

# PIZZA SALES ANALYSIS

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# WELCOME TO MY SALES ANALYSIS

In this pizza sales analysis, we leverage SQL to extract valuable insights from sales data by examining various metrics such as revenue by category, top-selling pizzas, and their contribution to overall sales.

This analysis helps uncover key patterns, enabling better decision-making for inventory management, marketing strategies, and menu optimization to enhance profitability and customer satisfaction.



# 1. RETRIEVE THE TOTAL NUMBER OF ORDERS PLACED

```
SELECT COUNT(*) as Total_orders FROM orders;
```

	Total_orders
▶	21350



## 2. CALCULATE THE TOTAL REVENUE GENERATED FROM PIZZA SALES



```
SELECT  
    ROUND(SUM(price * quantity), 2) AS Revenue  
FROM  
    orders_details o  
    JOIN  
    pizzas p ON o.pizza_id = p.pizza_id;
```

	Revenue
▶	817860.05



### 3. IDENTIFY THE HIGHEST PRICED PIZZA

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

	name	price
▶	The Greek Pizza	35.95



# 4. IDENTIFY THE MOST COMMON PIZZA SIZE ORDERED.

```
SELECT  
    size, COUNT(order_details_id) AS count_of_orders  
FROM  
    pizzas p  
    JOIN  
        orders_details o ON p.pizza_id = o.pizza_id  
GROUP BY size  
ORDER BY count_of_orders DESC;
```

	size	count_of_orders
▶	L	18526
	M	15385
◀	S	14137
	XL	544
	XXL	28



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

```
SELECT
    name AS pizza_type,
    sum(quantity) as total_quantity
FROM
    pizzas p
    JOIN
    orders_details o ON p.pizza_id = o.pizza_id
    JOIN
    pizza_types pi ON p.pizza_type_id = pi.pizza_type_id
GROUP BY pizza_type
ORDER BY total_quantity DESC
LIMIT 5;
```

	pizza_type	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



## 6. FIND THE TOTAL QUANTITY OF EACH CATEGORY ORDERED

```
SELECT
    category,
    sum(quantity) as quantity
FROM
    pizzas p
        JOIN
    orders_details o ON p.pizza_id = o.pizza_id
        JOIN
    pizza_types pi ON p.pizza_type_id = pi.pizza_type_id
GROUP BY category
ORDER BY quantity DESC;
```

	category	quantity
▶	Classic	14888
	Supreme	11987
	Veggie	11649
	Chicken	11050



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

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

	hour	orders
▶	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
	10	8
	9	1



## 8. FIND THE CATEGORY WISE DISTRIBUTION OF PIZZAS

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

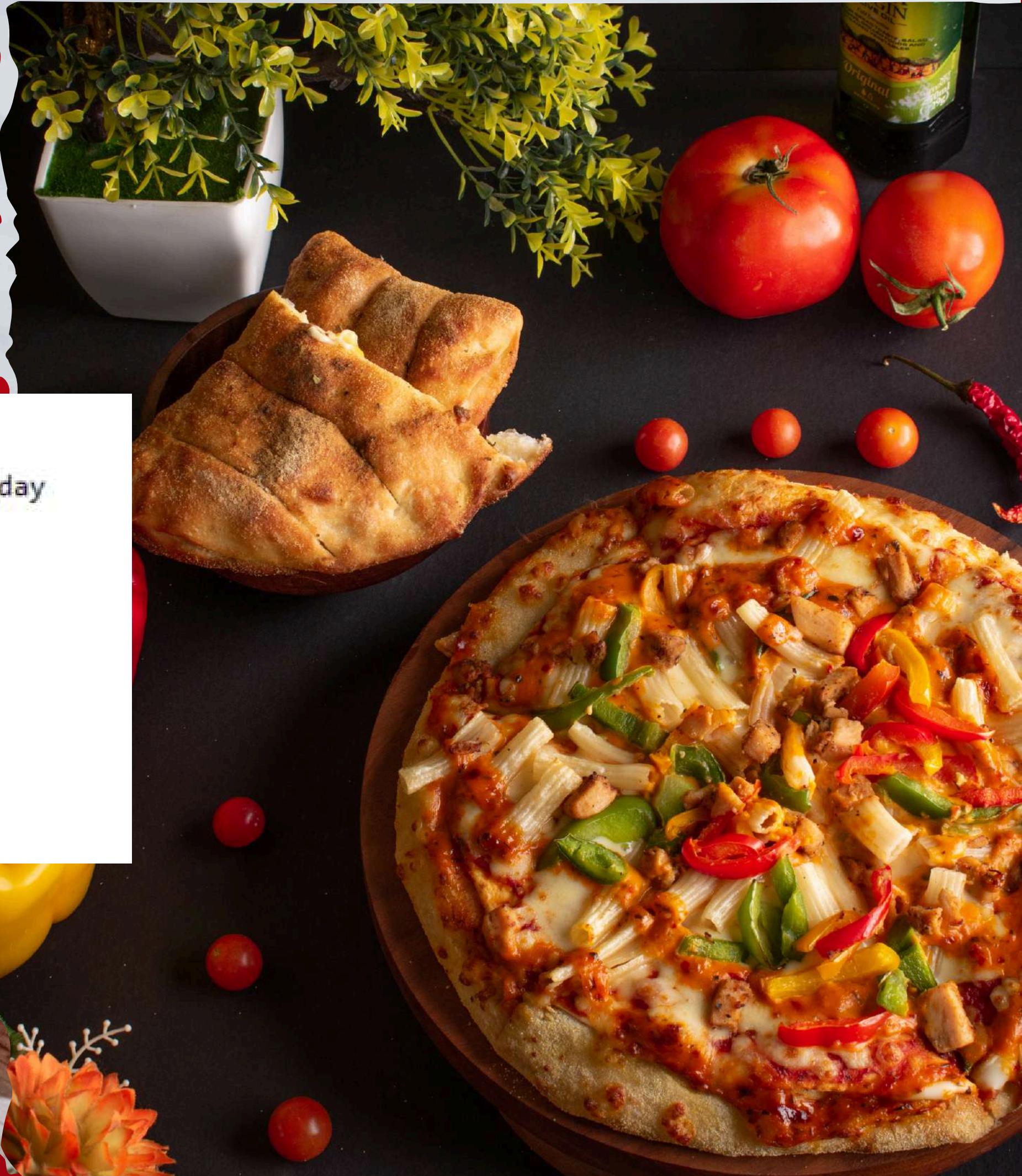
	Pizza_count	category
▶	6	Chicken
	8	Classic
	9	Supreme
	9	Veggie



