

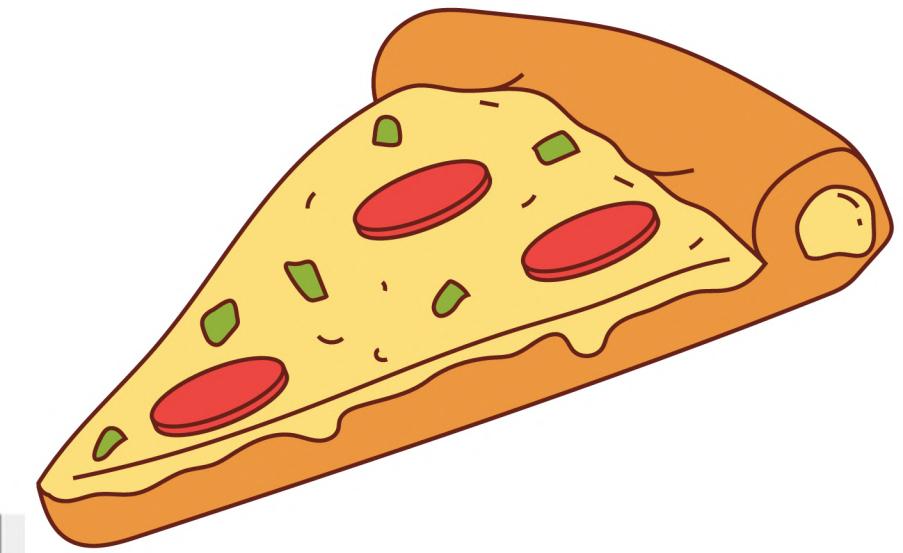
PIZZA SALES

ANALYSIS



Revenue

```
SELECT  
    ROUND(SUM(pizza_sales.order_details.quantity * pizzas.price),  
          0) AS revenue  
FROM  
    pizza_sales.order_details  
    JOIN  
    pizza_sales.pizzas ON pizza_sales.pizzas.pizza_id = pizza_sales.order_details.pizza_id;
```



Query

Output

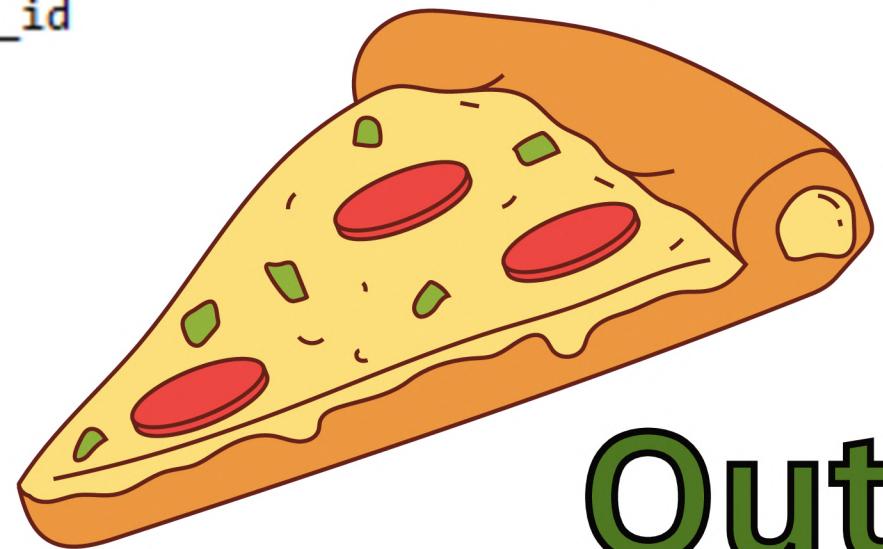
revenue
817860

The main thing;)

