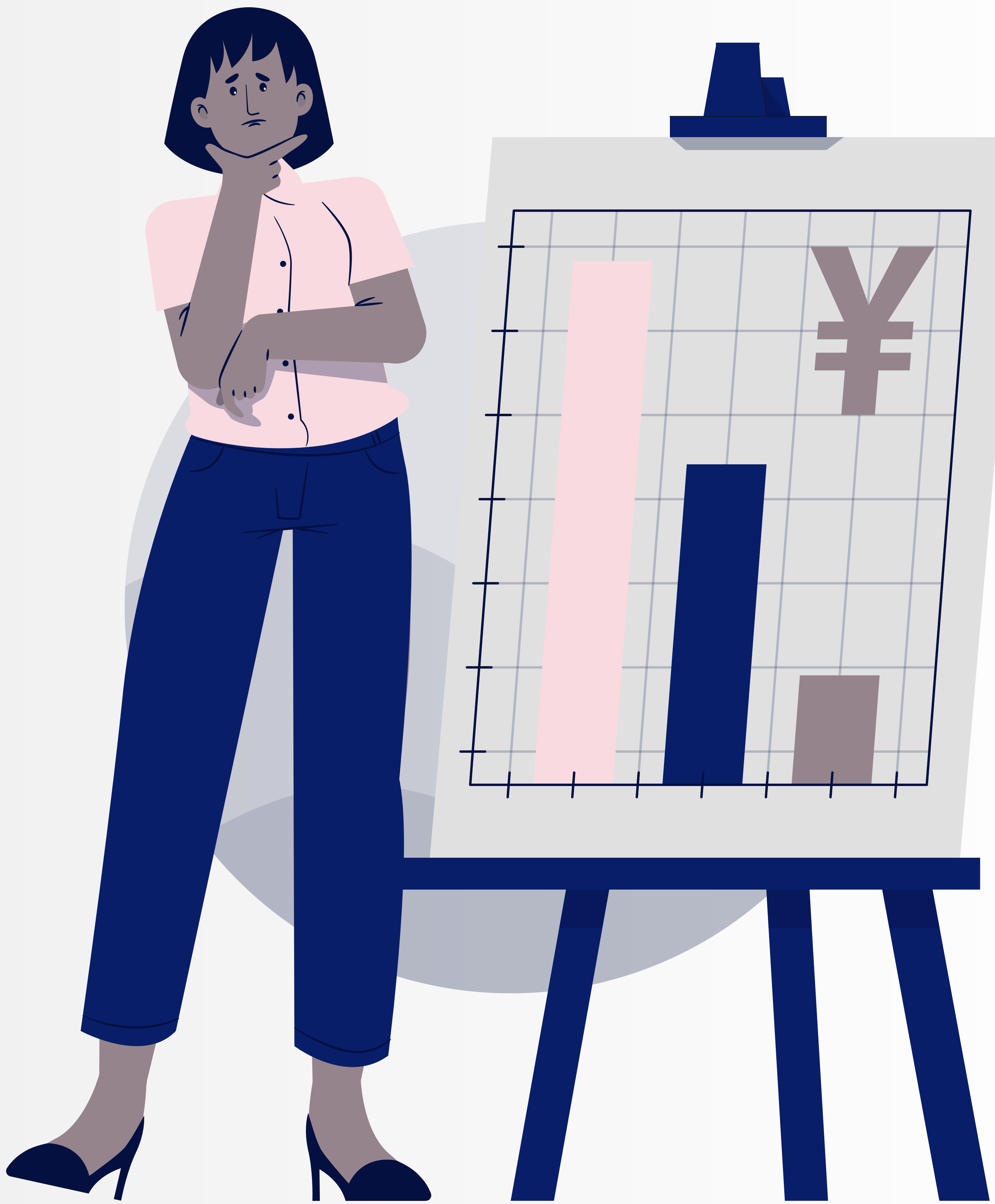
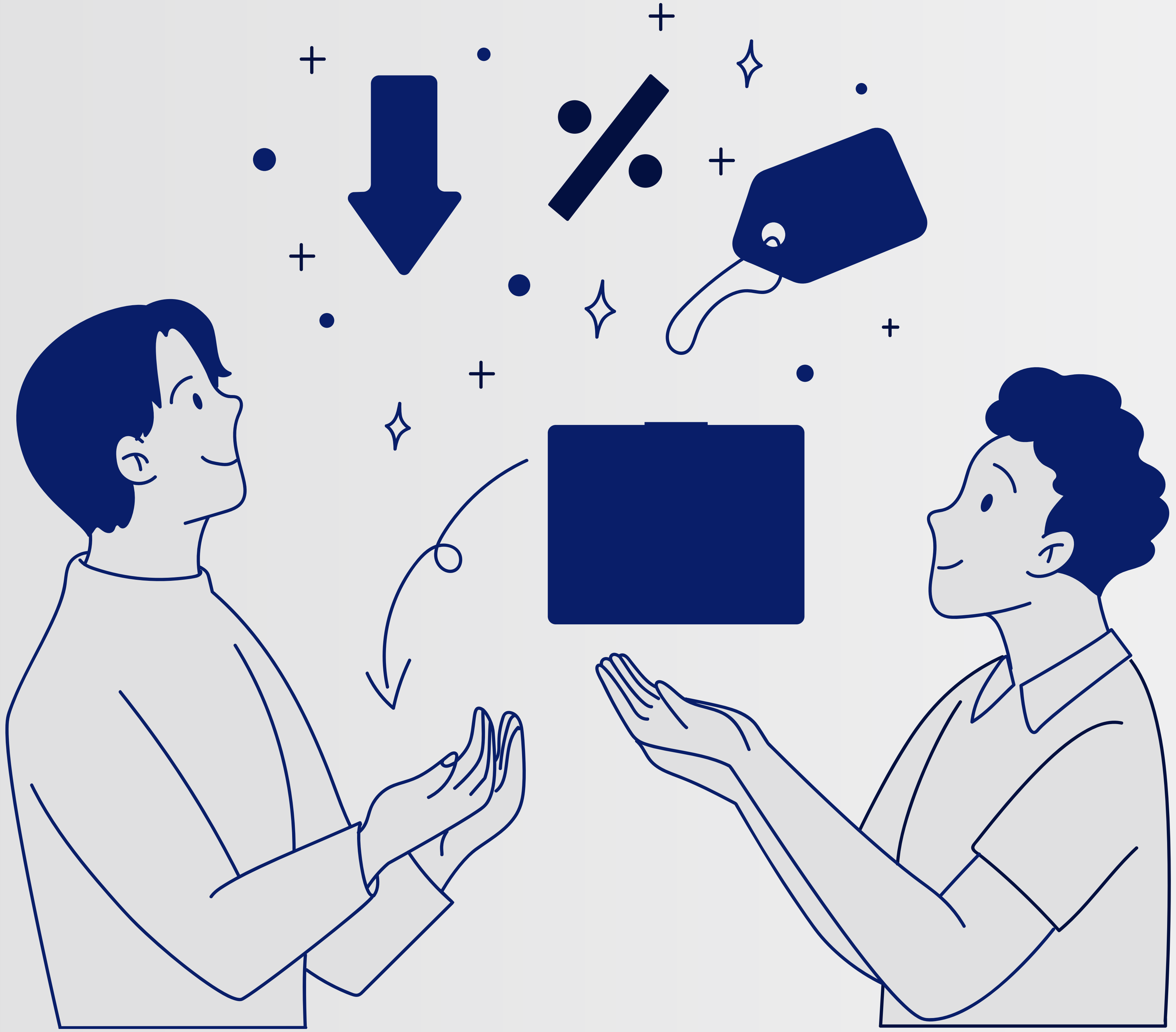
Pizza Shop Sales

SALES STRATEGY Optimization

A Strategic Approach to Boosting Sales Efficiency





INTRODUCTION

Definition of Sales Strategy Optimization

Using Dummy Data of Pizza Sales learned and experience real life Fetching and cleaning the data in SQL and hands on experience of using technology which is related to DBMS. Managing data and fetching meaningful insights.

