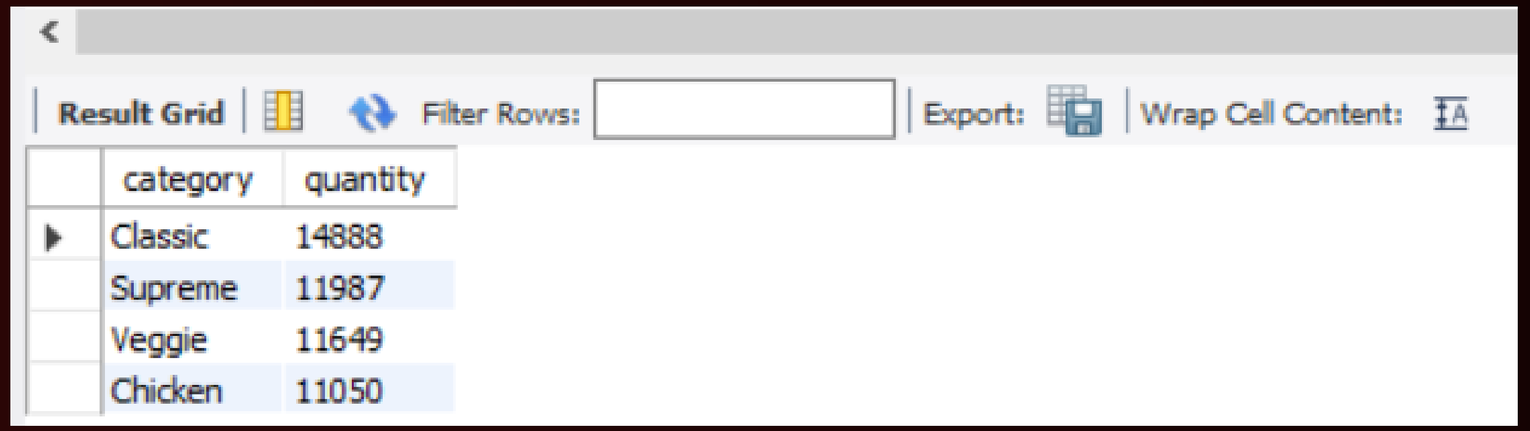
LIST THE TOP 5 MOST ORDERED PIZZA TYPES ALONG WITH THEIR QUANTITIES.

```sql
select pizza_types.name,
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.name order by quantity desc limit 5;
```

name	quantity
The Classic Deluxe Pizza	2453
The Barbecue Chicken Pizza	2432
The Hawaiian Pizza	2422
The Pepperoni Pizza	2418

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

```
3 •   select pizza_types.category,
4     sum(order_details.quantity) as quantity
5     from pizza_types join pizzas
6     on pizza_types.pizza_type_id = pizzas.pizza_type_id
7     join order_details
8     on order_details.pizza_id = pizzas.pizza_id
9     group by  pizza_types.category order by quantity desc;
```



category	quantity
Classic	14888
Supreme	11987
Veggie	11649
Chicken	11050

DETERMINE THE DISTRIBUTION OF ORDERS BY HOUR OF THE DAY

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

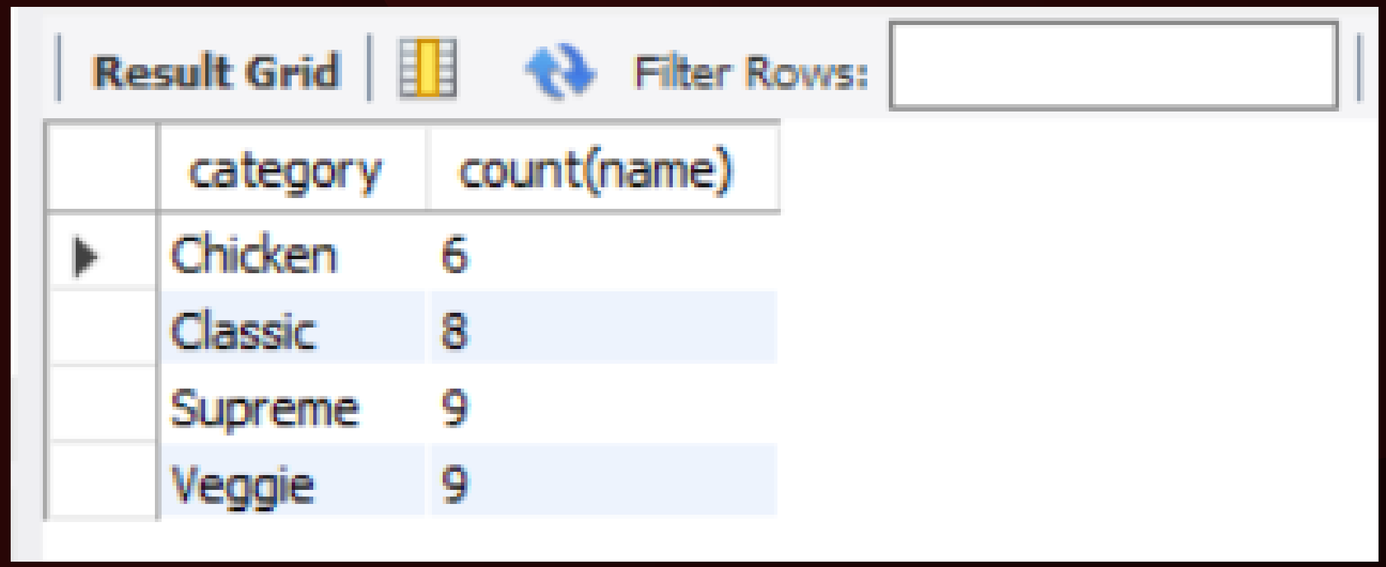
Result Grid | Filter Rows: | Export: | Wrap Cell Content:

HOUR(order_time)	order_count
11	1231
12	2520
13	2455
14	1472
15	1468
16	1920
17	2336
18	2399
19	2009
20	1642
21	1198
22	663

Result 1

JOIN RELEVANT TABLES TO FIND THE CATEGORY-WISE DISTRIBUTION OF PIZZAS.

```
select category, 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.

```sql
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 orders.order_date) AS order_quantity;
```

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

avg_pizza_ordered_per_day
138

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

```
3 •    select pizza_types.name,
4      sum(order_details.quantity * pizzas.price) as revenue
5      from pizza_types join pizzas
6      on pizzas.pizza_type_id = pizza_types.pizza_type_id
7      join order_details
8      on order_details.pizza_id = pizzas.pizza_id
9      group by pizza_types.name order by revenue desc limit 3;
```

esult Grid | Filter Rows: | Export: | Wrap Cell Content: | Fetch rows:

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.

```sql
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 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 revenue desc;
```

Result Grid | Filter Rows:

category	revenue
Classic	26.91
Supreme	25.46
Chicken	23.96
Veggie	23.68

ANALYZE THE CUMULATIVE REVENUE GENERATED OVER TIME.

```sql
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;
```

Result Grid | Filter Rows: | Export:

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

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

```sql
(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	32265.70000000065
The Mexicana Pizza	26780.75
The Five Cheese Pizza	26066.5

THANK YOU