Pizza Sales

PIZZA SALES REPORT

29 Apr, 2024

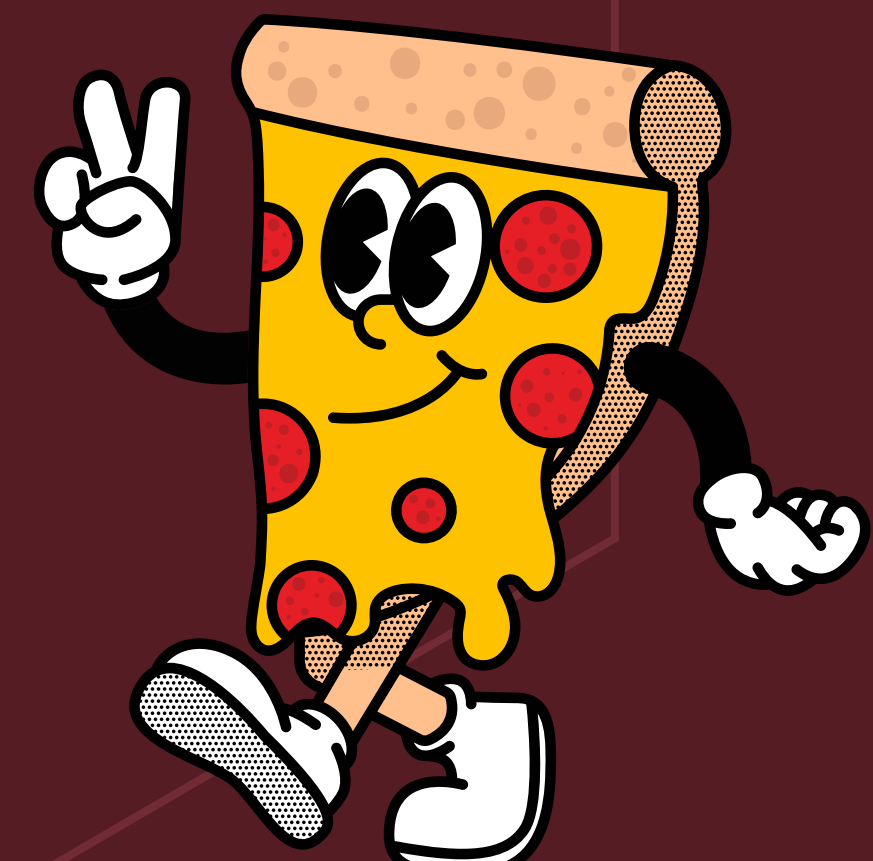