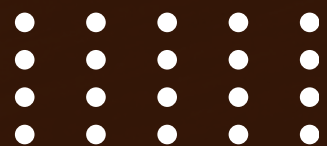


SQL PIZZA SALES ANALYSIS

-- MANISH JHA



ABOUT THE PROJECT



- THIS PROJECT EFFECTIVELY LEVERAGES SQL QUERIES TO PROVIDE INSIGHTS INTO PIZZA SALES PERFORMANCE.
- IT COVERS SALES TRENDS, CUSTOMER PREFERENCES, AND REVENUE DISTRIBUTION.
- THE ANALYSIS CAN HELP IN STRATEGIC DECISION-MAKING, SUCH AS MENU OPTIMIZATION, PRICING STRATEGIES, AND DEMAND FORECASTING.



RETRIEVE THE TOTAL NUMBER OF ORDERS PLACED



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

Result Grid	
	Total_Orders
▶	21350

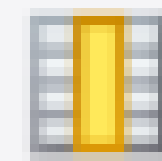


CALCULATE THE TOTAL REVENUE GENERATED FROM PIZZA SALES



```
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;
```

Result Grid



	total_sales
▶	817860.05



IDENTIFY THE HIGHEST-PRICED PIZZA

```
SELECT
    pizza_types.name, pizzas.price
FROM
    pizza_types
    JOIN
    pizzas ON pizza_types.pizza_type_id = pizzas.pizza_type_id
ORDER BY pizzas.price DESC
LIMIT 1;
```

Result Grid			Filter Rows	
	name	price		
▶	The Greek Pizza	35.95		

IDENTIFY THE MOST COMMON PIZZA SIZE ORDERED

```
SELECT
    pizzas.size,
    COUNT(order_details.order_details_id) AS order_count
FROM
    pizzas
JOIN
    order_details ON pizzas.pizza_id = order_details.pizza_id
GROUP BY
    pizzas.size
ORDER BY
    order_count DESC;
```

Result Grid			Filter R
	size	order_count	
▶	L	18526	
	M	15385	
	S	14137	
	XL	544	
	XXL	28	

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

```
SELECT
    pizza_types.name, SUM(order_details.quantity) AS quantity
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.name
ORDER BY quantity DESC
LIMIT 5;
```

Result Grid			Filter Rows:
	name	quantity	
▶	The Classic Deluxe Pizza	2453	
	The Barbecue Chicken Pizza	2432	
	The Hawaiian Pizza	2422	
	The Pepperoni Pizza	2418	
	The Thai Chicken Pizza	2371	

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

```
SELECT
    pizza_types.category,
    SUM(order_details.quantity) AS quantity
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 quantity DESC;
```

Result Grid		
	category	quantity
▶	Classic	14888
	Supreme	11987
	Veggie	11649
	Chicken	11050



DETERMINE THE DISTRIBUTION OF ORDERS BY HOUR OF THE DAY

```
SELECT
    HOUR(order_time) AS hour, COUNT(order_id) AS order_count
FROM
    orders
GROUP BY HOUR(order_time);
```

Result Grid

	hour	order_count
▶	11	1231
	12	2520
	13	2455
	14	1472
	15	1468
	16	1920
	17	2336
	18	2399
	19	2009
	20	1642

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

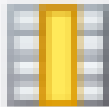
```
SELECT
    category, COUNT(name)
FROM
    pizza_types
GROUP BY category;
```


Result Grid			Filter Rows:
	category	COUNT(name)	
▶	Chicken	6	
	Classic	8	
	Supreme	9	
	Veggie	9	

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

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

Result Grid





Filter Rows:

	ROUND(AVG(quantity), 0)
▶	138

DETERMINE THE TOP 3 MOST ORDERED PIZZA TYPES BASED ON REVENUE



```
SELECT
    pizza_types.name,
    SUM(order_details.quantity * pizzas.price) AS revenue
FROM
    pizza_types
    JOIN
    pizzas ON pizzas.pizza_type_id = pizza_types.pizza_type_id
    JOIN
    order_details ON order_details.pizza_id = pizzas.pizza_id
GROUP BY pizza_types.name
ORDER BY revenue 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	

CALCULATE THE PERCENTAGE CONTRIBUTION OF EACH PIZZA TYPE TO TOTAL REVENUE



```
SELECT
    pizza_types.category,
    ROUND((SUM(order_details.quantity * pizzas.price) / (SELECT
        SUM(order_details.quantity * pizzas.price)
        FROM
            order_details
            JOIN
                pizzas ON pizzas.pizza_id = order_details.pizza_id)) * 100,
        2) AS revenue
FROM order_details
    JOIN pizzas ON pizzas.pizza_id = order_details.pizza_id
    JOIN pizza_types ON pizza_types.pizza_type_id = pizzas.pizza_type_id
GROUP BY pizza_types.category
ORDER BY revenue DESC;
```

Result Grid			Filter
	category	revenue	
▶	Classic	26.91	
	Supreme	25.46	
	Chicken	23.96	
	Veggie	23.68	

ANALYZE THE CUMULATIVE REVENUE GENERATED OVER TIME



```
select order_date,
       sum(revenue) over(order by order_date) 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 orders.order_date
) as sales;
```



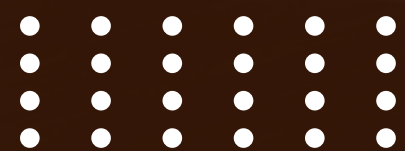
Result Grid			Filter Rows:
	order_date	cum_revenue	
▶	2015-01-01	2713.8500000000000004	
	2015-01-02	5445.75	
	2015-01-03	8108.15	
	2015-01-04	9863.6	
	2015-01-05	11929.55	
	2015-01-06	14358.5	
	2015-01-07	16560.7	

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



```
select name, 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			Filter Rows:
	name	revenue	
▶	The Thai Chicken Pizza	43434.25	
	The Barbecue Chicken Pizza	42768	
	The California Chicken Pizza	41409.5	
	The Classic Deluxe Pizza	38180.5	
	The Hawaiian Pizza	32273.25	
	The Pepperoni Pizza	30161.75	
	The Spicy Italian Pizza	34831.25	
	The Italian Supreme Pizza	33476.75	



SQL Pizza Sales Analysis
Project

THANK YOU
FOR ATTENTION

Manish jha