Cumulative Revenue

```
select order_date,  
sum(revenue) over(order by order_date) as CR  
from  
(select pizza_sales.orders.order_date,  
round(sum(pizza_sales.order_details.quantity * pizza_sales.pizzas.price), 0) as revenue  
from pizza_sales.order_details join pizza_sales.pizzas  
on pizza_sales.order_details.pizza_id = pizza_sales.pizzas.pizza_id  
join pizza_sales.orders  
on pizza_sales.orders.order_id = pizza_sales.order_details.order_id  
group by pizza_sales.orders.order_date) as revenue_per_day;
```

Query



Output

order_date	CR
01-01-2015	2714
01-02-2015	5903
01-03-2015	7502
01-04-2015	9679
01-05-2015	12251
01-06-2015	15319
01-07-2015	17551
01-08-2015	19992
01-09-2015	22345
01-10-2015	25547

It's Increasinggg!!!

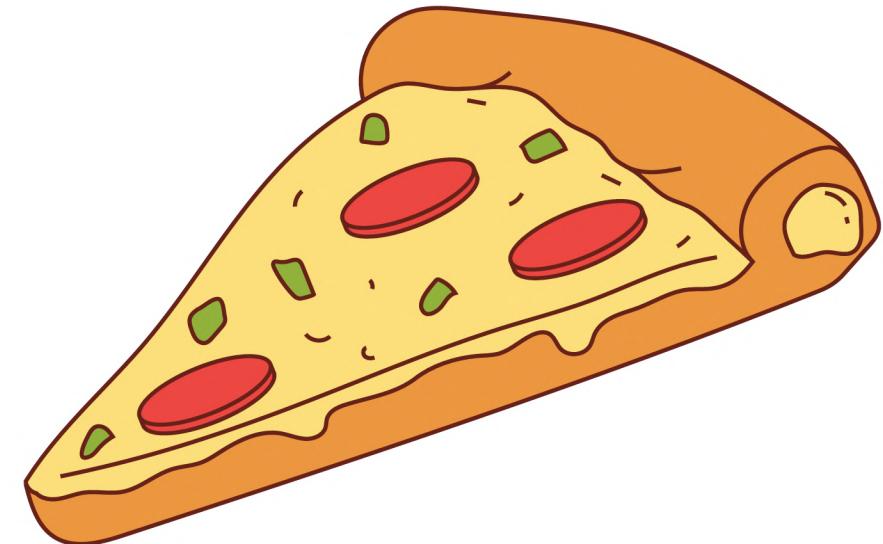
Total Orders

SELECT

COUNT(order_id) AS total_orders

FROM

pizza_sales.orders;