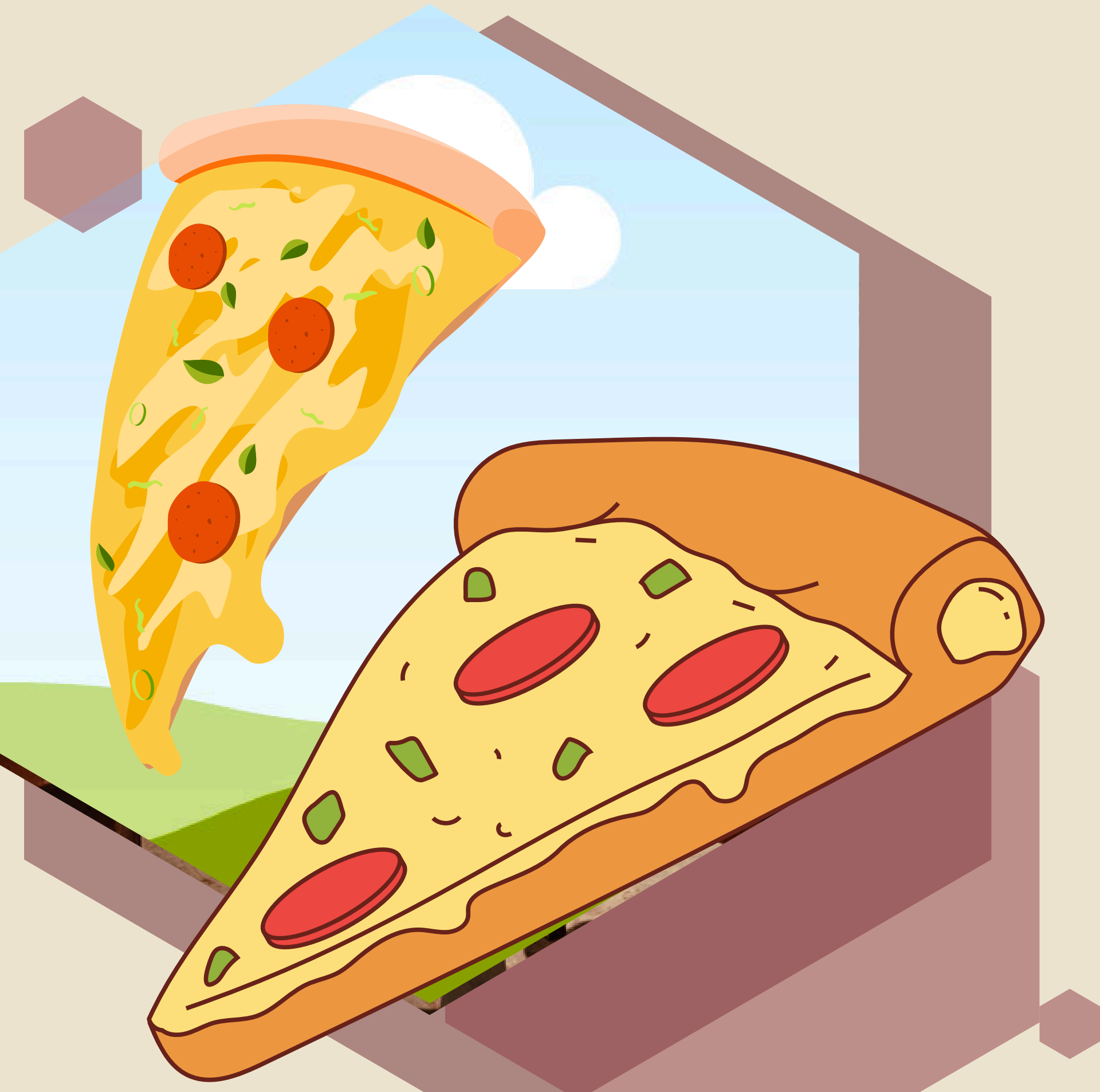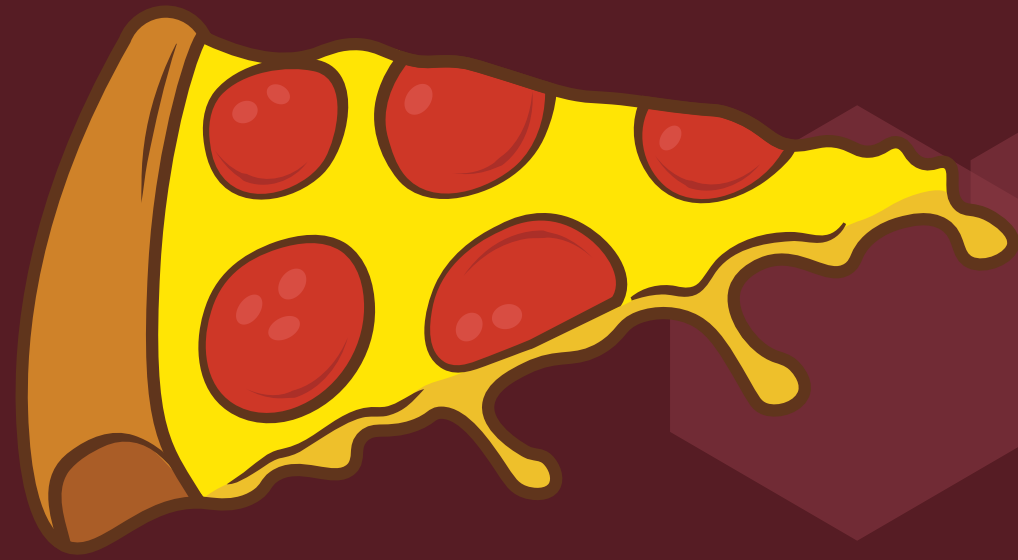# Pizza Sales

