



PIZZA
SALES

SQL PROJECT

• Lokesh Shukla

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INTRODUCTION

👋 HI, I'M LOKESH SHUKLA!
IN THIS PROJECT, I WORKED WITH
A PIZZA SALES DATASET TO
ANSWER KEY BUSINESS QUESTIONS
SUCH AS - >

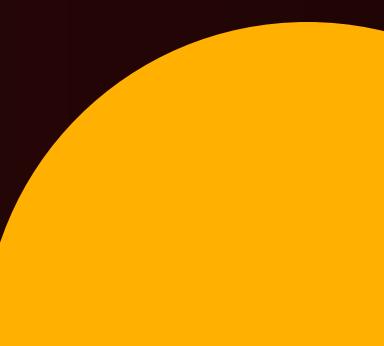


BASIC LEVEL ANALYSIS

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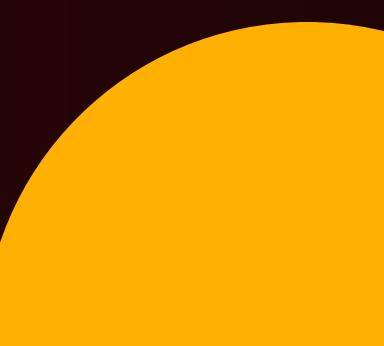
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- 
- 01 Retrieved the total number of orders placed
 - 02 Calculated the total revenue generated from pizza sales
 - 03 Identified the highest-priced pizza
 - 04 Found the most common pizza size ordered
 - 05 Listed the top 5 most ordered pizza types with their quantities
- 



INTERMEDIATE LEVEL ANALYSIS

- 
- 06 Joined multiple tables to find the total quantity of pizzas ordered per category
 - 07 Determined the distribution of orders by hour of the day
 - 08 Found the category-wise distribution of pizzas
 - 09 Calculated the average number of pizzas ordered per day
 - 10 Identified the top 3 pizza types based on revenue
- 



ADVANCED LEVEL ANALYSIS



- 11 Calculated the percentage contribution of each pizza type to total revenue
- 12 Performed cumulative revenue analysis over time
- 13 Found the category-wise distribution of pizzas
- 13 Determined the top 3 pizzas based on revenue for each category



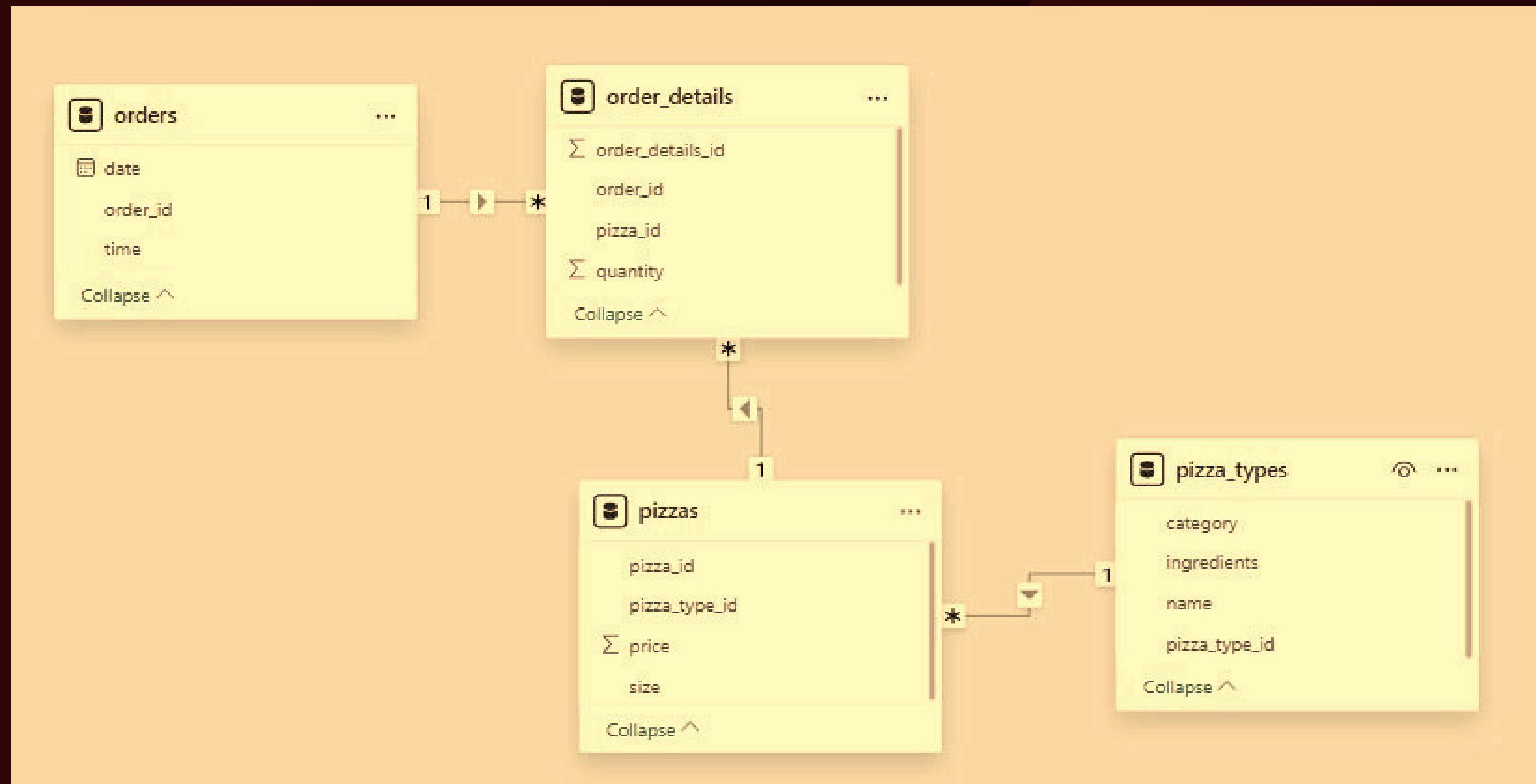
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01

