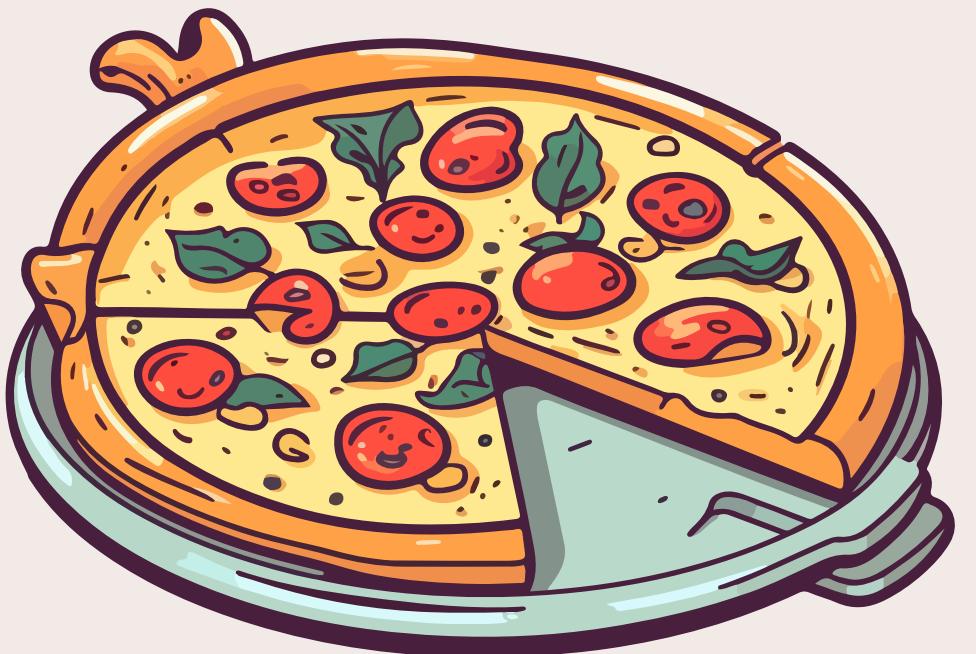


pizza Hut



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.

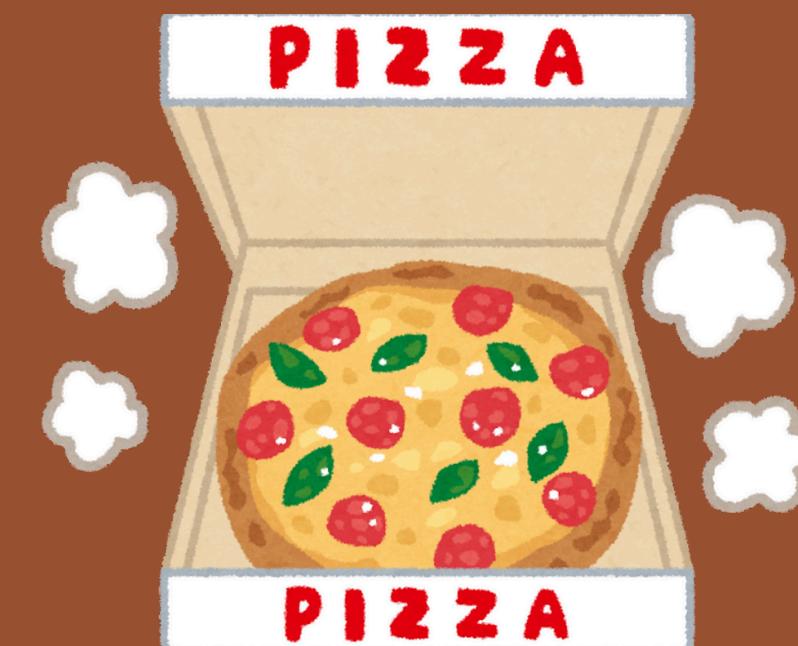


Q : Identify the highest priced pizza.



```
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;
```