INTRODUCTION

Welcome to our Pizza Sales Report Presentation. Today, we delve into a comprehensive overview of our Pizza sales performance, exploring the highs, Total Pizza Category, and types of Pizza Sales that have shaped our journey. This presentation is more than just numbers, it's a narrative of our collective efforts, showcasing the impact of our Pizza sales strategies and the pathways to future success.

Pizza Sales

AGENDA

01 Total Numbers of Order Placed

02 Total Revenue

03 Highest-Priced Pizza

04 Most Common Pizza size orders

05 5 Most ordered Pizza

06 Total Quantity Of Each Pizzas

07 Ordered By Hours

08 Avg Number Of Pizza Ordered Every Day

09 3 Most Ordered Pizza Based On Revenue

10 Cummulative Revenue Generated Over Time

EXECUTIVE SUMMARY

Utilize SQL queries to analyze pizza sales data, extracting insights such as total revenue, top-selling pizzas, sales trends, customer segmentation, and regional preferences. Visualize findings for clear presentation. Use insights to optimize pricing, introduce new varieties, target specific customer segments, and refine marketing strategies. Continuously iterate and refine analysis to adapt to changing market conditions and business goals.

Pizza Sales

AGENDA 01

-- Retrieve the total number of orders placed.

select count(order_id) as Total_Order_Placed from orders;

Total_Order_Placed
21350

AGENDA 02

Pizza Sales

-- Calculate the total revenue generated from pizza sales.

```sql
SELECT
    ROUND(SUM(orders_details.quantity *
Pizzas.price),
            2) AS Total_Sales
FROM
    orders_details
        JOIN
    pizzas ON pizzas.pizza_id =
orders_details.pizza_id;
```

Total_Sales
817860.05

AGENDA 03

-- 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;
```

name	price
▶ The Greek Pizza	35.95

AGENDA 04

-- Identify the most common pizza size ordered.

SELECT

   pizzas.size,

   COUNT(orders_details.orders_details_id) AS Total_count

FROM

   pizzas

     JOIN

   orders_details ON pizzas.pizza_id = orders_details.pizza_id

GROUP BY pizzas.size

ORDER BY Total_count DESC;

Pizza Sales

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

AGENDA 05

```
--  Top 5 most ordered pizza types along with their quantities.
SELECT
    a.name, SUM(c.quantity) AS quantities
FROM
    pizza_types AS a
        JOIN
    pizzas AS b ON a.pizza_type_id = b.pizza_type_id
        JOIN
    orders_details AS c ON c.pizza_id = b.pizza_id
GROUP BY a.name
ORDER BY quantities DESC
LIMIT 5;
```
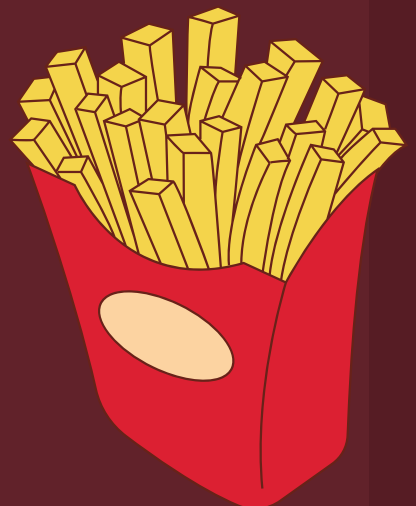
name	quantities
The Classic Deluxe Pizza	2453
The Barbecue Chicken Pizza	2432
The Hawaiian Pizza	2422
The Pepperoni Pizza	2418
The Thai Chicken Pizza	2371

AGENDA 06

Find the total quantity of each pizza category ordered.

```
SELECT
    pizza_types.category,
    SUM(orders_details.quantity) AS quantity
FROM
    pizza_types
        JOIN
    pizzas ON pizza_types.pizza_type_id = pizzas.pizza_type_id
        JOIN
    orders_details ON orders_details.pizza_id = pizzas.pizza_id
GROUP BY pizza_types.category
ORDER BY quantity DESC;
```

Pizza Sales

category	quantity
Classic	14888
Supreme	11987
Veggie	11649
Chicken	11050

AGENDA 07

Pizza Sales

-- Determine the distribution of orders by hour of the day.

```
select
hour(orders.order_time) as hours, Count(orders.order_id) as
orders_count
from orders
group by hours;
```

hours	orders_count
9	1
10	8
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

AGENDA 08

-- Average number of pizzas ordered per day.
SELECT
    ROUND(AVG(quantity), 0) as
Avg_Count_Pizza_Ordered_Per_Day
FROM
    (SELECT
    orders.order_date, SUM(orders_details.quantity) AS
quantity
    FROM
    orders
    JOIN orders_details ON orders.order_id =
orders_details.order_id
    GROUP BY orders.order_date) AS order_quantity;

Avg_Count_Pizza_Ordered_Per_Day
138

AGENDA 08

-- Determine the top 3 most ordered pizza types based on revenue.

select

pizza_types.name as Pizza_Type,

sum(orders_details.quantity * pizzas.price) as Revenue

from pizza_types

join pizzas on pizza_types.pizza_type_id = pizzas.pizza_type_id

join orders_details on orders_details.pizza_id = pizzas.pizza_id

group by Pizza_Type

order by Revenue desc

limit 3;

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

Pizza Sales

category	Revenue
Classic	26.91
Supreme	25.46
Chicken	23.96
Veggie	23.68

```sql
-- Percentage contribution of each pizza type to total revenue.
SELECT
    pizza_types.category,
    ROUND(SUM(orders_details.quantity * pizzas.price) / (SELECT
                    ROUND(SUM(orders_details.quantity * pizzas.price),
                        2)
                FROM
                    orders_details
                    JOIN
                pizzas ON orders_details.pizza_id = pizzas.pizza_id) * 100,
        2) AS Revenue
FROM
    pizza_types
        JOIN
    pizzas ON pizza_types.pizza_type_id = pizzas.pizza_type_id
        JOIN
    orders_details ON orders_details.pizza_id = pizzas.pizza_id
GROUP BY pizza_types.category
ORDER BY Revenue DESC;
```

AGENDA 10

-- Analyze the Top 5 cumulative revenue generated over time.

select order_date, sum(revenue) over (order by order_date) as
Cumm_Revenue
from
(select
orders.order_date,
round(sum(orders_details.quantity*pizzas.price),2) as revenue
from orders join orders_details
on orders.order_id = orders_details.order_id
join pizzas
on orders_details.pizza_id = pizzas.pizza_id
group by orders.order_date) as sales;

order_date	Cumm_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

THANK YOU

29 Apr, 2024