



# PIZZA SALES

PRESENTED BY:  
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# WHAT ABOUT ?

## ANALYSIS USING SQL

1

Made this simple  
analytics project  
using SQL

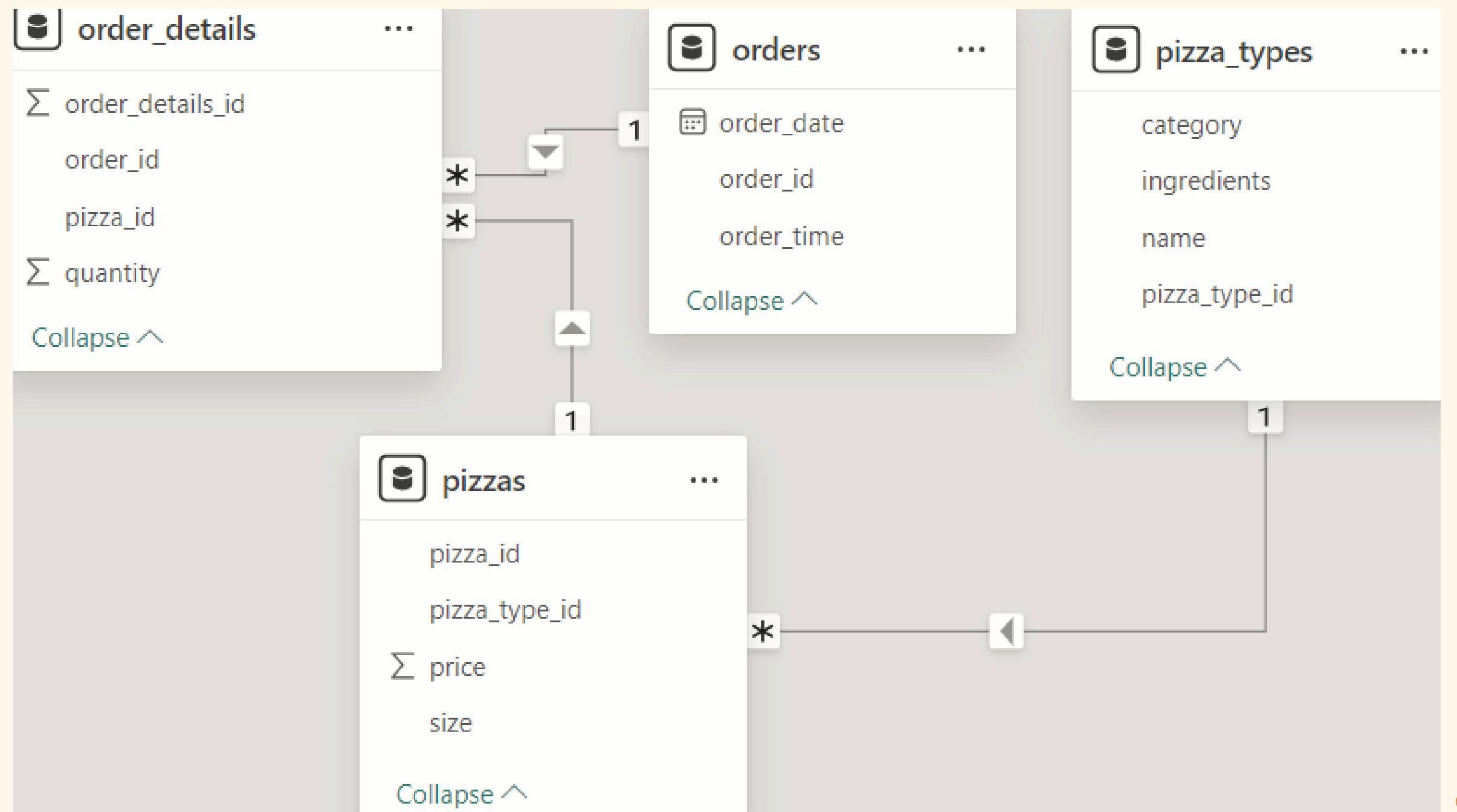
2

Dataset provides  
comprehensive  
information about  
pizza orders,  
focusing on sales,  
order details, and  
pizza specifications.

3

It is structured  
across four tables,  
each capturing  
different aspects of  
the business  
operations

# MODEL VIEW



# RETRIEVE THE TOTAL NUMBER OF ORDERS PLACED.

```
-- From `order_details` table
SELECT
    COUNT(DISTINCT (order_id)) AS 'Total Orders'
FROM
    order_details;

-- From `order` table
SELECT
    COUNT(*) AS 'Total Orders'
FROM
    orders;
```

Result Grid	
	Total Orders
▶	21350

# CALCULATE THE TOTAL REVENUE GENERATED FROM PIZZA SALES.

```
SELECT  
    ROUND(SUM(od.quantity * p.price), 2) AS 'Total Revenue'  
FROM  
    order_details od  
    INNER JOIN  
    pizzas p ON od.pizza_id = p.pizza_id;
```

Result Grid	
Total	Revenue
▶	817860.05



# IDENTIFY THE HIGHEST-PRICED PIZZA.

```
SELECT pt.name AS 'Highest-priced pizza', p.price AS Price  
FROM pizza_types pt  
INNER JOIN pizzas p ON pt.pizza_type_id = p.pizza_type_id  
ORDER BY 2 DESC  
LIMIT 1;
```

Result Grid | Filter Rows

	Highest-priced pizza	Price
	The Greek Pizza	35.95





# IDENTIFY THE MOST COMMON PIZZA SIZE ORDERED.

SELECT

```
p.size AS 'Most-common Pizza Size Ordered',  
COUNT(od.quantity) AS 'Total Count'
```