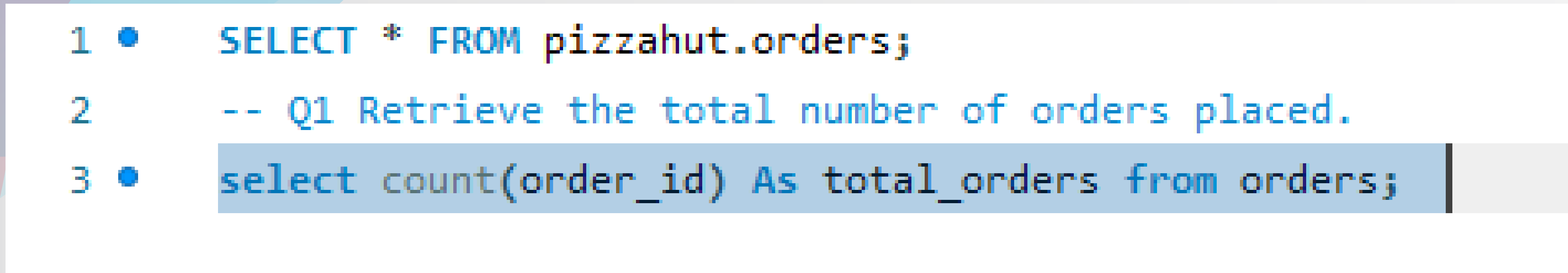
Target Questions

Basic:
Retrieve the total number of orders placed.
Calculate the total revenue generated from pizza sales.
Identify the highest-priced pizza.
Identify the most common pizza size ordered.
List the top 5 most ordered pizza types along with their quantities.

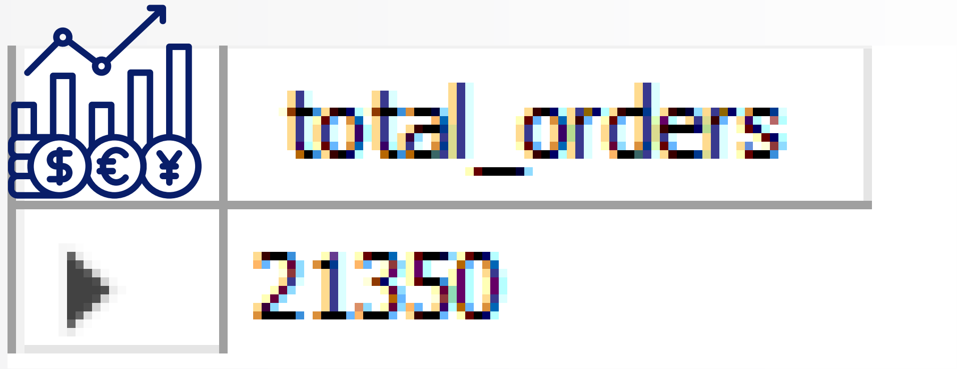
Intermediate:
Join the necessary tables to find the total quantity of each pizza category ordered.
Determine the distribution of orders by hour of the day.
Join relevant tables to find the category-wise distribution of pizzas.
Group the orders by date and calculate the average number of pizzas ordered per day.
Determine the top 3 most ordered pizza types based on revenue.

Advanced:
Calculate the percentage contribution of each pizza type to total revenue.
Analyze the cumulative revenue generated over time.
Determine the top 3 most ordered pizza types based on revenue for each pizza category.

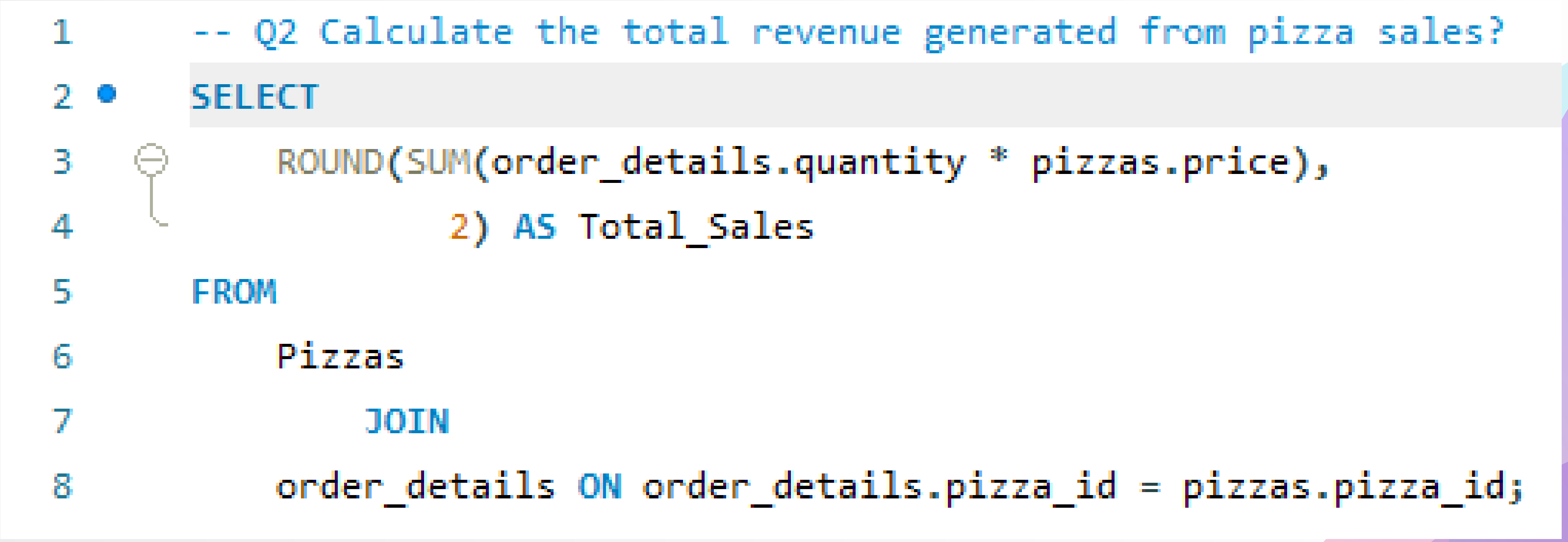
IDENTIFYING SALES PERFORMANCE



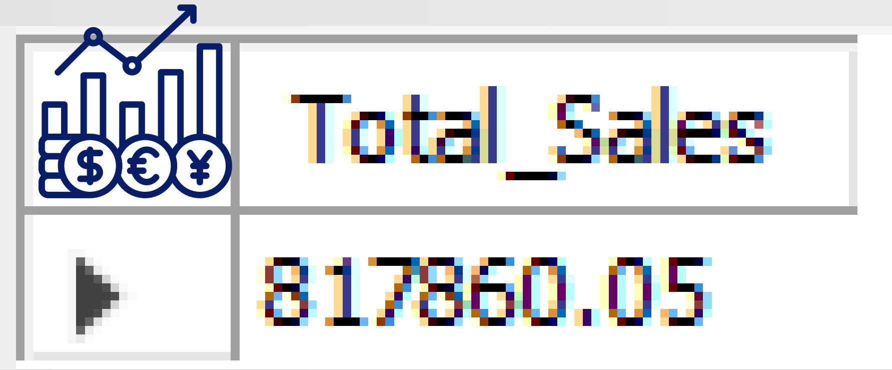
```sql
SELECT * FROM pizzahut.orders;
-- Q1 Retrieve the total number of orders placed.
select count(order_id) As total_orders from orders;
```