Query

Output

total_orders
21350

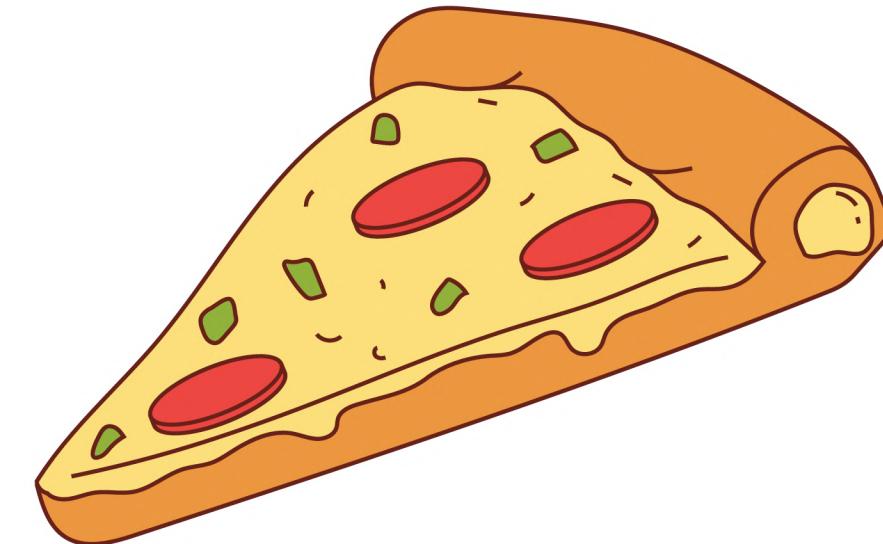
Keep on Cominggg

Total Quantity by Category

```
SELECT  
    pizza_sales.pizza_types.category,  
    SUM(pizza_sales.order_details.quantity) AS quantity  
FROM  
    pizza_sales.pizza_types  
    JOIN  
    pizza_sales.pizzas ON pizza_sales.pizza_types.pizza_type_id = pizza_sales.pizzas.pizza_type_id  
    JOIN  
    pizza_sales.order_details ON pizza_sales.order_details.pizza_id = pizza_sales.pizzas.pizza_id  
GROUP BY pizza_sales.pizza_types.category  
ORDER BY quantity DESC;
```

Query

Output



category	quantity
Classic	14888
Supreme	11987
Veggie	11649
Chicken	11050

No One's Backing Up

Category-Wise Distribution

SELECT

```
category, COUNT(name) AS 'No. of Pizzas'
```

FROM

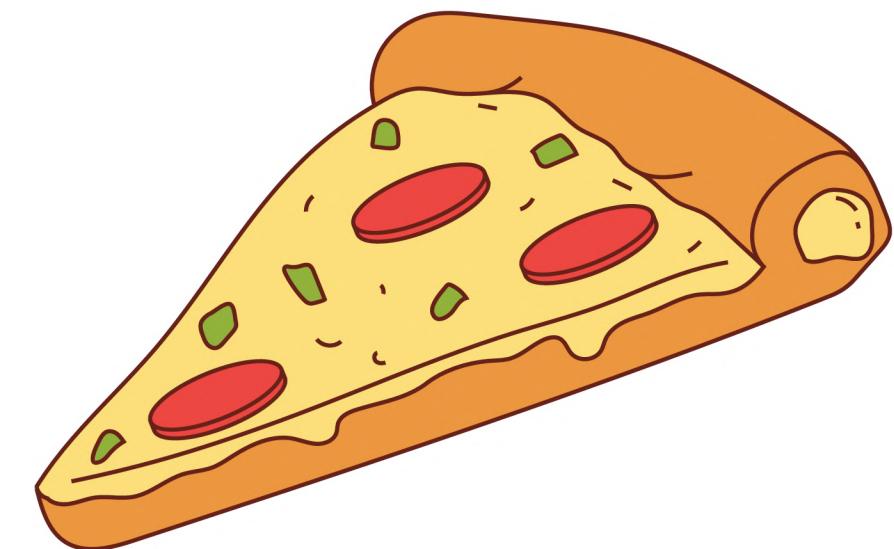
```
pizza_sales.pizza_types
```

```
GROUP BY category;
```

Query

Output

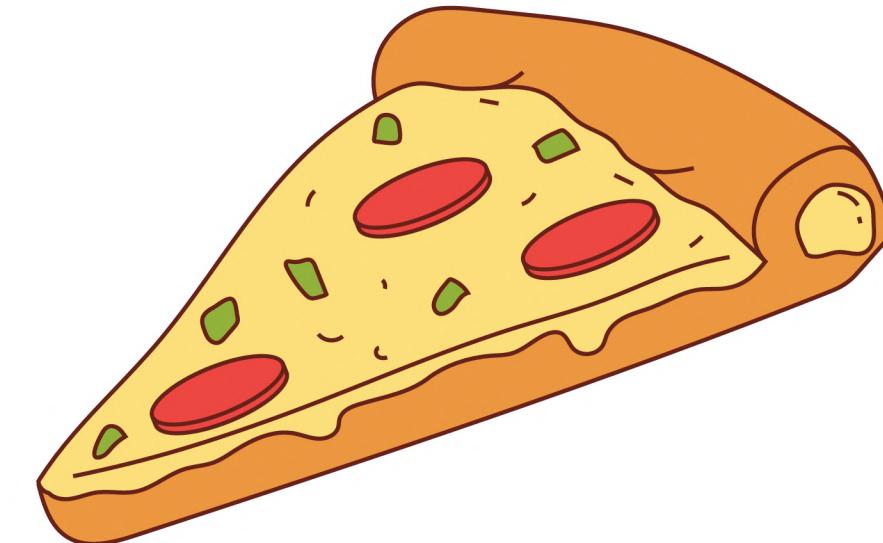
category	No. of Pizzas
Chicken	6
Classic	8
Supreme	9
Veggie	9



