PIZZA HUT

SALES REPORT USING SQL

CASE STUDY

BY ~ KULDEEP NAGAR

INTRODUCTION

hello everyone, I'm Kuldeep Nagar. in this project, I've used SQL queries to analyse and address various questions related to pizza sales at Pizza Hut. My goal through this analysis is to uncover key insights and trends within the data,
which can guide decision making and help to sales strategies.

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SCHEMA OF PIZZA SALES

Retrieve the total number of orders placed.

```sql
SELECT
    COUNT(order_id) AS total_orders
FROM
    orders;
```

	total_orders
▶	21350

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;
```

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

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
```

	total_sales
▶	817860.05

Determine the distribution of orders by hours of the day

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

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

Join revelant t o find the category wise distribution of pizzas.

```sql
SELECT
    category, COUNT(name) AS quantity
FROM
    pizza_types
GROUP BY category
```

	category	quantity
▶	Chicken	6
	Classic	8
	Supreme	9
	Veggie	9

DETERMINE THE TOP 3 MOST ORDERED PIZZA BASED ON REVENVE

```sql
SELECT
    pizza_types.name,
    SUM(order_details.quantity * pizzas.price) AS revenue
FROM
    pizza_types
        JOIN
    pizzas ON pizzas.pizza_type_id = pizza_types.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;
```

name	revenue
The Thai Chicken Pizza	43434.25
The Barbecue Chicken Pizza	42768
The California Chicken Pizza	41409.5

Analyse the cumulative revenue generated overtime

```sql
select order_date,
sum(revenue) over (order by order_date) as cumm_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 order_date) as sales;
```

order_date	cumm_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

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;
```

category	revenue
Classic	26.91
Supreme	25.46
Chicken	23.96
Veggie	23.68

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

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
The Thai Chicken Pizza	2371

PROJECT SUMMARY

01 OBJECTIVE

To analyse pizzansales data to;

- provide actionable insights on sales performance,
- customer preferences, and
- revenue generation.

03 ABOUT THE DATASET

- Analyzing sales records from a pizza restaurant, spanningone year.
- Dataset has 48620 sales transactions to analyze.

02 FEATURES OF THE TOPIC

- Sub Query
- Group By
- Cumulative sum , Rank
- Visualizations

04 TOOLS USED

- **MySQL** for data querying and manipulation

THANK YOU

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