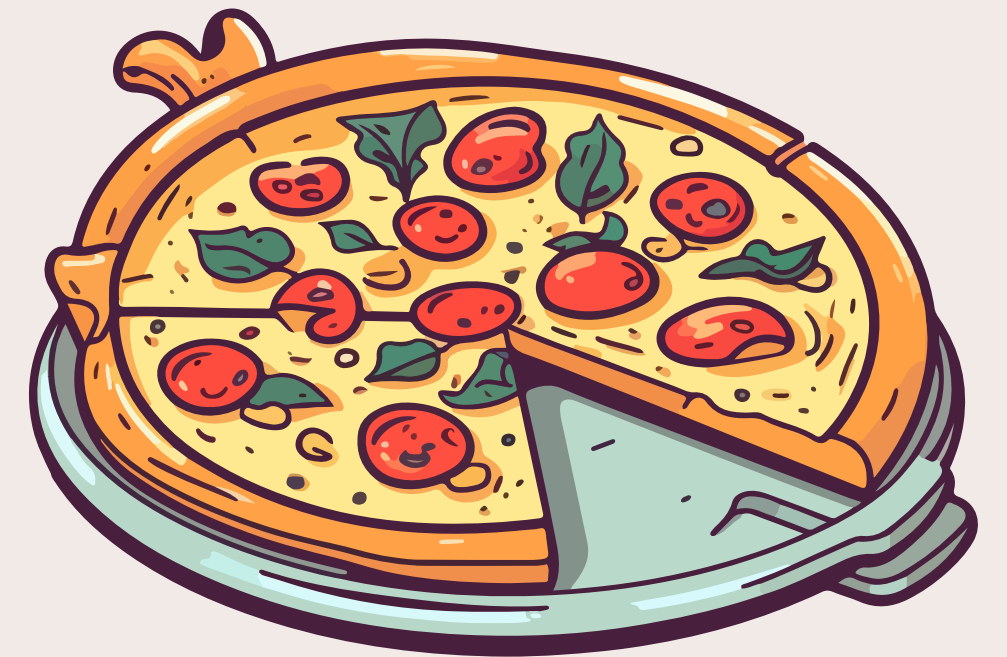


pizza Hut



SQL SALES REPORT



Analyzing Pizza Hut Sales Data Through SQL Analysis

Key Findings

- Highlight top-selling pizzas like Italian Supreme (₹8.84), Mexicana (₹6.93), and Thai Chicken (₹6.62), along with peak order times at 12 PM (2520 orders), 1 PM (2455 orders), and 6 PM (2399 orders).

Utilizing SQL for Data-Driven Decision Making

Benefits: Understanding customer preferences, optimizing inventory management, and enhancing business strategies.



Q : Identify the highest priced pizza. 🍕

```
SELECT
    pt.name, p.price
FROM
    pizza_types pt
join pizzas p on pt.pizza_type_id = p.pizza_type_id
order by p.price desc
limit 1;
```

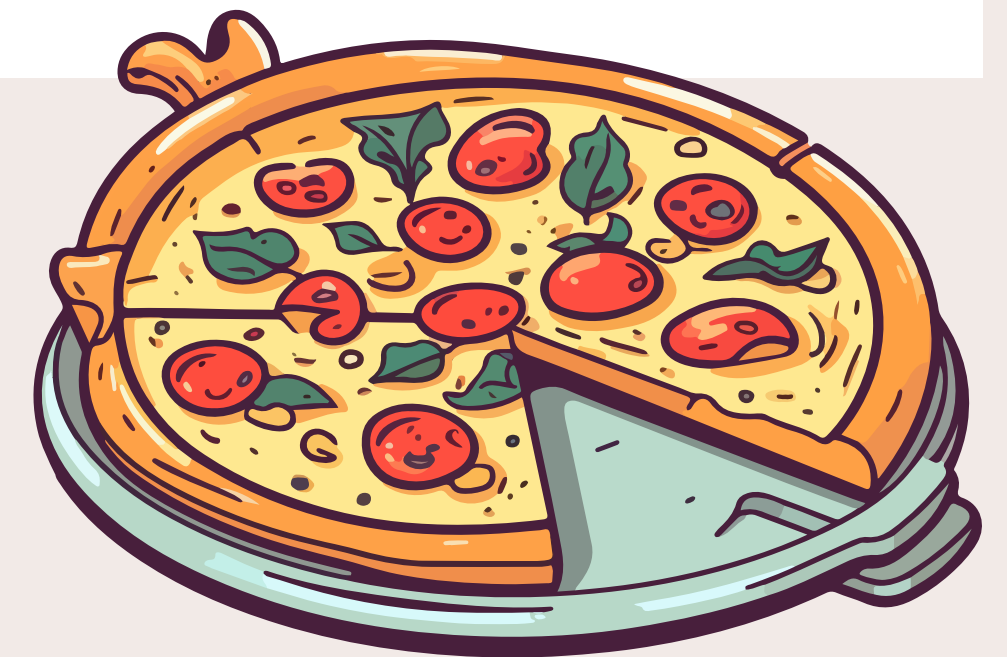
name	price
The Greek Pizza	35.95



Q : Calculate the total revenue generated from pizza sales ?

```
SELECT
  CONCAT('$ ', FORMAT(SUM(order_details.quantity * pizzas.price),2)) AS Total_Revenue
FROM
  order_details
JOIN
  pizzas ON order_details.pizza_id = pizzas.pizza_id;
```