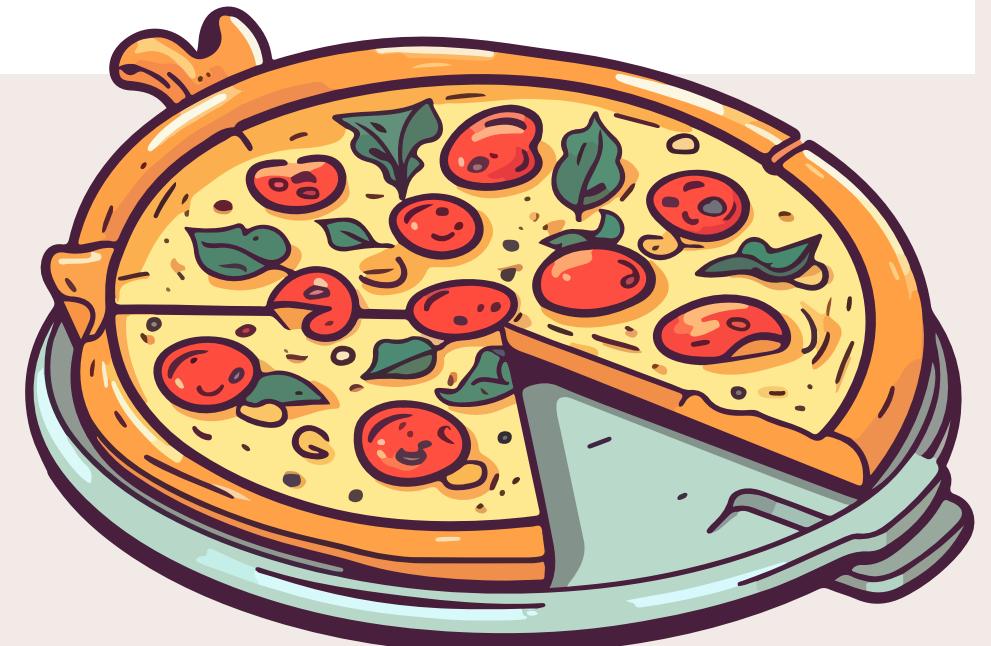
name	price
The Greek Pizza	35.95



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
138

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

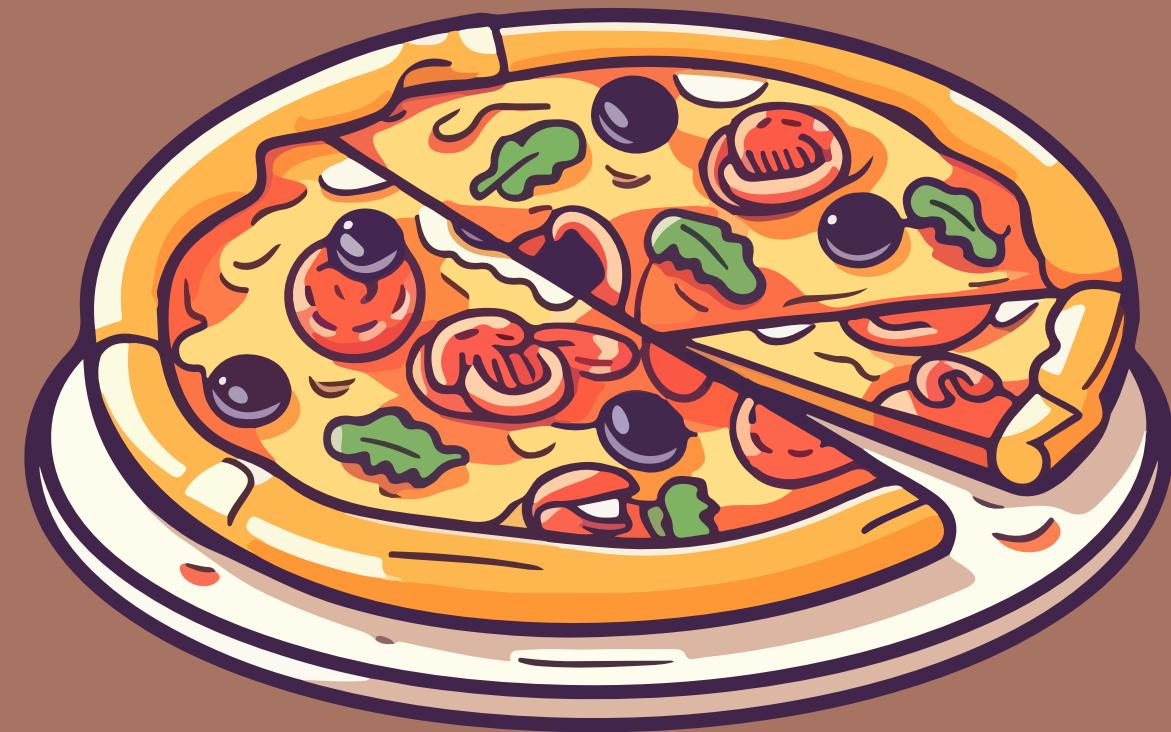
- ```
SELECT
 HOUR(order_time), COUNT(order_id) AS Order_Count
FROM
 orders
GROUP BY HOUR(order_time)
ORDER BY Order_Count DESC;
```



| 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.