INTRODUCTION

This SQL project focuses on analyzing **pizza sales data** to gain insights into customer purchasing behavior and overall business performance. The dataset includes information such as order details, pizza types, categories, sizes, quantities, and prices. Using SQL, the project answers key business questions related to **revenue generation, popular pizza categories, peak order times, and sales trends**.

FIND THE TOTAL NUMBER OF ORDERS PLACED

```sql
SELECT
    COUNT(order_id) AS total_orders
FROM
    orders;
```

	total_orders
▶	21350

CALCULATE THE TOTAL REVENUE GENERATE FROM PIZZA SALES

```sql
SELECT
    ROUND(SUM(order_details.quantity * pizzas.price),
            2) AS Total_Sale
FROM
    order_details
        JOIN
    pizzas ON pizzas.pizza_id = order_details.pizza_id;
```

Total_Sale
▶ 817860.05

IDENTIFY THE HIGHEST-PRICED PIZZA.

```sql
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;
```

name	price
▶ The Greek Pizza	35.95

IDENTIFY THE MOST COMMON PIZZA SIZE ORDERED.

```sql
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;
```

size	order_count
L	18526
M	15385
S	14137
XL	544
XXL	28

LIST THE TOP 5 MOST ORDERED PIZZA TYPE ALONG WITH THEIR QUANTITY.

```sql
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;
```

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

DETERMINE THE DISTRIBUTION OF ORDERS BY HOUR OF THE DAY.

```sql
SELECT
    HOUR(order_time) AS Hours, COUNT(order_id) AS order_count
FROM
    orders
GROUP BY HOUR(order time);
```

Hours	order_count
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

FIND THE CATEGORY-WISE DISTRIBUTION OF PIZZAS.

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

	category	count
▶	Chicken	6
	Classic	8
	Supreme	9
	Veggie	9

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

```sql
SELECT
    ROUND(AVG(quantity), 0) AS average_order
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;
```

average_order
138

DETERMINE THE TOP 3 MOST ORDERED PIZZA TYPE BASED ON REVENUE.

```sql
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;
```

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