

PIZZA SALES DASHBOARD

Welcome to Pizza Delight! Enjoy delicious pizzas,

Created by Md Kashan Alam, Electrical

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7272989442. Savor every bite!



INTRODUCTION

The primary objective of this project is to analyze the sales data of a pizza business to provide actionable insights that can drive business growth and improve operational efficiency. By answering the 13 key questions, we aim to highlight trends, identify popular products, understand customer behavior, and evaluate sales performance over time.

Q1 Calculate the total revenue generated from pizza sales.

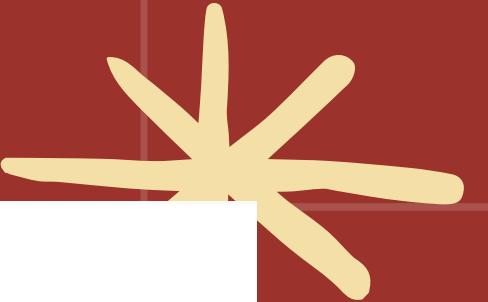
```
3 • Select  
4   round(sum(order_details.quantity * pizzas.price),2)  
5     as total_sales  
6 FROM  
7   order_details  
8   JOIN  
9   pizzas ON pizzas.pizza_id = order_details.pizza_id
```

Result Grid

total_sales
817860.05

Q2

Q2. Identify the highest-priced pizza



```
3 •   SELECT
4       pizza_types.name, pizzas.price
5   FROM
6       pizza_types
7       JOIN
8           pizzas ON pizza_types.pizza_type_id = pizzas.pizza_type_id
9   ORDER BY pizzas.price DESC
10  LIMIT 1;
```

Result Grid | 04

	name	price
▶	The Greek Pizza	35.95



Q3. Identify the most common size of pizza ordered.

```
3 • select pizzas.size, count(order_details.order_details_id) as order_count  
4   from pizzas join order_details  
5     on pizzas.pizza_id = order_details.pizza_id  
6   group by pizzas.size order by order_count desc ;
```

Result Grid | Filter

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

Q4. List the top 5 most ordered pizza types -- along with their quantities

```
4 •   SELECT
5     pizza_types.name, SUM(order_details.quantity) AS quantity
6   FROM
7     pizza_types
8       JOIN
9     pizzas ON pizza_types.pizza_type_id = pizzas.pizza_type_id
10      JOIN
11    order_details ON order_details.pizza_id = pizzas.pizza_id
12   GROUP BY pizza_types.name
13   ORDER BY quantity DESC
14   LIMIT 5;
```

- Choose Toppings Wisely

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

Q5. Determine the distribution of orders by hours of the day

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

Result Grid | Filter Results

	hour	order_count
▶	11	1231
	12	2520
	13	2455
	14	1472
	15	1468



BBQ Chicken Pizza



Hawaiian Pizza

Q6. List the top 5 most ordered pizza types
-- along with their quantities

```
3
4 •  SELECT
5      pizza_types.name, SUM(order_details.quantity) AS quantity
6  FROM
7      pizza_types
8      JOIN
9      pizzas ON pizza_types.pizza_type_id = pizzas.pizza_type_id
10     JOIN
11     order_details ON order_details.pizza_id = pizzas.pizza_id
12 GROUP BY pizza_types.name
13 ORDER BY quantity DESC
14 LIMIT 5;
```

Result Grid | Filter Rows:

	name	quantity
▶	The Classic Deluxe Pizza	2453
	The Barbecue Chicken Pizza	2432
	The Hawaiian Pizza	2422
	The Pepperoni Pizza	2418
	The Thai Chicken Pizza	2371

Q7. Joint relevant tables to find the -- category wise distribution of pizzas

```
4 • select category , count(name) from pizza_types  
5   group by category;
```

Result Grid |

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

TOTAL CATEGORY OF PIZZAS



SUPEREME PIZZAS



BBQ Chicken Pizza



Hawaiian Pizza

Q8. Group the orders by date and calculate the average -- number of pizzas ordered per day

```
4 •   SELECT
5     ROUND(AVG(quantity), 0)
6   FROM
7   (SELECT
8     orders.order_date, SUM(order_details.quantity) AS quantity
9   FROM
10  orders
11 JOIN order_details ON orders.order_id = order_details.order_id
12 GROUP BY orders.order_date) AS order_quantity;
```

Result Grid				Filter Rows:
	<code>round(avg(quantity),0)</code>			
	138			AVERAGE OF PIZZAS



```
3 •   SELECT
4     pizza_types.name,
5       SUM(order_details.quantity * pizzas.price) AS revenue
6   FROM
7     pizza_types
8       JOIN
9     pizzas ON pizzas.pizza_type_id = pizza_types.pizza_type_id
10      JOIN
11    order_details ON order_details.pizza_id = pizzas.pizza_id
12    GROUP BY pizza_types.name
13  ORDER BY revenue DESC
14  LIMIT 3;
```

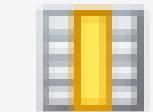
| Result Grid | Filter Rows:

	name	revenue
▶	The Thai Chicken Pizza	43434.25
	The Barbeque Chicken Pizza	42768
	The California Chicken Pizza	41409.5

Q11. Calculate the percentage contribution of each -- pizza type of total revenue

```
4 •  select pizza_types.category,  
5   (sum(order_details.quantity * pizzas.price) / (select round(sum(order_details.quantity * pizzas.price),2) as total_sales  
6   from order_details  
7   join pizzas on pizzas.pizza_id = order_details.pizza_id) ) * 100 as revenue  
8   from pizza_types join pizzas  
9   on pizza_types.pizza_type_id = pizzas.pizza_type_id  
10  join order_details  
11  on order_details.pizza_id = pizzas.pizza_id  
12  group by pizza_types.category order by revenue desc;
```

Result Grid



Filter Rows:

	category	revenue
▶	Classic	26.90596025566967
	Supreme	25.45631126009862
	Chicken	23.955137556847287
	Veggie	23.682590927384577



REVENUE OF PIZZAS

Analyze the cumulative revenue generated over time

```
2 • select order_date,  
3     sum(revenue) over(order by order_date) as cum_revenue  
4  
5     from  
6     (select orders.order_date,  
7         sum(order_details.quantity * pizzas.price) as revenue  
8         from order_details join pizzas  
9             on order_details.pizza_id = pizzas.pizza_id  
10            join orders  
11              on orders.order_id = order_details.order_id  
12              group by orders.order_date) as sales;
```

Result Grid		
	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	23990.35000000002
	2015-01-11	25862.65
	2015-01-12	27781.7
	2015-01-13	29831.30000000003
	2015-01-14	32358.70000000004
	2015-01-15	34343.50000000001
	2015-01-16	36937.65000000001
	2015-01-17	39001.75000000001
	2015-01-18	40978.60000000006



THANK YOU

The pizza sales dashboard analysis provides insights into sales performance, customer behavior, and product preferences. It helps identify top-selling items, analyze customer demographics, and evaluate the impact of promotions. These insights guide strategic decisions to optimize marketing, operations, and profitability.