

# Pizza Restaurant Insights

Report by **Mahir Ashef**



# Description

In this demo project we are provided with 4 csv files containing data on the products sold by a pizza restaurant and their orders. We are also given 13 questions to gain insights of business importance and operational efficiency.

We are using mySQL RDBMS to setup the database and query relevant information from the database.



# Questions Asked

1. Retrieve the total number of orders placed.
2. Calculate the total revenue generated from pizza sales.
3. Identify the highest-priced pizza.
4. Identify the most common pizza size ordered.
5. List the top 5 most ordered pizza types along with their quantities.
6. Find the total quantity of each pizza category ordered.
7. Determine the distribution of orders by hour of the day.
8. Find the category-wise distribution of pizzas.
9. Group the orders by date and calculate the average number of pizzas ordered per day.
10. Determine the top 3 most ordered pizza types based on revenue.
11. Calculate the percentage contribution of each pizza type to total revenue.
12. Analyze the cumulative revenue generated over time.
13. Determine the top 3 most ordered pizza types based on revenue for each pizza category.



# Database Structure

## pizzas

- **pizza\_id**
- **pizza\_type\_id**
  - size
  - Price

96 Entries

## pizza\_types

- **pizza\_type\_id**
  - name
  - category
  - ingredients

32 Entries

## orders

- **order\_id**
- order\_date
- order\_time

21350 Entries

## order\_details

- **order\_details\_id**
  - **order\_id**
  - **pizza\_id**
  - quantity

48620 Entries



Primary Key



Foreign Key

## Q1. Retrieve the total number of orders placed.

A total of **21350 orders** were placed till date.

## Q2. Calculate the total revenue generated from pizza sales

A total of **817860.05 USD** was generated till date

## Q3. Identify the highest-priced pizza.

The highest priced pizza is “**The Greek Pizza**” and it costs 35.95 USD



## Q4. Identify the most common pizza size ordered

Pizza sizes ordered by their number of orders are as below.

Size	Number of Orders
L	18956
M	15635
S	14403
XL	552
XXL	28



## Q5. List the top 5 most ordered pizza types along with their quantities

Top 5 most ordered pizza types along with their quantities are as below.

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



## Q6. Find the total quantity of each pizza category ordered.

Quantities of each pizza categories are as below.

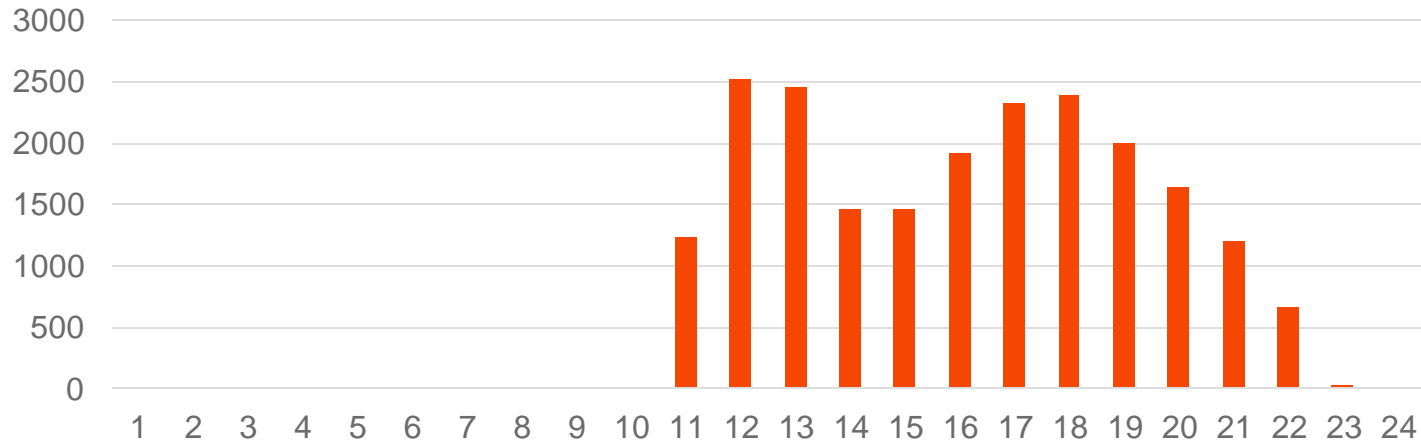
Category	Quantities ordered
Classic	14888
Supreme	11987
Veggie	11649
Chicken	11050