total_orders
21350



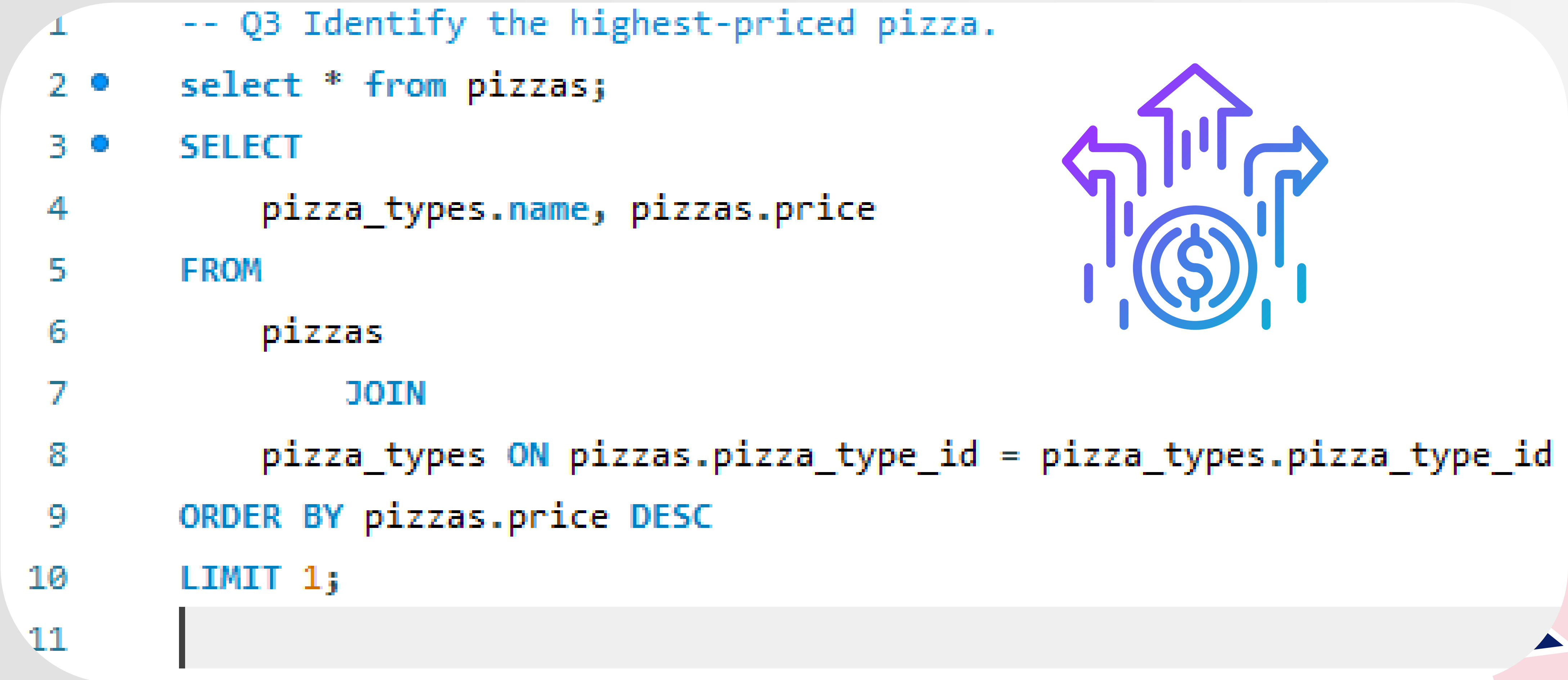
```sql
-- Q2 Calculate the total revenue generated from pizza sales?
SELECT
    ROUND(SUM(order_details.quantity * pizzas.price),
            2) AS Total_Sales
FROM
    Pizzas
        JOIN
    order_details ON order_details.pizza_id = pizzas.pizza_id;
```



Total_Sales
817860.05

SALES GOALS

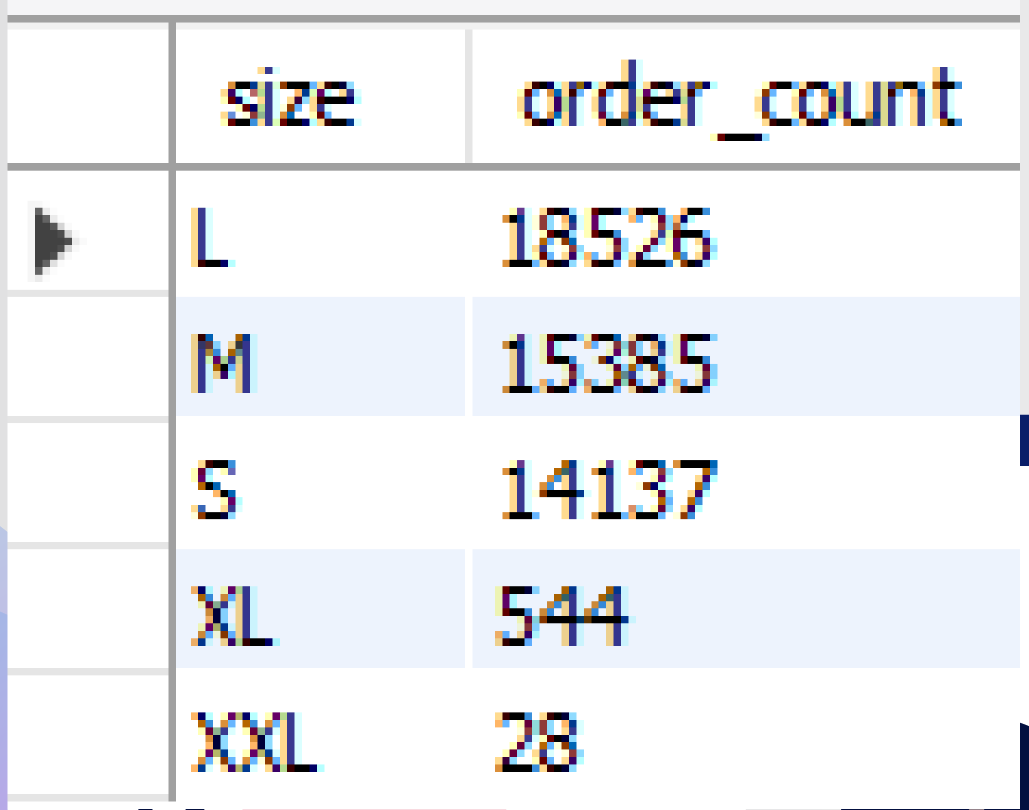
PIzza Price Insights



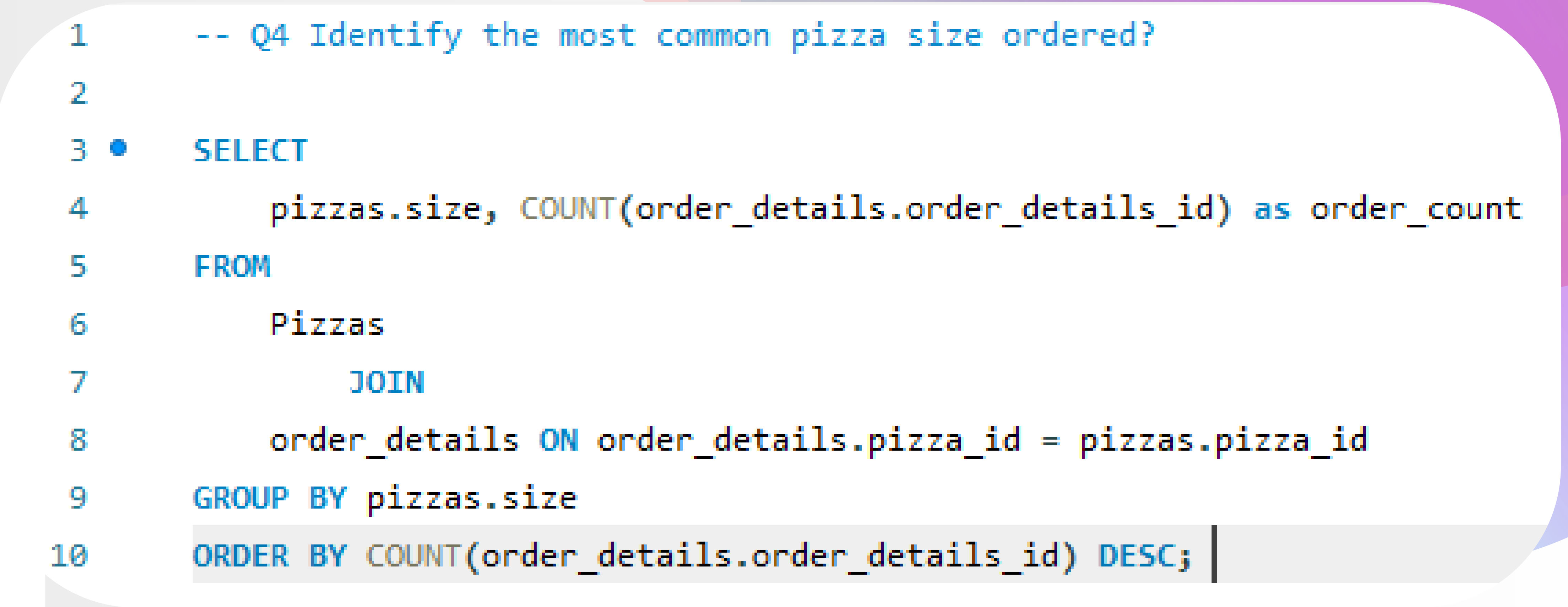
```
-- Q3 Identify the highest-priced pizza.
select * from pizzas;
SELECT
    pizza_types.name, pizzas.price
FROM
    pizzas
        JOIN
    pizza_types ON pizzas.pizza_type_id = pizza_types.pizza_type_id
ORDER BY pizzas.price DESC
LIMIT 1;
```