4 Categories 32 Options

Percentage Contribution

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



Output

category	revenue
Classic	27
Supreme	25
Veggie	24
Chicken	24

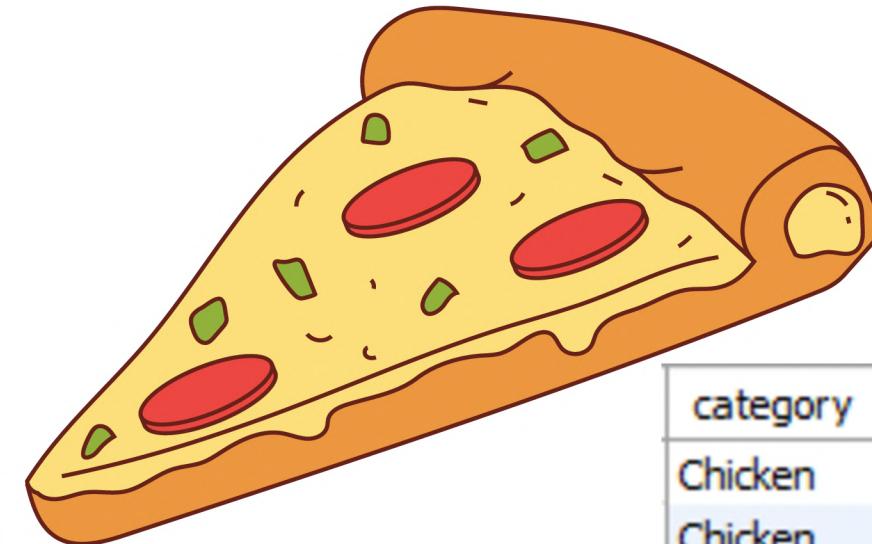
Query

Classic is Classic..

Top 3 Pizzas from every Category by Revenue

```
select category, name, revenue from
(select category, name, revenue,
rank() over(partition by category order by revenue desc) as rn
from
(select pizza_sales.pizza_types.category, pizza_sales.pizza_types.name,
round(sum((pizza_sales.order_details.quantity) * pizza_sales.pizzas.price), 0) as revenue
from pizza_sales.pizza_types join pizza_sales.pizzas
on pizza_sales.pizza_types.pizza_type_id = pizza_sales.pizzas.pizza_type_id
join pizza_sales.order_details
on pizza_sales.order_details.pizza_id = pizza_sales.pizzas.pizza_id
group by pizza_sales.pizza_types.category, pizza_sales.pizza_types.name) as a) as b
where rn <=3;
```

