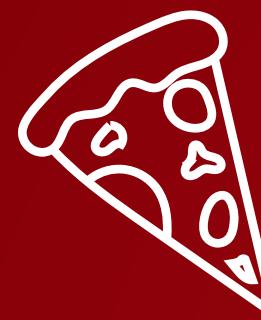


# SQL PROJECT: PIZZA SALES ANALYSIS





## OBJECTIVE:

This SQL-based project is designed to analyze pizza orders, sales, and revenue data to uncover key trends and insights that can help in business decision-making. By leveraging SQL queries, the project performs various analyses on the order and sales data, helping to identify patterns such as customer preferences, revenue generation, and operational efficiency.

# Total number of orders placed

SELECT

```
COUNT(orders.order_id) AS Total_orders
```

FROM

```
orders;
```

Total_orders
--------------

21350
-------



# Total revenue generated from pizza sales

SELECT

```
ROUND(SUM(pizzas.price * order_details.quantity),  
     2) AS Total_revenue
```

FROM

```
pizzas
```

JOIN

```
order_details ON pizzas.pizza_id = order_details.pizza_id;
```

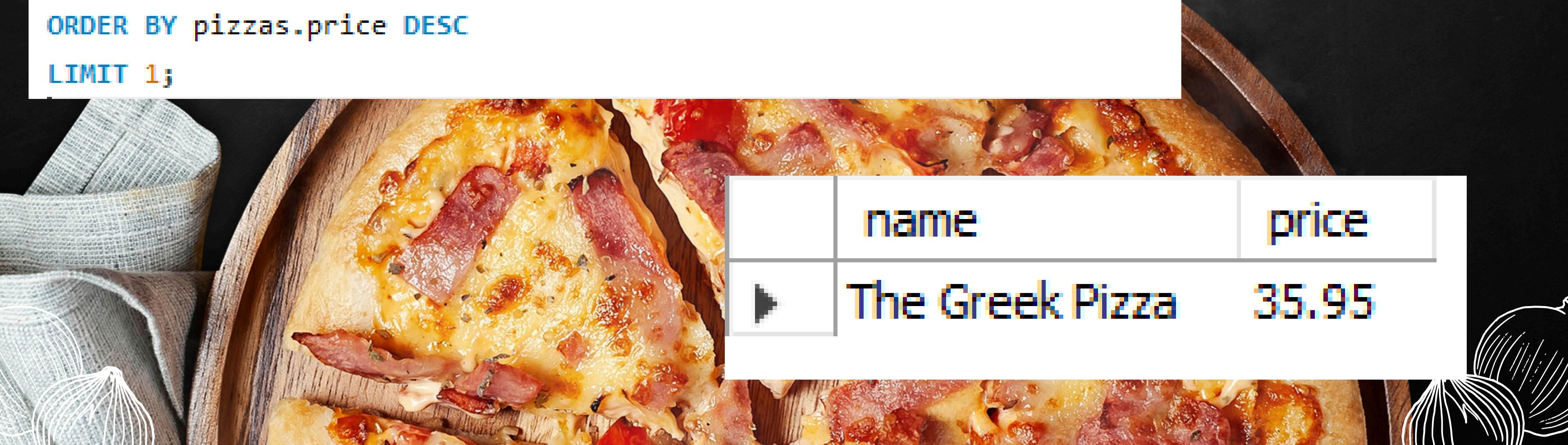
Total\_revenue

182021.1



# Highest-priced pizza

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



	name	price
▶	The Greek Pizza	35.95

# Most common pizza size ordered

```
SELECT
```

```
    pizzas.size, COUNT(order_details.quantity) AS order_count
```

```
FROM
```

```
    order_details
```

```
    JOIN
```

```
    pizzas ON order_details.pizza_id = pizzas.pizza_id
```

```
GROUP BY pizzas.size
```

```
ORDER BY order_count DESC
```

```
LIMIT 1;
```



	size	order_count
▶	L	4183

# 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;
```

name	quantity
The Barbecue Chicken Pizza	566
The Pepperoni Pizza	558
The California Chicken Pizza	535
The Hawaiian Pizza	532
The Thai Chicken Pizza	509

# 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;
```

