



CRUSTO PIZZA

CRUSTO PIZZA – A DATADRIVEN SALES ANALYSIS





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WELCOME TO CRUSTO PIZZA

At Crusto Pizza, we believe in making decisions backed by data. This project delves deep into our pizza sales data to extract valuable insights that can shape better business strategies.

From understanding customer preferences to tracking sales performance across different categories and time frames, this analysis covers a range of critical questions, including:

- What are our top-selling pizzas?
- Which pizza size is most popular?
- When do our customers order most frequently?
- How much revenue is generated, and which products contribute most?

Through basic to advanced SQL queries, we explore our order patterns, revenue trends, and category-wise performance—helping Crusto Pizza grow smarter, slice by slice.



RETRIEVE THE TOTAL NUMBER OF ORDERS PLACED.



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

	totalOrders	bigint
1		21351



CALCULATE THE TOTAL REVENUE GENERATED FROM PIZZA SALES.

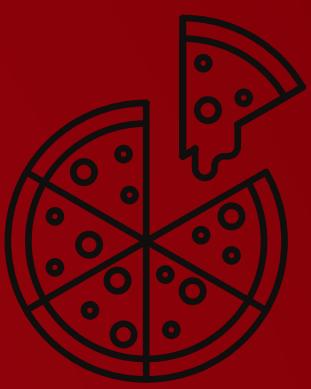


```
SELECT  
ROUND(SUM(od.quantity * p.price)::NUMERIC, 2) AS total_sales  
FROM order_details as od  
INNER JOIN pizzas as p on od.pizza_id=p.pizza_id
```

	total_sales	numeric
1	817860.05	🔒



IDENTIFY THE HIGHEST-PRICED PIZZA.



```
SELECT pt.name,p.price
FROM pizza_types as pt
INNER JOIN pizzas as p on pt.pizza_type_id=p.pizza_type_id
ORDER BY P.price DESC
LIMIT 1
```

	name <small>text</small>	price <small>double precision</small>
1	The Greek Pizza	35.95



IDENTIFY THE MOST COMMON PIZZA SIZE ORDERED.



```
SELECT p.size, count(od.order_details_id) AS order_count
FROM order_details AS od
INNER JOIN pizzas as p on od.pizza_id=p.pizza_id
GROUP BY p.size
ORDER BY order_count DESC
LIMIT 1
```

size	order_count
L	18526



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



```
SELECT pt.name, SUM(od.quantity) as quantity
FROM pizza_types AS pt
INNER JOIN pizzas as p on pt.pizza_type_id=p.pizza_type_id
INNER JOIN order_details as od on od.pizza_id=p.pizza_id
GROUP BY pt.name
ORDER BY quantity DESC
LIMIT 5
```

name text	quantity double precision
The Classic Deluxe Pizza	2453
The Barbecue Chicken Pizza	2432
The Hawaiian Pizza	2422
The Pepperoni Pizza	2418



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



```
SELECT pt.category, SUM(od.quantity) as quantity
FROM pizza_types AS pt
INNER JOIN pizzas as p on pt.pizza_type_id=p.pizza_type_id
INNER JOIN order_details as od on od.pizza_id=p.pizza_id
GROUP BY pt.category
ORDER BY quantity DESC
```

category	quantity
text	double precision
Classic	14888
Supreme	11987
Veggie	11649
Chicken	11050



DETERMINE THE DISTRIBUTION OF ORDERS BY HOUR OF THE DAY.

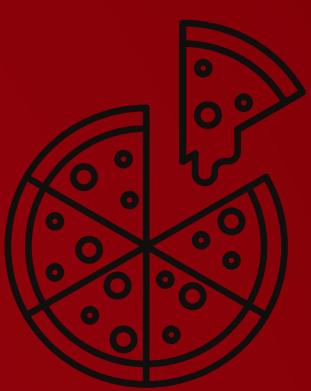


```
SELECT EXTRACT(HOUR FROM time) AS hour, COUNT(order_id) AS order_count
FROM orders
GROUP BY EXTRACT(HOUR FROM time)
ORDER BY order_count DESC
```

hour numeric	order_count bigint
12	2520
13	2455
18	2399
17	2336
19	2009
16	1920
20	1642
14	1472
15	1468
11	1231
21	1198
22	663
23	28
10	8
9	1