name	price
The Greek Pizza	35.95

DEVELOPING AN OPTIMIZED SALES PROCESS USING INSIGHTS

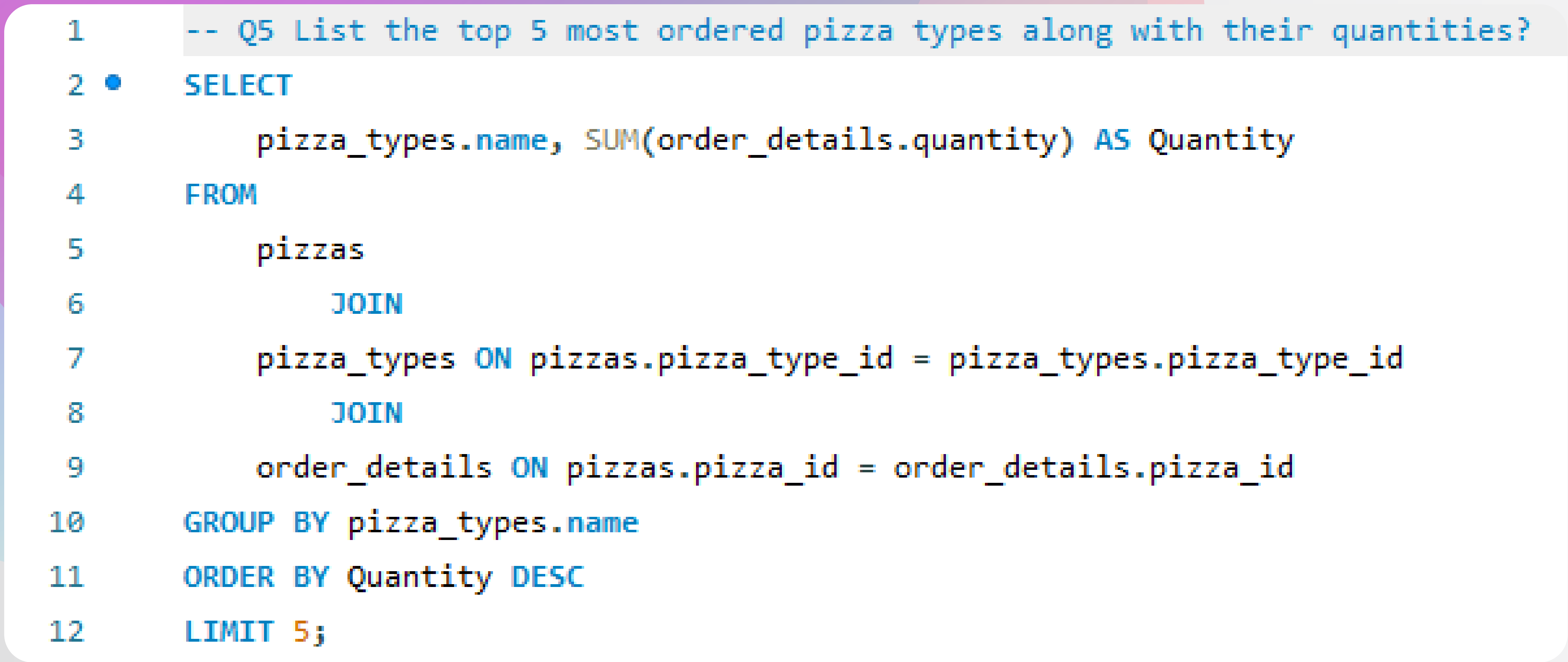


size	order_count
L	18526
M	15385
S	14137
XL	544
XXL	28

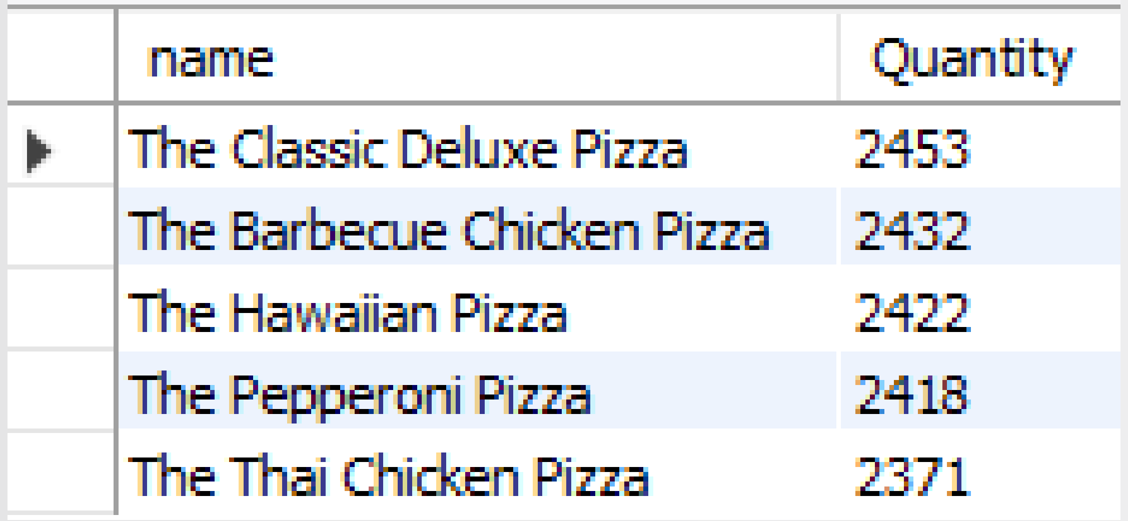


```
-- Q4 Identify the most common pizza size ordered?

SELECT
    pizzas.size, COUNT(order_details.order_details_id) as order_count
FROM
    Pizzas
        JOIN
    order_details ON order_details.pizza_id = pizzas.pizza_id
GROUP BY pizzas.size
ORDER BY COUNT(order_details.order_details_id) DESC;
```