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

```
SELECT  
    ROUND(AVG(total_orders_per_day), 0) AS Avg_pizzas_per_day  
FROM  
(SELECT  
    order_date, SUM(quantity) AS total_orders_per_day  
FROM  
    orders o  
JOIN orders_details d ON o.order_id = d.order_id  
GROUP BY order_date) t;
```

	Avg_pizzas_per_day
▶	138



# 10. DETERMINE THE TOP 3 PIZZAS ORDERED BASED ON REVENUE

```
SELECT  
    name, ROUND(SUM(price * quantity), 2) AS Revenue  
FROM  
    pizza_types pi  
    JOIN  
    pizzas p ON pi.pizza_type_id = p.pizza_type_id  
    JOIN  
    orders_details o ON p.pizza_id = o.pizza_id  
GROUP BY name  
ORDER BY revenue DESC  
LIMIT 3;
```

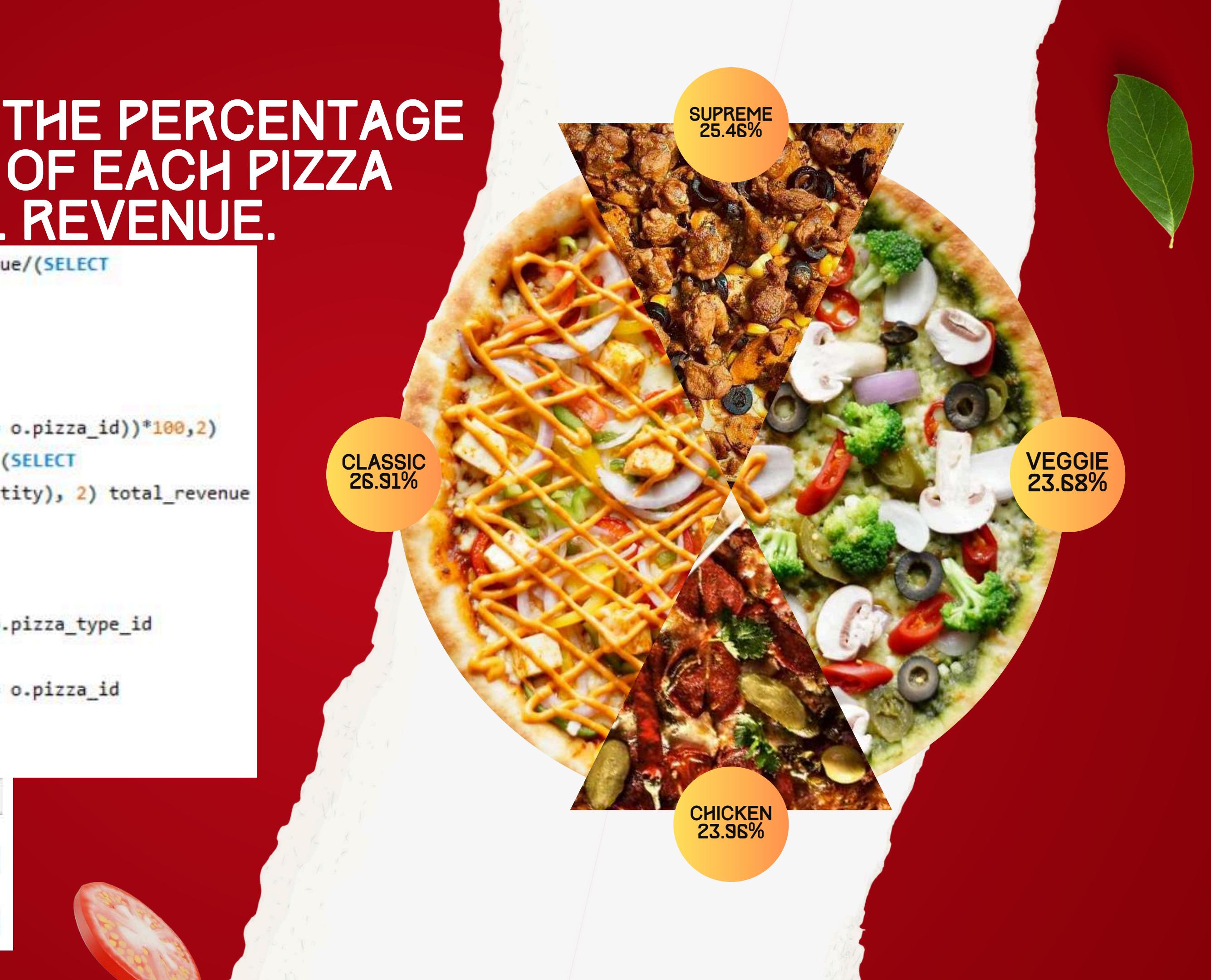
	name	Revenue
▶	The Thai Chicken Pizza	43434.25
	The Barbecue Chicken Pizza	42768
	The California Chicken Pizza	41409.5