Query



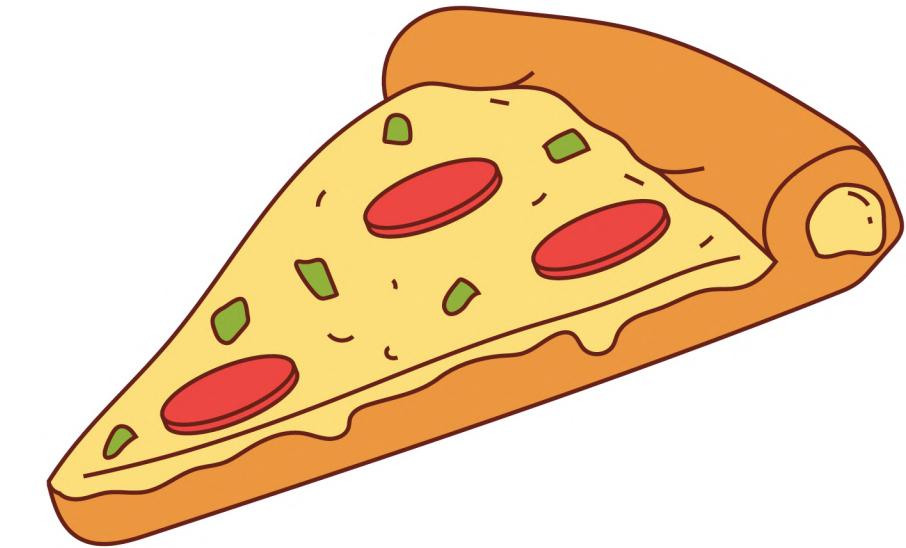
Output

category	name	revenue
Chicken	The Thai Chicken Pizza	43434
Chicken	The Barbecue Chicken Pizza	42768
Chicken	The California Chicken Pizza	41410
Classic	The Classic Deluxe Pizza	38180
Classic	The Hawaiian Pizza	32273
Classic	The Pepperoni Pizza	30162
Supreme	The Spicy Italian Pizza	34831
Supreme	The Italian Supreme Pizza	33477
Supreme	The Sicilian Pizza	30940
Veggie	The Four Cheese Pizza	32266
Veggie	The Mexicana Pizza	26781
Veggie	The Five Cheese Pizza	26066

All Pizzas are Loved equally

Top 5 Pizzas by Quantity

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



Query

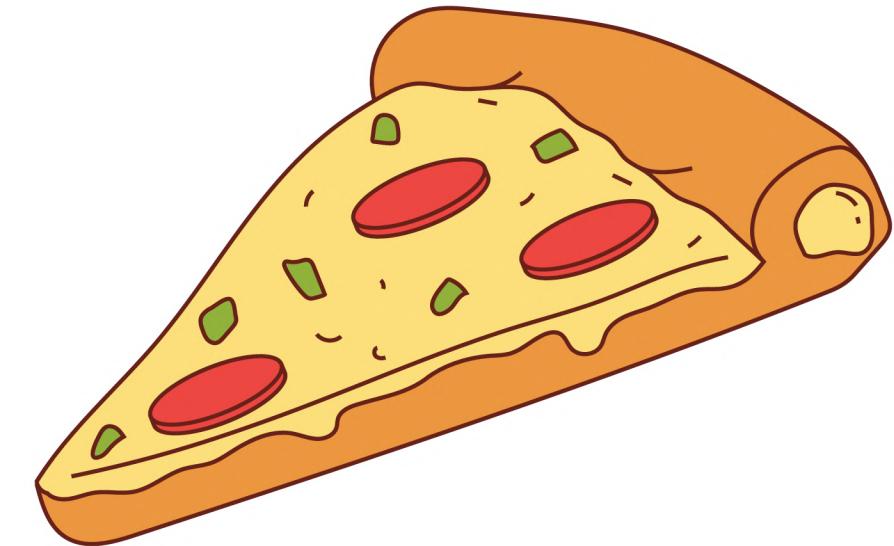
Output

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

Chicken is Dominating

Top 3 Pizzas by Revenue

```
SELECT  
    pizza_sales.pizza_types.name,  
    ROUND(SUM(pizza_sales.order_details.quantity * pizza_sales.pizzas.price),  
        0) AS revenue  
FROM  
    pizza_sales.pizza_types  
    JOIN  
    pizza_sales.pizzas ON pizza_sales.pizzas.pizza_type_id = pizza_sales.pizza_types.pizza_type_id  
    JOIN  
    pizza_sales.order_details ON pizza_sales.order_details.pizza_id = pizza_sales.pizzas.pizza_id  
GROUP BY pizza_sales.pizza_types.name  
ORDER BY revenue DESC  
LIMIT 3;
```