TOP 5 PIZZA TYPES

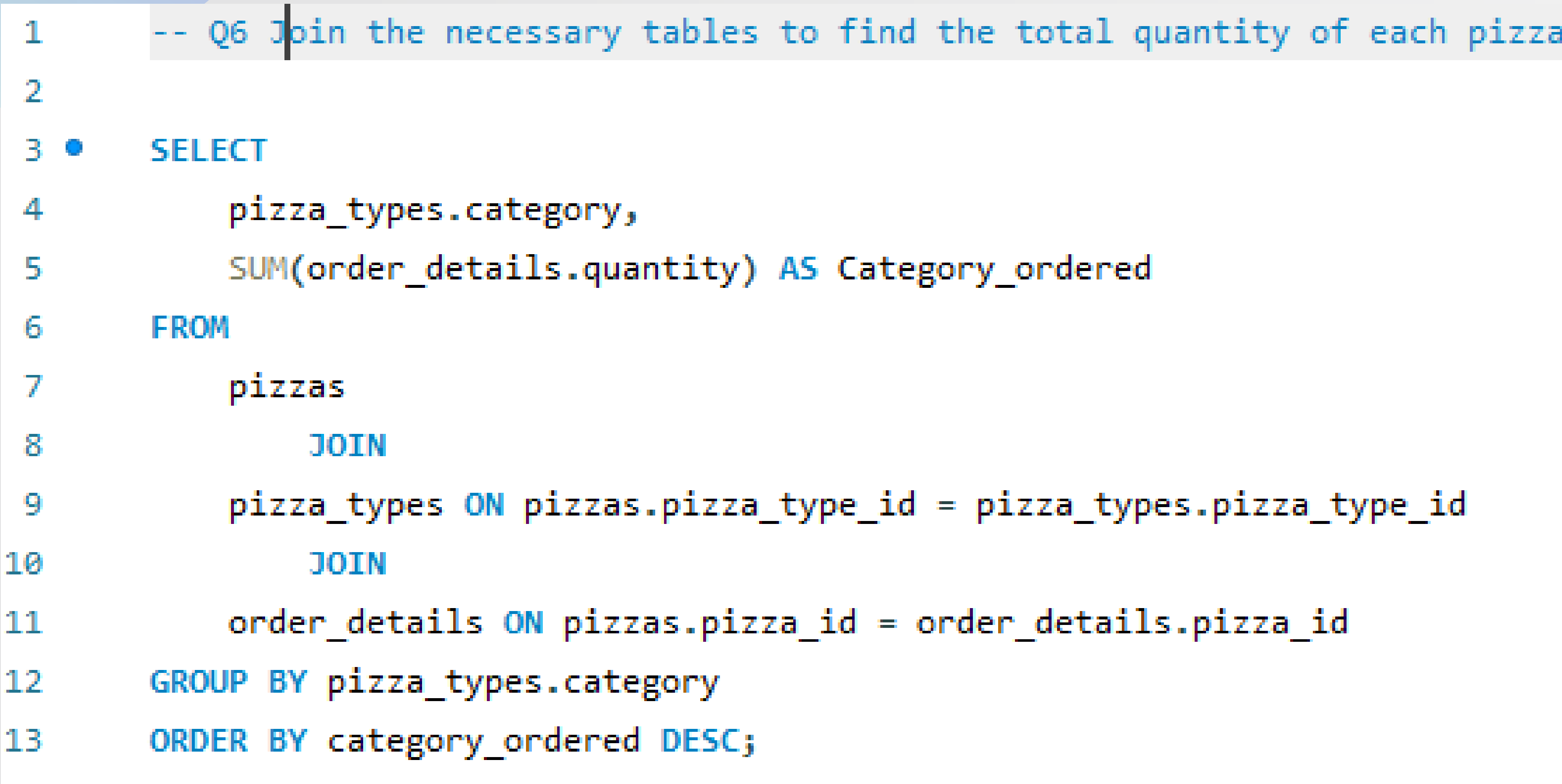


```sql
-- Q5 List the top 5 most ordered pizza types along with their quantities?
SELECT
    pizza_types.name, SUM(order_details.quantity) AS Quantity
FROM
    pizzas
        JOIN
    pizza_types ON pizzas.pizza_type_id = pizza_types.pizza_type_id
        JOIN
    order_details ON pizzas.pizza_id = order_details.pizza_id
GROUP BY pizza_types.name
ORDER BY Quantity DESC
LIMIT 5;
```

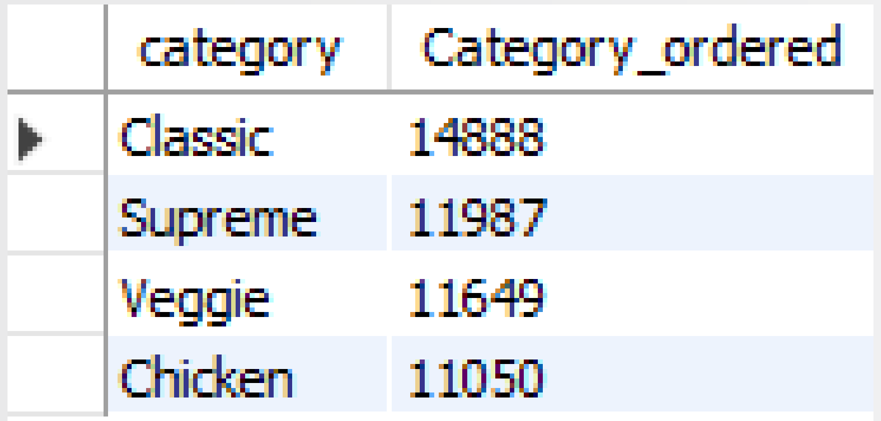


name	Quantity
The Classic Deluxe Pizza	2453
The Barbecue Chicken Pizza	2432
The Hawaiian Pizza	2422
The Pepperoni Pizza	2418
The Thai Chicken Pizza	2371