category	quantity
Classic	3276
Veggie	2666
Supreme	2653
Chicken	2450

# Distribution of orders by hour of the day

SELECT

```
COUNT(orders.order_id) AS No_of_orders,
```

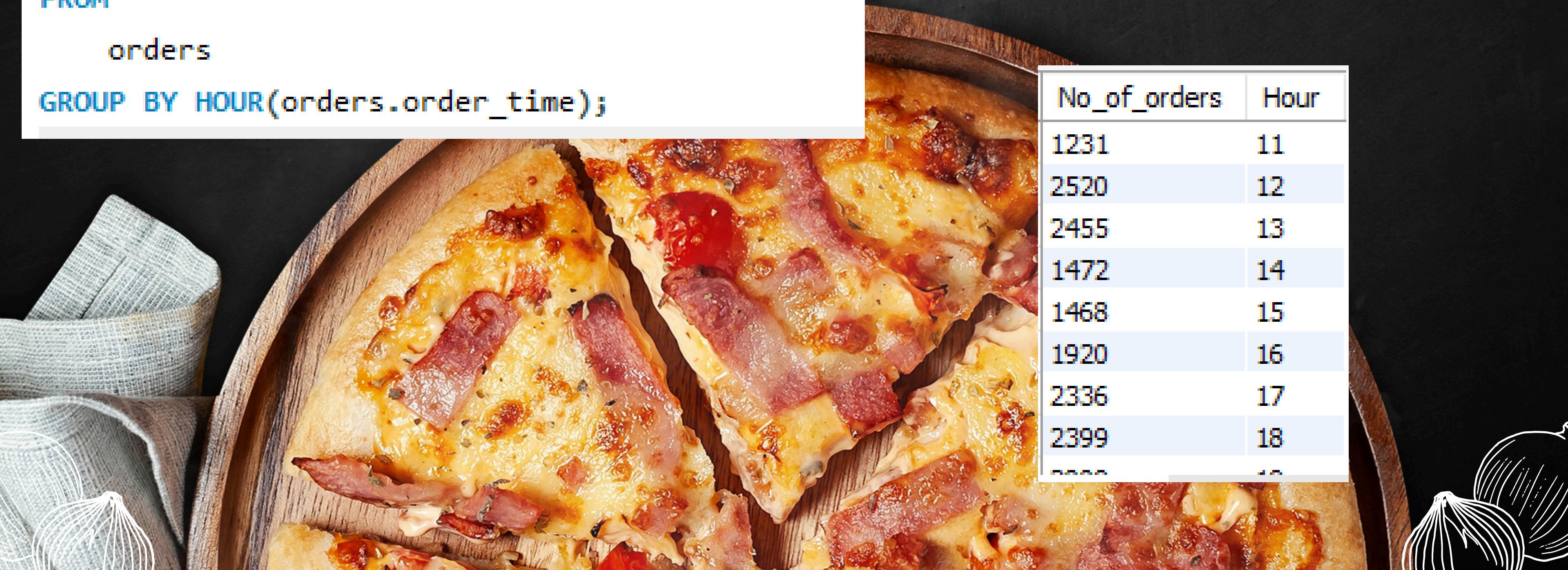
```
HOUR(orders.order_time) as Hour
```

FROM

```
orders
```

```
GROUP BY HOUR(orders.order_time);
```

No_of_orders	Hour
1231	11
2520	12
2455	13
1472	14
1468	15
1920	16
2336	17
2399	18
2222	19



# Category-wise distribution of pizzas

**SELECT**

```
category, COUNT(pizza_types.name) AS No_of_Pizzas
```

**FROM**

```
pizza_types
```

**GROUP BY category;**



category	No_of_Pizzas
Chicken	6
Classic	8
Supreme	9
Veggie	9

# Orders by date and the average number of pizzas ordered per day

```
SELECT  
    ROUND(AVG(Quantity_Ordered), 0) as Average_per_day  
FROM  
(SELECT  
    orders.order_date AS Date,  
    SUM(order_details.quantity) AS Quantity_Ordered  
FROM  
    orders  
JOIN order_details ON orders.order_id = order_details.order_id  
GROUP BY Date) AS Quantity;
```



Average\_per\_day

138

# Top 3 most ordered pizza types based on revenue

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



Name	Revenue
The Barbecue Chicken Pizza	9980.5
The California Chicken Pizza	9313.25
The Thai Chicken Pizza	9233.75

# Percentage contribution of each pizza type to total revenue

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

Category	Percentage
Classic	27
Supreme	25
Veggie	24
Chicken	24

# Cumulative revenue generated over time

```
select order_date, sum(Rev) over (order by order_date) as cum_revenue
from
(SELECT orders.order_date,
round(sum(pizzas.price * order_details.quantity),0) as Rev
FROM pizzas JOIN
order_details ON order_details.pizza_id = pizzas.pizza_id
join orders
on orders.order_id = order_details.order_id
group by orders.order_date) as revenue ;
```



order_date	cum_revenue
2015-01-01	2714
2015-01-02	5446
2015-01-03	8108
2015-01-04	9863
2015-01-05	11929
2015-01-06	14358
2015-01-07	16560
2015-01-08	19398
2015-01-09	21525
2015-01-10	23989
2015-01-11	25861
2015-01-12	27780
2015-01-13	29830
2015-01-14	32357
2015-01-15	34342
2015-01-16	36936
2015-01-17	39000
2015-01-18	40977
2015-01-19	43364

# Top 3 most ordered pizza types based on revenue for each pizza category

```
select name, rev from  
(select category, name, rev, rank() over(partition by category order by rev desc) as rn from  
(select pizza_types.category, pizza_types.name, sum(pizzas.price * order_details.quantity) as rev  
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  
;
```



name	rev
The Barbecue Chicken Pizza	9980.5
The California Chicken Pizza	9313.25
The Thai Chicken Pizza	9233.75
The Classic Deluxe Pizza	7748.5
The Hawaiian Pizza	7040.25
The Pepperoni Pizza	6994.25
The Spicy Italian Pizza	7386.75
The Italian Supreme Pizza	7255.75
The Sicilian Pizza	7096
The Four Cheese Pizza	7483.949999999963
The Five Cheese Pizza	6142
The Vegetables + Vegetabl...	6128.5

# THANK YOU!