Query

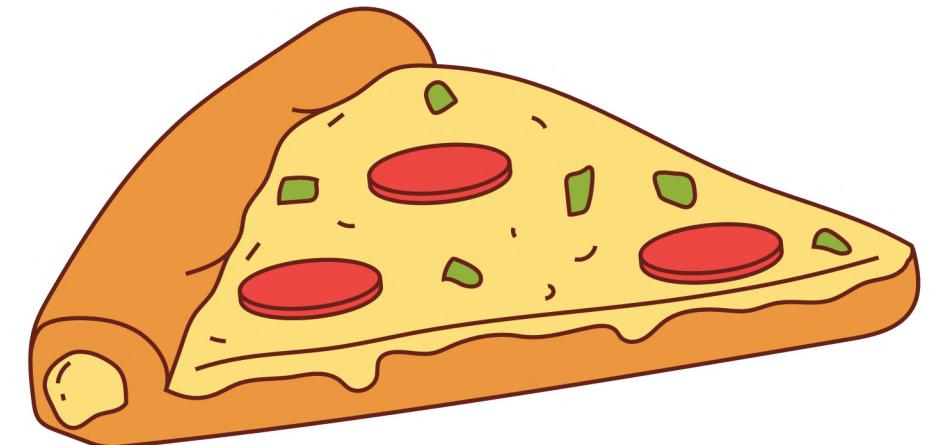
Output

name	revenue
The Thai Chicken Pizza	43434
The Barbecue Chicken Pizza	42768
The California Chicken Pizza	41410

Chicken is goood for Revenue

Average number of pizzas ordered per day

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



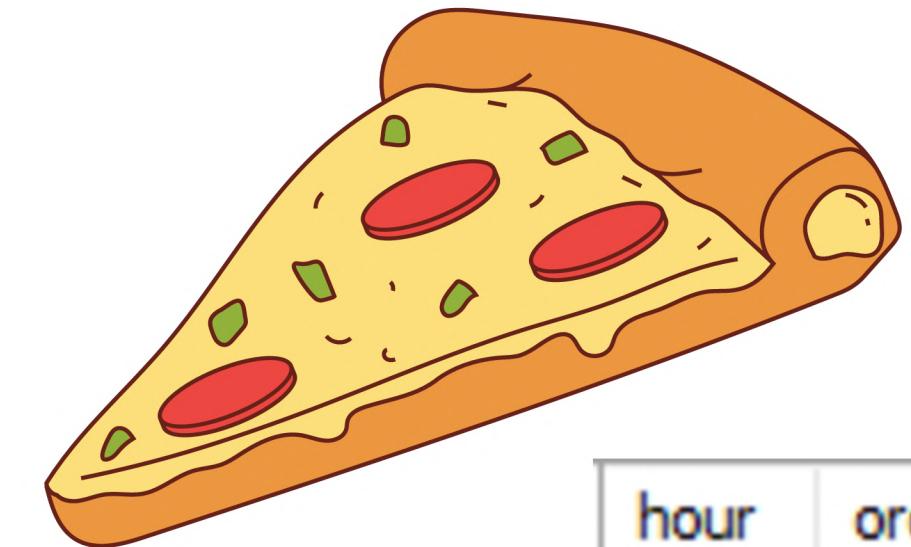
Query Output

Avg Pizza per Day
138

The number is 138!

