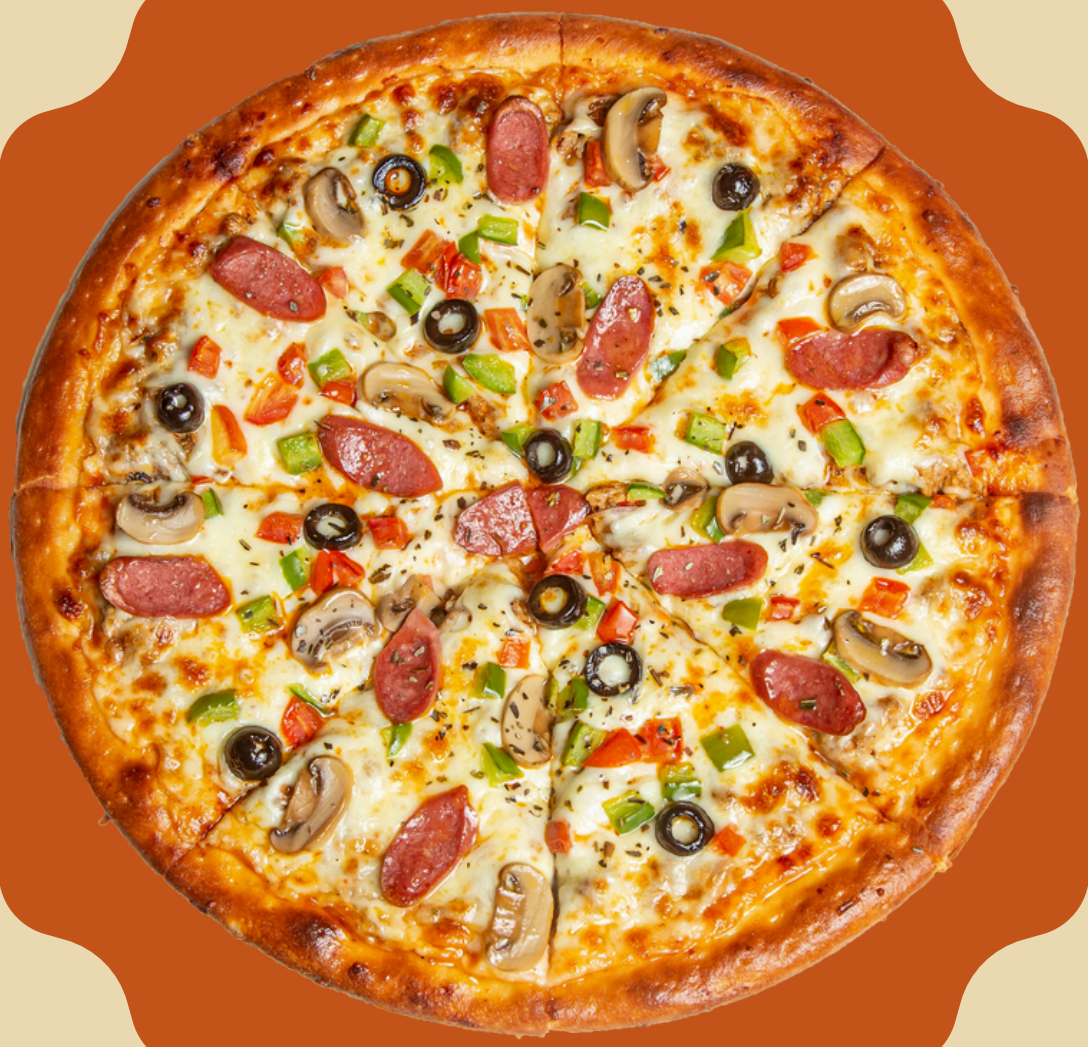
HOT & SPICY

PIZZA



Pizza Sales Analysis

Using SQL for Business Insights

Objective:

To analyze PizzaHut's sales data using SQL and extract meaningful business insights to understand sales trends, customer preferences, and performance of various product categories.

👨‍💻 Tools Used:

SQL (MySQL / PostgreSQL), Excel / Google Sheets (optional)

👤 Presented By:

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RETRIEVE THE TOTAL NUMBER OF ORDERS PLACED.

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

OUTPUT

Result Grid | Filter Rov

	Total_Order
▶	21350

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
```

Output

Result Grid | Filter Row

	total_Sales
▶	213955.9

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;
```

Output

Result Grid | Filter Rows:

name	price
The Greek Pizza	35.95

IDENTIFY THE MOST COMMON PIZZA SIZE ORDERED.

```sql
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
```

Output

Result Grid | Filter Rc

size	order_count
L	4899
M	3930
S	3767
XL	141
XXL	8

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
```

Output

Result Grid Filter Rows:

name	quantity
The Barbecue Chicken Pizza	653
The Pepperoni Pizza	650
The Hawaiian Pizza	634
The California Chicken Pizza	622
The Thai Chicken Pizza	603

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

```sql
SELECT
    pizza_types.category,
    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.category
ORDER BY quantity DESC
```

Output

Result Grid | Filter Rows:

category	quantity
Classic	3848
Supreme	3132
Veggie	3108
Chicken	2891

DETERMINE THE DISTRIBUTION OF ORDERS BY HOUR OF THE DAY.

```sql
SELECT
    HOUR(order_time) AS hour, COUNT(order_id) AS order_count
FROM
    orders
GROUP BY HOUR(order_time);
```

Output

Result Grid | Filter Rows:

hour	order_count
11	1231
12	2520
13	2455
14	1472
15	1468
16	1920
17	2336
18	2399
19	2009

Result 1

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

```
• SELECT
      category, COUNT(name)
  FROM
      pizza_types
  GROUP BY category;
```

Output

Result Grid | Filter Rows:

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)
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_quanitity
```

Output

Result Grid | Filter Rows:

	ROUND(AVG(quantity), 0)
▶	138

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

```sql
SELECT
    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.name
ORDER BY revenue DESC
LIMIT 3;
```

Output

Result Grid | Filter Rows: | Expo

name	revenue
The Barbecue Chicken Pizza	11549.75
The Thai Chicken Pizza	10952.25
The California Chicken Pizza	10846.5

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
```

Output

category	revenue
Classic	26.51
Supreme	25.39
Veggie	24.17
Chicken	23.93

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;
```

Output

order_date	cum_revenue
2015-01-13	29831.300000000003
2015-01-14	32358.700000000004
2015-01-15	34343.50000000001
2015-01-16	36937.65000000001
2015-01-17	39001.75000000001
2015-01-18	40978.600000000006
2015-01-19	43365.75000000001
2015-01-20	45763.65000000001
2015-01-21	47804.20000000001

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

```sql
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;
```

Output

name	revenue
The Barbecue Chicken Pizza	11549.75
The Thai Chicken Pizza	10952.25
The California Chicken Pizza	10846.5
The Classic Deluxe Pizza	9196
The Hawaiian Pizza	8404.75
The Pepperoni Pizza	8111.25
The Spicy Italian Pizza	8987.25
The Italian Supreme Pizza	8527
The Sicilian Pizza	8282.75

Result 1