RETRIEVE THE TOTAL NUMBER OF ORDERS PLACED.

```
SELECT  
    COUNT(order_id) AS total_order  
FROM  
    orders;
```

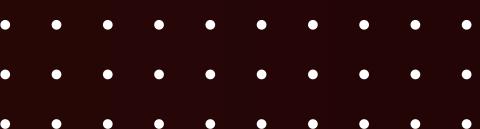
Result Grid	
	total_order
→	21350



CALCULATE THE TOTAL REVENUE GENERATED FROM PIZZA SALES.

```
SELECT  
    ROUND(SUM(quantity * price), 0) AS total_revenue  
FROM  
    order_details AS od  
    JOIN  
    pizzas AS pz ON od.pizza_id = pz.pizza_id;
```

	Result Grid		
	total_revenue		
▶	817860		



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IDENTIFY THE HIGHEST-PRICED PIZZA.

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```
SELECT
  *
FROM
  pizza_types AS pt
  JOIN
  pizzas pz ON pt.pizza_type_id = pz.pizza_type_id
ORDER BY price DESC
LIMIT 1;
```

pizza_type_id	name	category	ingredients	pizza_id	pizza_type_id	size	price
the_greek	The Greek Pizza	Classic	Kalamata Olives, Feta Cheese, Tomatoes, Garli...	the_greek_xx1	the_greek	XXL	35.95



IDENTIFY THE MOST COMMON PIZZA SIZE ORDERED.

`SELECT`

`pz.size, COUNT(od.quantity) as total`

`FROM`

`order_details od`

`JOIN`

`pizzas pz ON od.pizza_id = pz.pizza_id`

`GROUP BY 1`

`ORDER BY 1 ASC;`

	<code>size</code>	<code>total</code>
▶	L	18526
	M	15385
	S	14137
	XL	544
	XXL	28



05

LIST THE TOP 5 MOST ORDERED PIZZA TYPES ALONG WITH THEIR QUANTITIES.