## Q7. Determine the distribution of orders by hour of the day.

Distribution of orders by hour of day looks as below



## Q8. Find the category-wise distribution of pizzas.

Category wise distribution of pizzas looks as below

Category	No. of Pizzas
Chicken	6
Classic	8
Supreme	9
Veggie	9



## Q9. Calculate the average number of pizzas ordered per day.

Average Number of pizzas ordered per day 138

## Q10. Determine the top 3 most ordered pizza types based on revenue.

Top 3 types of pizzas are as below

Pizza Type	Revenue
thai_ckn_l	29258
five_cheese_l	26066
four_cheese_l	23622

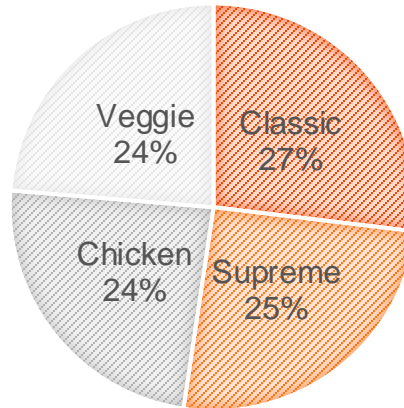


## Q11. Calculate the percentage contribution of each pizza category to total revenue.

Percentage contribution looks as below

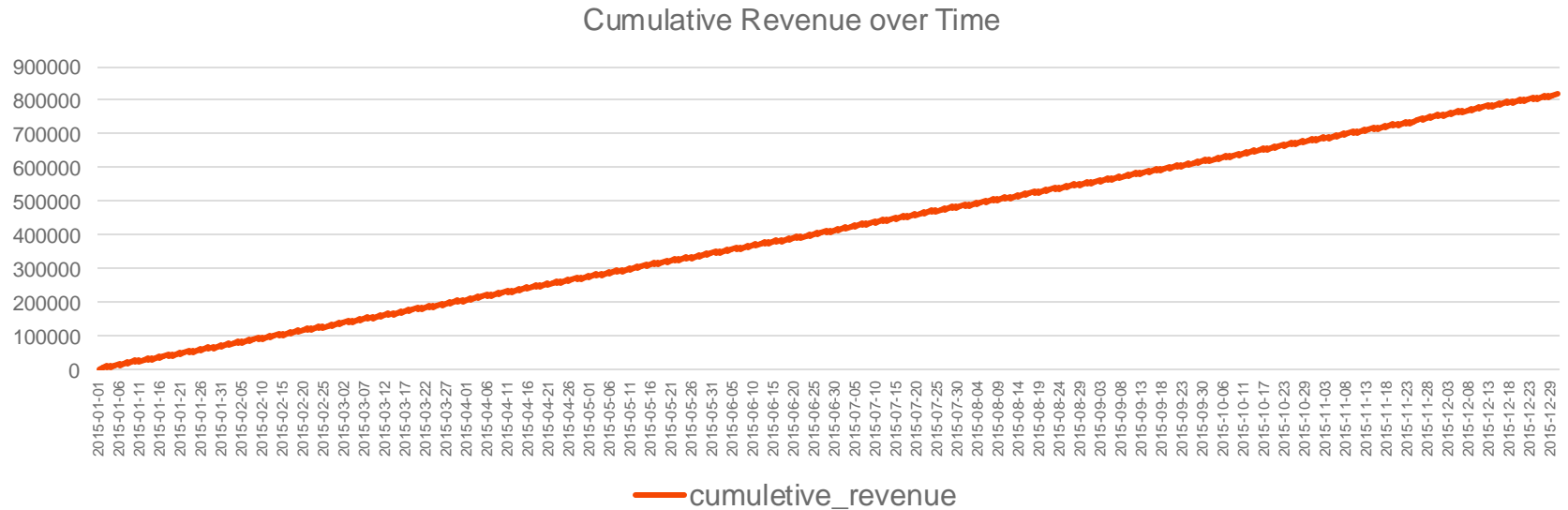
### CONTRIBUTION

■ Classic ■ Supreme ■ Chicken ■ Veggie



## Q12. Analyse the cumulative revenue generated over time.

Cumulative revenue generated looks as below



## Q12. Determine the top 3 most ordered pizza types based on revenue for each pizza category

Top 3 most ordered pizza for each category based on revenue is as below.

Category	Name	Revenue
Chicken	The Thai Chicken Pizza	43434.25
Chicken	The Barbecue Chicken Pizza	42768
Chicken	The California Chicken Pizza	41409.5
Classic	The Classic Deluxe Pizza	38180.5
Classic	The Hawaiian Pizza	32273.25
Classic	The Pepperoni Pizza	30161.75
Supreme	The Spicy Italian Pizza	34831.25
Supreme	The Italian Supreme Pizza	33476.75
Supreme	The Sicilian Pizza	30940.5
Veggie	The Four Cheese Pizza	32265.7
Veggie	The Mexicana Pizza	26780.75
Veggie	The Five Cheese Pizza	26066.5

# Thanks!

**This is a demo SQL project.**

If you have any questions regarding replicating this  
please Email me at -

[ashef.ruet15@gmail.com](mailto:ashef.ruet15@gmail.com)



You can also visit – [mahirashef.com](http://mahirashef.com)