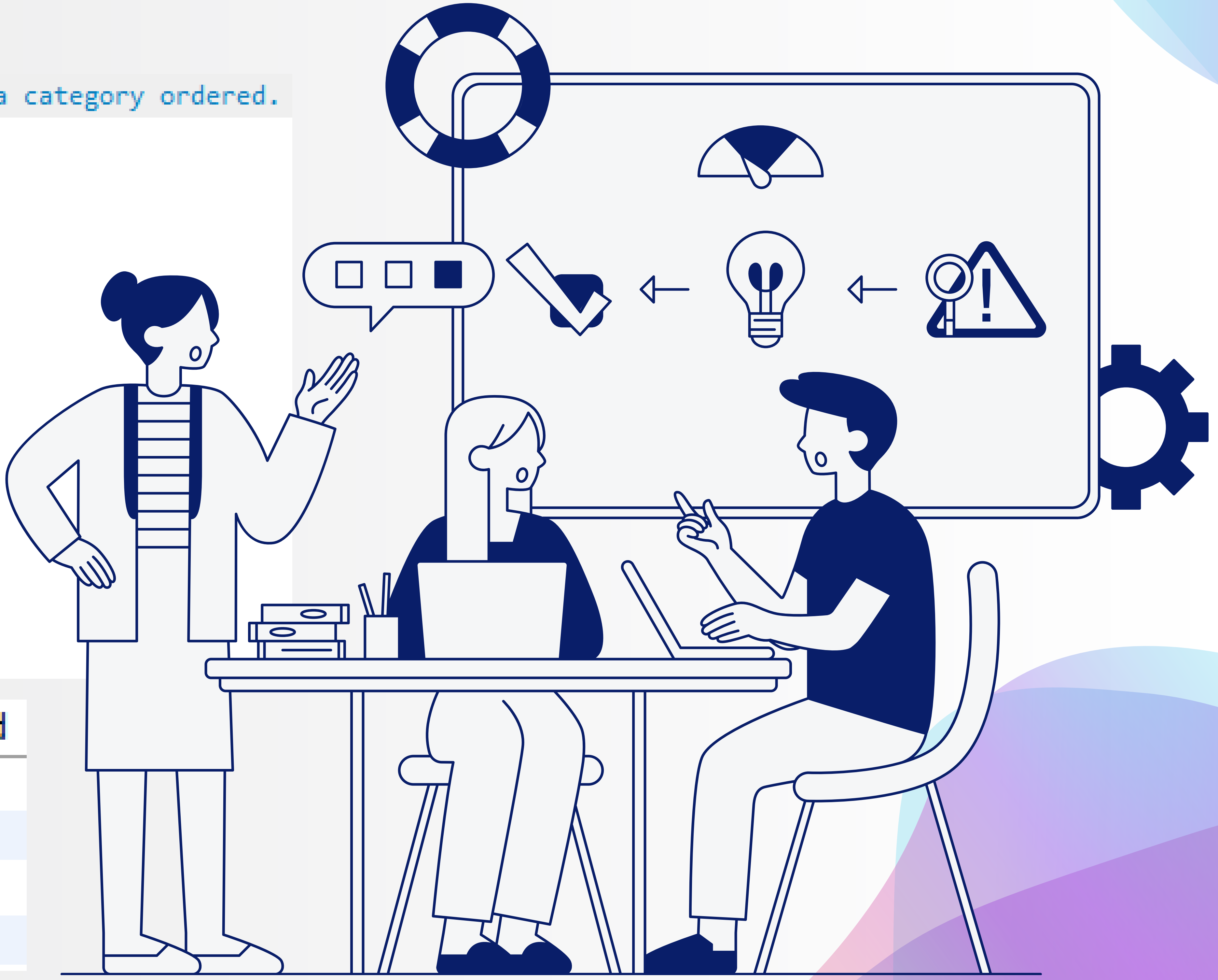
PIZZA SALES OVER CATEGORY



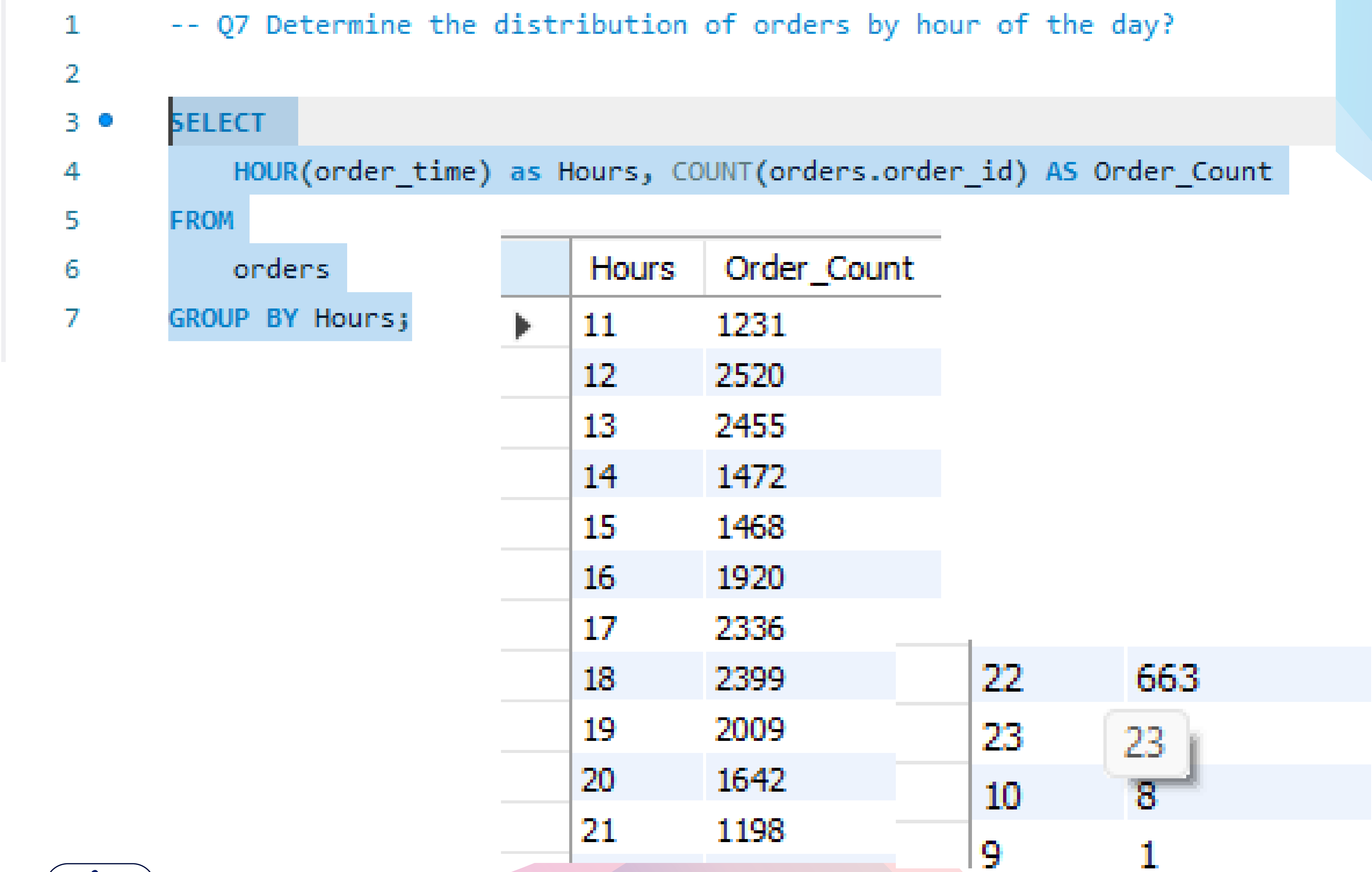
```
-- Q6 Join the necessary tables to find the total quantity of each pizza category ordered.

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



category	Category_ordered
Classic	14888
Supreme	11987
Veggie	11649
Chicken	11050



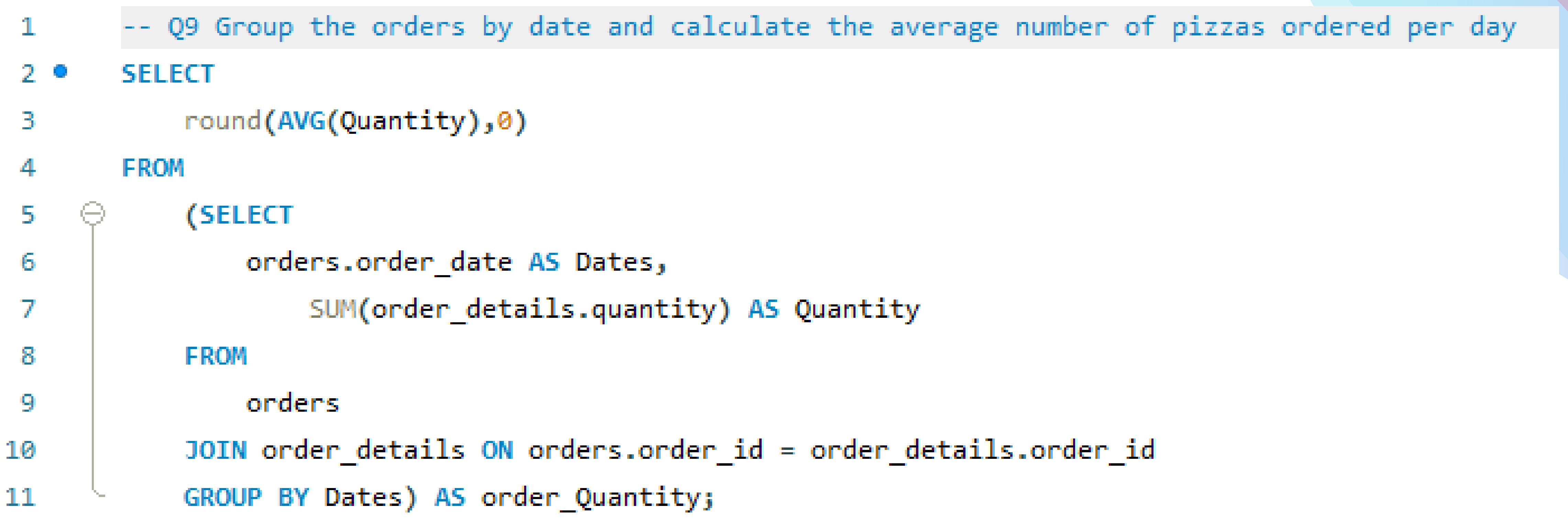
KEY PERFORMANCE INDICATORS (KPI):



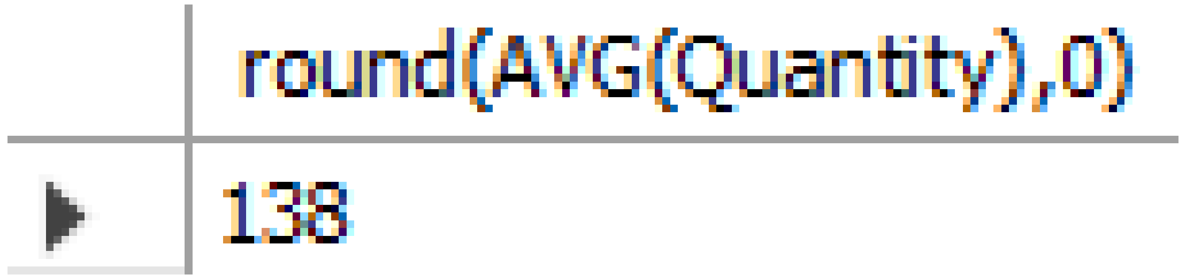
```sql
-- Q7 Determine the distribution of orders by hour of the day?