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

```
SELECT category, ROUND(( total_revenue/(SELECT sum(price*quantity)
FROM pizzas p
JOIN orders_details o ON p.pizza_id = o.pizza_id))*100,2)
as Percentage_contribution FROM (SELECT category, ROUND(SUM(price * quantity), 2) total_revenue
FROM pizza_types pi
JOIN pizzas p ON pi.pizza_type_id = p.pizza_type_id
JOIN orders_details o ON p.pizza_id = o.pizza_id
GROUP BY category
ORDER BY total_revenue DESC)t;
```

	category	percentage_contribution
▶	Classic	26.91
	Supreme	25.46
	Chicken	23.96
	Veggie	23.68



## 12. ANALYZE THE CUMULATIVE REVENUE GENERATED OVERTIME

```
SELECT order_date,  
ROUND(SUM(revenue) OVER(Order by order_date),2) as Cumulative_revenue  
FROM (SELECT order_date, SUM(price*quantity)as revenue  
      FROM  
            pizzas p  
      JOIN orders_details d ON p.pizza_id = d.pizza_id  
      JOIN orders o  
      ON d.order_id = o.order_id  
      GROUP BY order_date)t;
```

	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
	2015-01-06	14358.5
	2015-01-07	16560.7
	2015-01-08	19399.05
	2015-01-09	21526.4
	2015-01-10	23990.35
	2015-01-11	25862.65
	2015-01-12	27781.7



# 10. DETERMINE THE TOP 3 MOST ORDERED PIZZA TYPE BASED ON REVENUE FOR EACH PIZZA CATEGORY

```
SELECT * FROM (SELECT
    *,
    ROW_NUMBER() OVER (PARTITION BY category ORDER BY Revenue DESC) AS Top_Rank
FROM
    (SELECT
        name,
        category,
        ROUND(SUM(price * quantity), 2) AS Revenue
    FROM
        pizza_types pi
    JOIN pizzas p ON pi.pizza_type_id = p.pizza_type_id
    JOIN orders_details o ON p.pizza_id = o.pizza_id
    GROUP BY
        category,
        name
    ) t) v
WHERE
    Top_Rank <= 3;
```

	name	category	Revenue	Top_Rank
▶	The Thai Chicken Pizza	Chicken	43434.25	1
	The Barbecue Chicken Pizza	Chicken	42768	2
	The California Chicken Pizza	Chicken	41409.5	3
	The Classic Deluxe Pizza	Classic	38180.5	1
	The Hawaiian Pizza	Classic	32273.25	2
	The Pepperoni Pizza	Classic	30161.75	3
	The Spicy Italian Pizza	Supreme	34831.25	1
	The Italian Supreme Pizza	Supreme	33476.75	2
	The Sicilian Pizza	Supreme	30940.5	3
	The Four Cheese Pizza	Veggie	32265.7	1
	The Mexicana Pizza	Veggie	26780.75	2
	The Five Cheese Pizza	Veggie	26066.5	3





LARANA PIZZA

# MY CONTACT

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# THANK YOU!!!