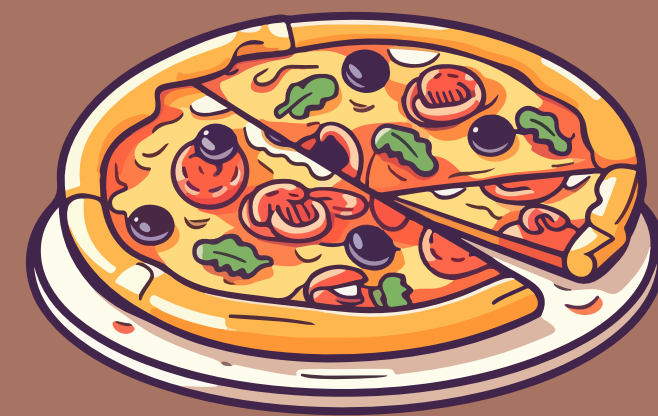
Total_Revenue
\$ 817,860.05



Q : List the top 5 most ordered pizza types along with their quantities ?

```
SELECT
    pt.name,
    FORMAT(SUM(od.quantity), 0) AS quantity
FROM
    pizza_types pt
JOIN
    pizzas p ON pt.pizza_type_id = p.pizza_type_id
JOIN
    order_details od ON od.pizza_id = p.pizza_id
GROUP BY
    pt.name
ORDER BY
    SUM(od.quantity) DESC
LIMIT 5;
```

name	quantity
The Classic Deluxe Pizza	2,453
The Barbecue Chicken Pizza	2,432
The Hawaiian Pizza	2,422
The Pepperoni Pizza	2,418
The Thai Chicken Pizza	2,371



Q : Group the orders by date and calculate the average number of pizzas ordered per day.

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



Avg_Order_Quantity

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Q : Determine the distribution of orders by hour of the day.

```
• SELECT
    HOUR(order_time), COUNT(order_id) AS Order_Count
FROM
    orders
GROUP BY HOUR(order_time)
ORDER BY Order_Count DESC;
```

	HOUR(order_time)	Order_Count
▶	12	2520
	13	2455
	18	2399
	17	2336
	19	2009
	16	1920
	20	1642
	14	1472
	15	1468
	11	1231
	21	1198



Q : Calculate the percentage contribution of each pizza type to total revenue.

```
SELECT
  pt.category,
  CONCAT(
    ROUND(
      (SUM(od.quantity * p.price) /
       (SELECT SUM(od_inner.quantity * p_inner.price)
        FROM order_details od_inner
        JOIN pizzas p_inner ON od_inner.pizza_id = p_inner.pizza_id)
      ) * 100, 2
    ), '%'
  ) AS revenue_percentage
FROM
  pizza_types pt
JOIN
  pizzas p ON p.pizza_type_id = pt.pizza_type_id
JOIN
  order_details od ON od.pizza_id = p.pizza_id
GROUP BY
  pt.category
ORDER BY
  revenue_percentage DESC;
```



category	revenue_percentage
Classic	26.91%
Supreme	25.46%
Chicken	23.96%
Veggie	23.68%

Q : Determine the top 3 most ordered pizza types based on revenue for each pizza category. 🍕

```
SELECT name,  
       CONCAT('$ ', FORMAT(revenue, 1)) AS revenue  
FROM (  
  SELECT pt.category,  
         pt.name,  
         SUM(od.quantity * p.price) AS revenue,  
         RANK() OVER (  
           PARTITION BY pt.category  
           ORDER BY SUM(od.quantity * p.price) DESC  
         ) AS rn  
  FROM pizza_types pt  
  JOIN pizzas p ON pt.pizza_type_id = p.pizza_type_id  
  JOIN order_details od ON od.pizza_id = p.pizza_id  
  GROUP BY pt.category,  
           pt.name  
) AS ranked_pizzas  
WHERE rn <= 3;
```

name	revenue
The Thai Chicken Pizza	\$ 43,434.2
The Barbecue Chicken Pizza	\$ 42,768.0
The California Chicken Pizza	\$ 41,409.5
The Classic Deluxe Pizza	\$ 38,180.5
The Hawaiian Pizza	\$ 32,273.2
The Pepperoni Pizza	\$ 30,161.8
The Spicy Italian Pizza	\$ 34,831.2
The Italian Supreme Pizza	\$ 33,476.8
The Sicilian Pizza	\$ 30,940.5
The Four Cheese Pizza	\$ 32,265.7
The Mexicana Pizza	\$ 26,780.8
The Five Cheese Pizza	\$ 26,066.5



KEY INSIGHTS



- Popular Pizza Types and Revenue Contribution
 - Italian Supreme (8.84 %), Mexicana (6.93 %), Thai Chicken (6.62 %) : These pizzas not only have high sales volumes but also contribute significantly to total revenue due to their higher prices.
- Peak Order Times and Customer Behavior
 - Peak Orders at 12 PM (2520), 1 PM (2455), 6 PM (2399): Customers tend to place the highest number of orders around midday and early evening, indicating busy lunch and dinner periods.