Most Active Hours

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



Query

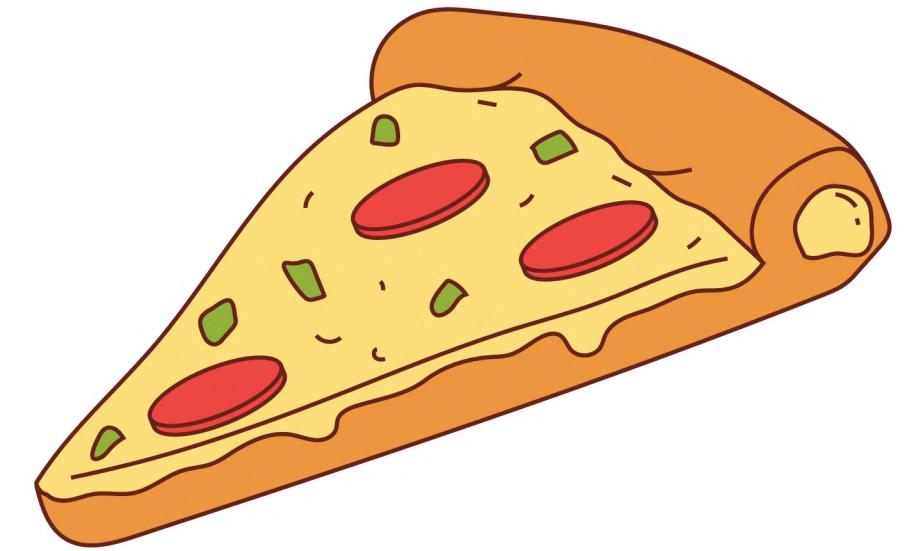
Output

Never a bad time for Pizzaaa

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

Highest Priced Pizza

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



Query

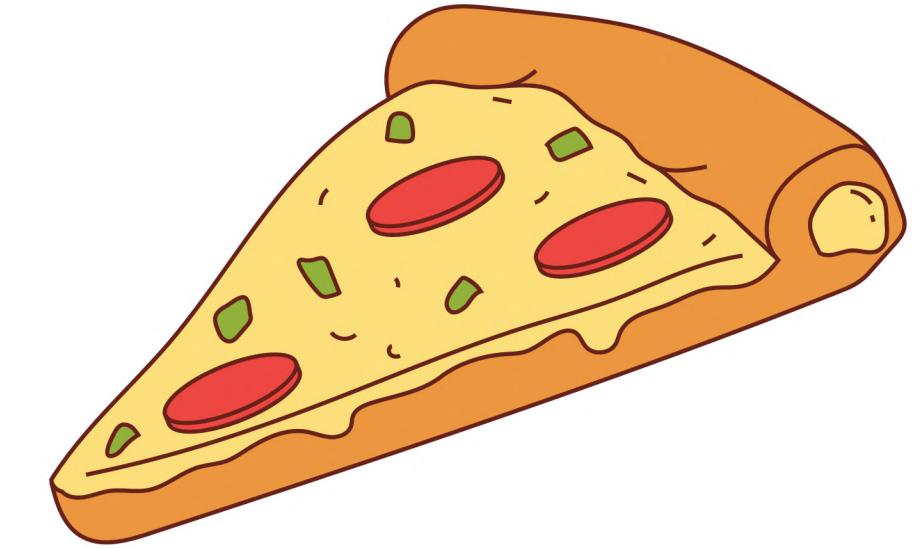
Output

name	price
The Greek Pizza	35.95

That's Hefty as Pizzaaa...

Most Common Pizza Size

```
SELECT  
    pizza_sales.pizzas.size,  
    COUNT(pizza_sales.order_details.order_details_id) AS order_count  
FROM  
    pizza_sales.pizzas  
        JOIN  
    pizza_sales.order_details ON pizza_sales.pizzas.pizza_id = pizza_sales.order_details.pizza_id  
GROUP BY pizza_sales.pizzas.size  
ORDER BY order_count DESC  
LIMIT 1;
```



Query

Output

size	order_count
L	18526

Large is Love:)

INSIGHTS-

Most dominating size is large , so increasing profit margin on that will help.

Most active hours are varying from afternoon and evening, night life should be increased.

Average order per day are 138, they should be definitely increasing.

Chicken is dominating in all categories, revenue can be increased by them also.

Classic is ordered most by quantity, it should contain more options and sizes.