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



```
SELECT category, count(name) AS pizza_count  
FROM pizza_types  
GROUP BY category  
ORDER BY pizza_count DESC
```

category	pizza_count
text	bigint
Supreme	9
Veggie	9
Classic	8
Chicken	6



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

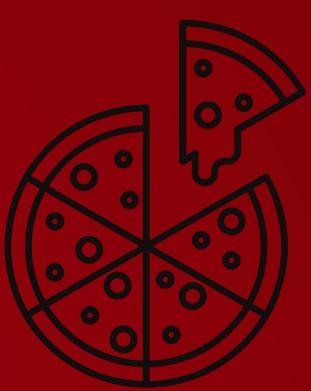


```
SELECT ROUND(AVG(quantity)) AS avg_quantity  
FROM  
(SELECT o.order_date, SUM(od.quantity) as quantity  
FROM orders as o  
INNER JOIN order_details as od on o.order_id=od.order_id  
GROUP BY o.order_date)
```

avg_quantity	double precision
	138



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

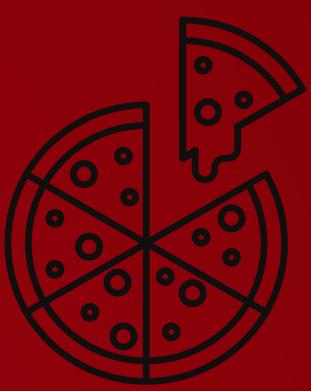


```
SELECT pt.name, SUM(od.quantity * p.price) as revenue
FROM pizza_types as pt
INNER JOIN pizzas as p on pt.pizza_type_id=p.pizza_type_id
INNER JOIN order_details as od on od.pizza_id=p.pizza_id
GROUP BY pt.name
ORDER BY revenue DESC
LIMIT 3
```

name text	revenue double precision
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.

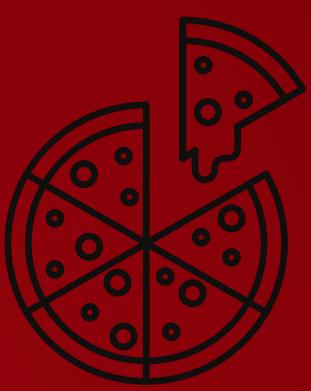


```
SELECT pt.category,  
ROUND((SUM(od.quantity * p.price) / (SELECT ROUND(SUM(od.quantity*p.price)))  
FROM order_details AS od INNER JOIN pizzas AS p ON od.pizza_id=p.pizza_id)  
)*100) AS revenue  
FROM pizza_types AS pt  
INNER JOIN pizzas AS p ON pt.pizza_type_id=p.pizza_type_id  
INNER JOIN order_details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

category	revenue
text	double precision
Classic	27
Supreme	25
Chicken	24
Veggie	24



ANALYZE THE CUMULATIVE REVENUE GENERATED OVER TIME.

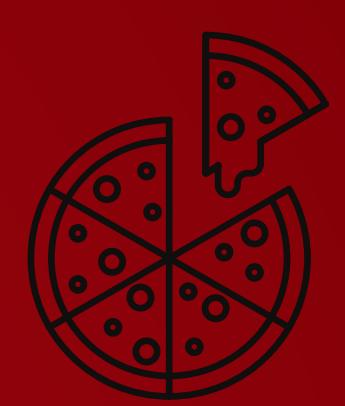


```
SELECT order_date,  
SUM(revenue) OVER(ORDER BY order_date) as cum_revenue  
FROM  
(SELECT o.order_date,SUM(od.quantity*p.price) as revenue  
FROM order_details as od  
INNER JOIN pizzas as p on od.pizza_id=p.pizza_id  
INNER JOIN orders as o on o.order_id=od.order_id  
GROUP BY o.order_date)
```

order_date	cum_revenue
2015-01-01	2713.8500000000004
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	23990.350000000002



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



```
SELECT category, name, revenue, rn
FROM
(SELECT category, name, revenue,
RANK() OVER(PARTITION BY category ORDER BY revenue desc) as rn
FROM
(SELECT pt.category, pt.name, SUM(od.quantity*p.price) as revenue
FROM pizza_types as pt
INNER JOIN pizzas as p on pt.pizza_type_id=p.pizza_type_id
INNER JOIN order_details as od on od.pizza_id=p.pizza_id
GROUP BY pt.category, pt.name))
WHERE rn <=3
```

category	name	revenue	rn
Chicken	The Thai Chicken Pizza	43434.25	1
Chicken	The Barbecue Chicken Pizza	42768	2
Chicken	The California Chicken Pizza	41409.5	3
Classic	The Classic Deluxe Pizza	38180.5	1
Classic	The Hawaiian Pizza	32273.25	2
Classic	The Pepperoni Pizza	30161.75	3
Supreme	The Spicy Italian Pizza	34831.25	1
Supreme	The Italian Supreme Pizza	33476.75	2
Supreme	The Sicilian Pizza	30940.5	3
Veggie	The Four Cheese Pizza	32265.70000000065	1
Veggie	The Mexicana Pizza	26780.75	2
Veggie	The Five Cheese Pizza	26066.5	3





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THANK YOU!