```
SELECT
    pt.name, pt.category, SUM(od.quantity) as Ttl_qty
FROM
    pizza_types AS pt
        JOIN
    pizzas AS pz ON pt.pizza_type_id = pz.pizza_type_id
        JOIN
    order_details AS od ON od.pizza_id = pz.pizza_id
GROUP BY 1 , 2
ORDER BY 3 DESC
LIMIT 5;
```

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



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

```
SELECT
    pt.category, SUM(od.quantity) AS ttl_qty
FROM
    pizza_types AS pt
        JOIN
    pizzas AS pz ON pt.pizza_type_id = pz.pizza_type_id
        JOIN
    order_details AS od ON od.pizza_id = pz.pizza_id
GROUP BY 1
ORDER BY 2 DESC;
```

Result Grid | Filter Rows:

	category	ttl_qty
▶	Classic	14888
	Supreme	11987
	Veggie	11649
	Chicken	11050



07

DETERMINE THE DISTRIBUTION OF ORDERS BY HOUR OF THE DAY.

```
SELECT  
    HOUR(order_time) AS hr, COUNT(order_id) AS ttl_count  
FROM  
    orders  
GROUP BY 1  
ORDER BY 2 DESC;
```

Result Grid		
	hr	ttl_count
▶	12	2520
	13	2455
	18	2399
	17	2336
	19	2009
	16	1920
	20	1642
	14	1472
	15	1468
	11	1231
	21	1198
	22	663
	23	28
	10	8
	9	1



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

```
SELECT  
    category, COUNT(name) count  
FROM  
    pizza_types  
GROUP BY 1;
```

Result Grid | Filter Row

	category	count
▶	Chicken	6
	Classic	8
	Supreme	9
	Veggie	9



09

GROUP THE ORDERS BY DATE AND CALCULATE THE AVERAGE NUMBER OF PIZZAS ORDERED PER DAY.

```
SELECT
    ROUND(AVG(qty), 0) avg_pizza_order
FROM
    (
        SELECT
            o.order_date, SUM(od.quantity) AS qty
        FROM
            orders o
        JOIN order_details od ON o.order_id = od.order_id
        GROUP BY 1) AS order_quality;
```

Result Grid | Filter Rows:

	avg_pizza_order
▶	138



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

```
SELECT
    pt.name, SUM(quantity * price) AS revenue
FROM
    pizza_types AS pt
    JOIN
    pizzas AS pz ON pt.pizza_type_id = pz.pizza_type_id
    JOIN
    order_details od ON od.pizza_id = pz.pizza_id
GROUP BY name
ORDER BY 2 DESC
LIMIT 3;
```

Result Grid | Filter Rows:

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



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CALCULATE THE PERCENTAGE CONTRIBUTION OF EACH PIZZA TYPE TO TOTAL REVENUE.

```
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,
    1) 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;
```

Result Grid		
	category	revenue
▶	Classic	26.9
	Supreme	25.5
	Chicken	24
	Veggie	23.7



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ANALYZE THE CUMULATIVE REVENUE GENERATED OVER TIME.

```
select order_date,  
round(revenue,0) as revenue,  
round(sum(revenue) over(order by order_date),0) 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 1  
order by 1) as sales;
```

	order_date	revenue	cum_revenue
▶	2015-01-01	2714	2714
	2015-01-02	2732	5446
	2015-01-03	2662	8108
	2015-01-04	1755	9864
	2015-01-05	2066	11930
	2015-01-06	2429	14358
	2015-01-07	2202	16561
	2015-01-08	2838	19399
	2015-01-09	2127	21526
	2015-01-10	2464	23990
	2015-01-11	1872	25863
	2015-01-12	1919	27782
	2015-01-13	2050	29831
	2015-01-14	2527	32359



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

```
select name,category, round(revenue) as 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;
```

Result Grid			
	name	category	revenue
	The Thai Chicken Pizza	Chicken	43434
	The Barbecue Chicken Pizza	Chicken	42768
	The California Chicken Pizza	Chicken	41410
	The Classic Deluxe Pizza	Classic	38180
	The Hawaiian Pizza	Classic	32273
	The Pepperoni Pizza	Classic	30162
	The Spicy Italian Pizza	Supreme	34831
	The Italian Supreme Pizza	Supreme	33477
	The Sicilian Pizza	Supreme	30940
	The Four Cheese Pizza	Veggie	32266
	The Mexicana Pizza	Veggie	26781
	The Five Cheese Pizza	Veggie	26066



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THANK YOU

FOR ATTENTION

- PIZZA SALES PRESENTATION