SELECT
    HOUR(order_time) as Hours, COUNT(orders.order_id) AS Order_Count
FROM
    orders
GROUP BY Hours;
```

Hours	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
23	23
10	8
9	1

KEY PERFORMANCE INDICATORS (KPI):

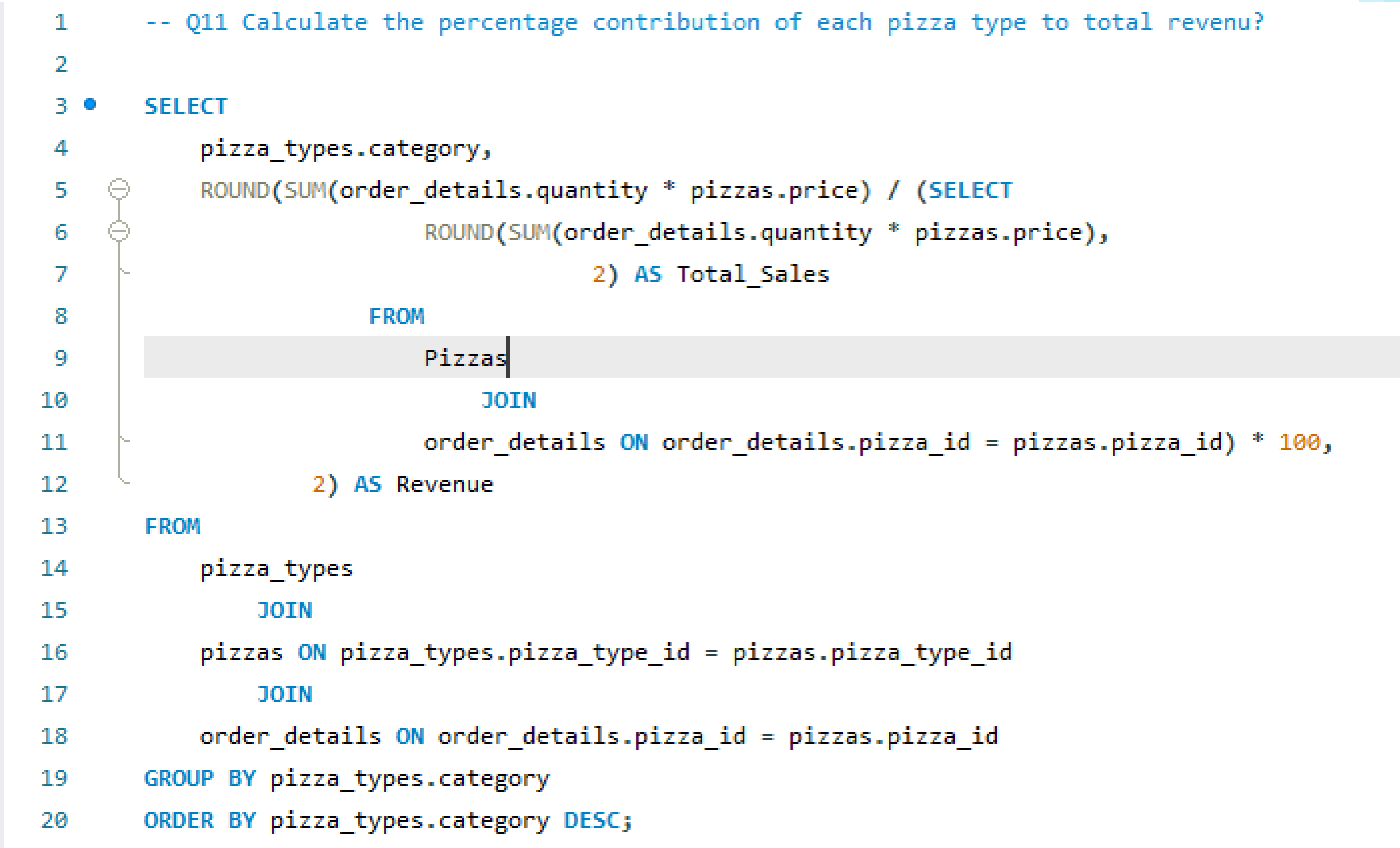


```
-- Q9 Group the orders by date and calculate the average number of pizzas ordered per day
SELECT
    round(AVG(Quantity),0)
FROM
    (SELECT
        orders.order_date AS Dates,
            SUM(order_details.quantity) AS Quantity
    FROM
        orders
    JOIN order_details ON orders.order_id = order_details.order_id
    GROUP BY Dates) AS order_Quantity;
```

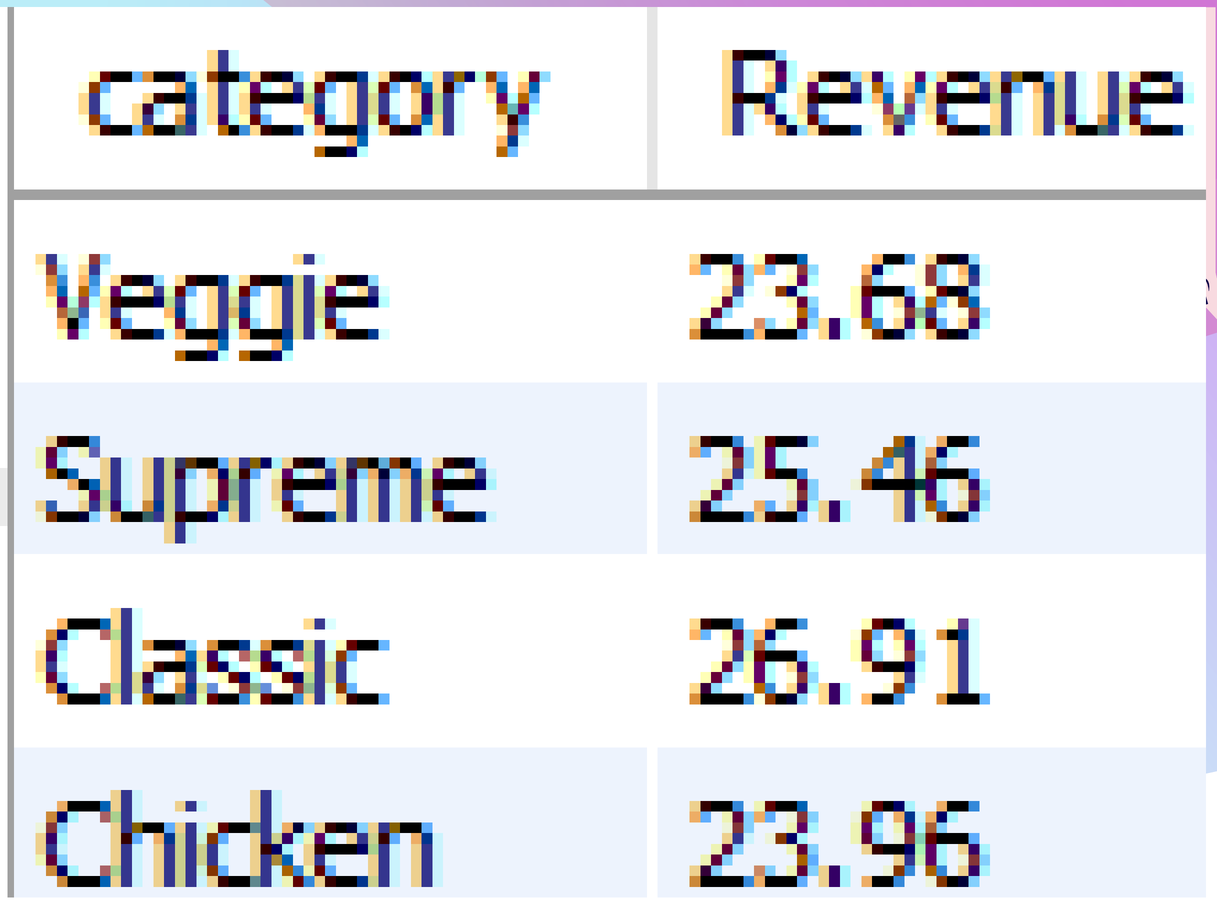