FROM

```
pizzas p
```

INNER JOIN

```
order_details od ON p.pizza_id = od.pizza_id
```

GROUP BY 1

ORDER BY 2 DESC;

Most-common Pizza Size Ordered	Total Count
L	18526
M	15385
S	14137
XL	544
XXL	28



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

**SELECT**

```
pt.name AS 'Most-ordered Pizza Types',  
SUM(od.quantity) AS 'Total Quantity'
```

**FROM**

```
pizzas p
```

**INNER JOIN**

```
pizza_types pt ON p.pizza_type_id = pt.pizza_type_id
```

**INNER JOIN**

```
order_details od ON p.pizza_id = od.pizza_id
```

**GROUP BY 1**

**ORDER BY 2 DESC**

**LIMIT 5;**

Most-ordered Pizza Types	Total Quantity
The Classic Deluxe Pizza	2453
The Barbecue Chicken Pizza	2432
The Hawaiian Pizza	2422
The Pepperoni Pizza	2418
The Thai Chicken Pizza	2371



# FIND THE TOTAL QUANTITY OF EACH PIZZA CATEGORY ORDERED.

SELECT

```
pt.category AS 'Pizza Category',  
SUM(od.quantity) AS 'Total Quantity'
```

FROM

```
pizzas p  
INNER JOIN  
pizza_types pt ON p.pizza_type_id = pt.pizza_type_id  
INNER JOIN  
order_details od ON p.pizza_id = od.pizza_id
```

GROUP BY 1

ORDER BY 2 DESC;

Pizza Category	Total Quantity
Classic	14888
Supreme	11987
Veggie	11649
Chicken	11050



# DETERMINE THE DISTRIBUTION OF ORDERS BY HOUR OF THE DAY.

```
SELECT  
    HOUR(order_time) AS 'Day Hour',  
    COUNT(order_id) AS 'Orders Count'  
FROM  
    orders  
GROUP BY 1  
ORDER BY 1;
```

Day Hour	Orders Count
9	1
10	8
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	28

# FIND THE CATEGORY-WISE DISTRIBUTION OF PIZZAS.

```
SELECT  
    category AS 'Pizza Category', COUNT(*) AS 'Count'  
FROM  
    pizza_types  
GROUP BY 1;
```

Result Grid | Filter R

Pizza Category	Count
Chicken	6
Classic	8
Supreme	9
Veggie	9



# CALCULATE THE AVERAGE NUMBER OF PIZZAS ORDERED PER DAY.

```
SELECT  
    ROUND(AVG(quantity), 0) AS 'Average Number of Pizzas Ordered Per Day'  
FROM  
    (SELECT  
        o.order_date, SUM(od.quantity) AS 'quantity'  
    FROM  
        orders o  
    INNER JOIN order_details od ON o.order_id = od.order_id  
    GROUP BY 1) pizzas_ordered_per_day;
```

Average Number of Pizzas Ordered Per Day
138



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

SELECT

```
pt.name AS 'Pizza Name',  
SUM(od.quantity * p.price) AS 'Revenue'
```

FROM

```
order_details od
```

```
INNER JOIN
```

```
pizzas p ON od.pizza_id = p.pizza_id
```

```
INNER JOIN
```

```
pizza_types pt ON p.pizza_type_id = pt.pizza_type_id
```

GROUP BY 1

ORDER BY 2 DESC

LIMIT 3;

Pizza Name	Revenue
The Thai Chicken Pizza	43434.25
The Barbecue Chicken Pizza	42768
The California Chicken Pizza	41409.5

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

SELECT

```
pt.category AS 'Pizza Category',
ROUND(SUM(od.quantity * p.price) / (SELECT
                                         SUM(od.quantity * p.price)
                                         FROM
                                         order_details od
                                         INNER JOIN
                                         pizzas p ON od.pizza_id = p.pizza_id) * 100,
2) AS '% of Total Revenue'
```

FROM

```
order_details od
INNER JOIN
pizzas p ON od.pizza_id = p.pizza_id
INNER JOIN
pizza_types pt ON p.pizza_type_id = pt.pizza_type_id
```

GROUP BY 1

ORDER BY 2 DESC;

Pizza Category	% of Total Revenue
Classic	26.91
Supreme	25.46
Chicken	23.96
Veggie	23.68

# ANALYZE THE CUMULATIVE REVENUE GENERATED OVER TIME.

SELECT

```
order_date,  
ROUND(SUM(Revenue) OVER(ORDER BY order_date), 2) AS 'Cumulative Revenue'
```

FROM

(SELECT

```
o.order_date, SUM(od.quantity*p.price) AS 'Revenue'
```

FROM

```
order_details od
```

```
INNER JOIN pizzas p ON od.pizza_id = p.pizza_id
```

```
INNER JOIN orders o ON od.order_id = o.order_id
```

```
GROUP BY 1) sales_per_day;
```

order_date	Cumulative Revenue
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

• • • •

order_date	Cumulative Revenue
2015-12-27	810615.8
2015-12-28	812253
2015-12-29	813606.25
2015-12-30	814944.05
2015-12-31	817860.05



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

```
SELECT category, name, Revenue
FROM
(SELECT
category, name, Revenue,
RANK() OVER(PARTITION BY category ORDER BY Revenue DESC) AS rnk
FROM
(SELECT pt.category, pt.name,
ROUND(SUM(od.quantity*p.price),2) AS 'Revenue'
FROM order_details od
INNER JOIN pizzas p
ON od.pizza_id = p.pizza_id
INNER JOIN pizza_types pt
ON p.pizza_type_id = pt.pizza_type_id
GROUP BY 1, 2) sales) ranked_sales
WHERE rnk < 4;
```

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



**HOPE YOU ENJOYED THE  
PIZZA PARTY**

**THANK YOU**