```
round(AVG(Quantity),0)
138
```

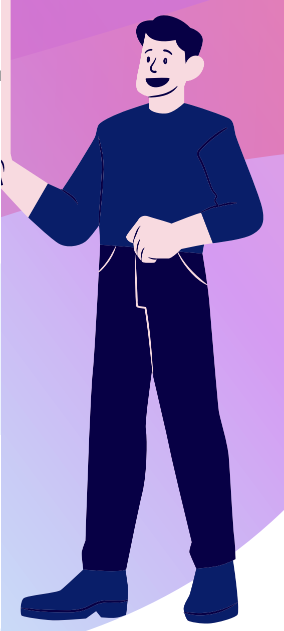
KEY PERFORMANCE INDICATORS (KPI):



```
-- Q11 Calculate the percentage contribution of each pizza type to total revenu?

SELECT
    pizza_types.category,
    ROUND(SUM(order_details.quantity * pizzas.price) / (SELECT
                    ROUND(SUM(order_details.quantity * pizzas.price),
                                2) AS Total_Sales
                FROM
                    Pizzas
                        JOIN
                    order_details ON order_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
    order_details ON order_details.pizza_id = pizzas.pizza_id
GROUP BY pizza_types.category
ORDER BY pizza_types.category DESC;
```



category	Revenue
Veggie	23.68
Supreme	25.46
Classic	26.91
Chicken	23.96



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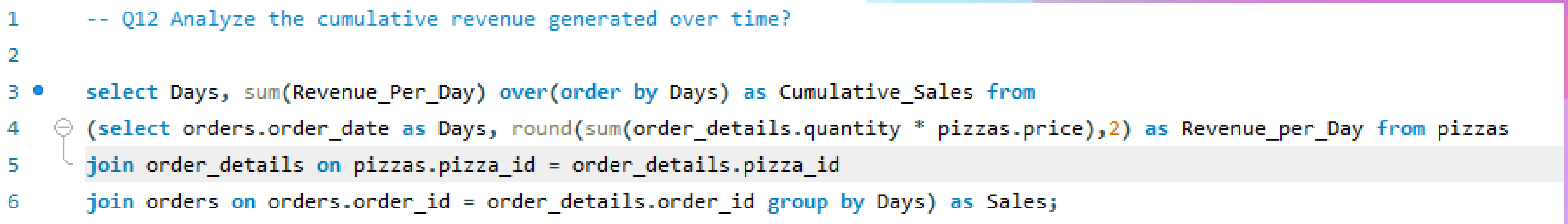
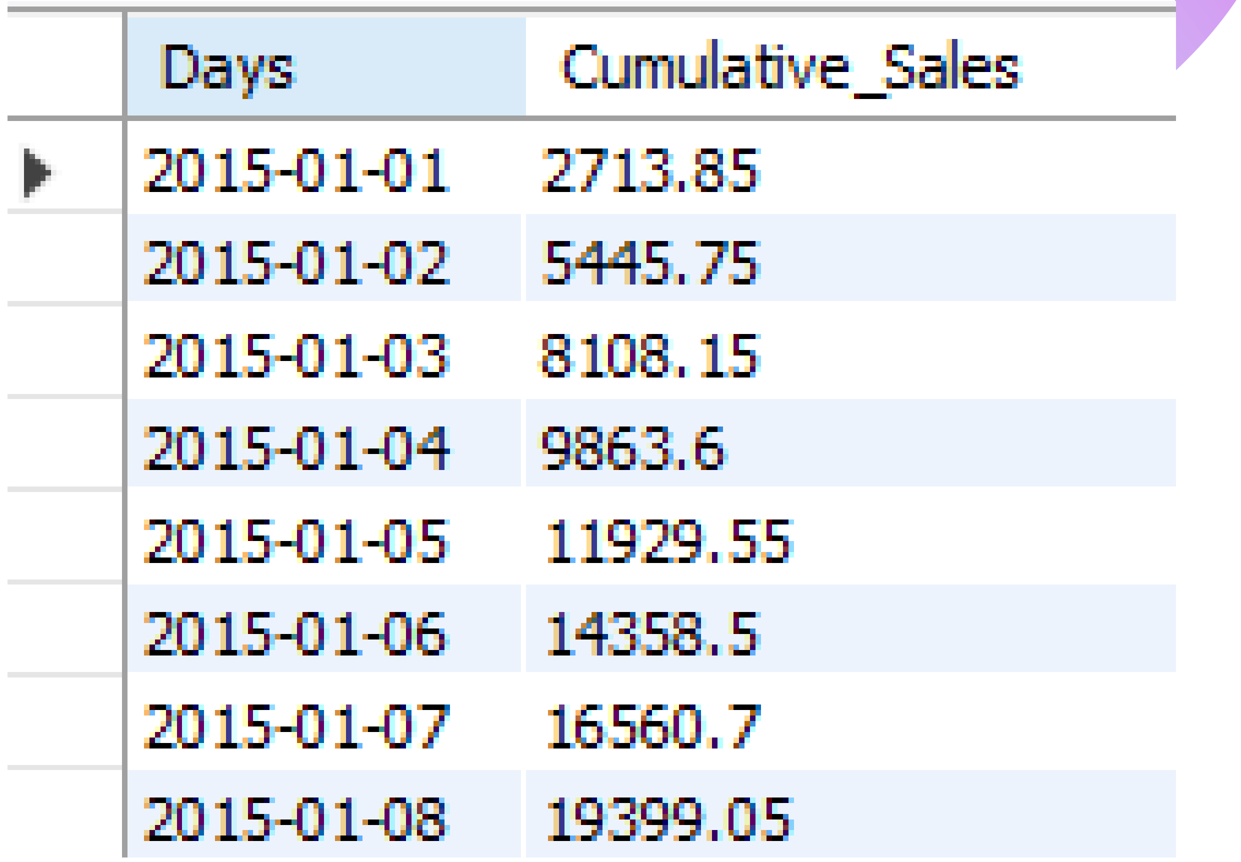


```
-- Q12 Analyze the cumulative revenue generated over time?

select Days, sum(Revenue_Per_Day) over(order by Days) as Cumulative_Sales from
(select orders.order_date as Days, round(sum(order_details.quantity * pizzas.price),2) as Revenue_per_Day from pizzas
join order_details on pizzas.pizza_id = order_details.pizza_id
join orders on orders.order_id = order_details.order_id group by Days) as Sales;
```



Days	Cumulative_Sales
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
2015-01-06	14358.5
2015-01-07	16560.7
2015-01-08	19399.05

Pizza Store Sales

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THANK YOU

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