



PIZZA SALES REPORT



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INTRODUCTION

Welcome to our sales report presentation. In this report, we will analyze and review the sales performance over a specific period. By examining key metrics and trends, we aim to provide valuable insights that inform decision-making and drive business growth.



-- Retrieve the total number of orders placed

- **SELECT**

```
COUNT(order_id) AS total_orders
```

```
FROM
```

```
orders;
```

total_orders

21350

-- calculate total revenue generated from pizza sales

```
SELECT
```

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

```
FROM
```

```
order_details
```

```
JOIN
```

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

total_revenue

817860.05

-- Identify the highest prized pizza

```
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;
```

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

name	price
The Greek Pizza	35.95

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-- Identify the commonly ordered pizza size

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

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-- List the 5 top most ordered pizza types along with their quantities

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

name	pizza_ordered
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 the hour of the day

	hour_of_day	order_count
	12	2520
	13	2455
	18	2399
	17	2336
	19	2009

```
SELECT
    HOUR(order_time) AS hour_of_day,
    COUNT(order_id) AS order_count
FROM
    orders
GROUP BY hour_of_day
ORDER BY order_count DESC;
```

-- List the 5 top most ordered pizza types along with their quantities

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

name	pizza_ordered
The Classic Deluxe Pizza	2453
The Barbecue Chicken Pizza	2432
The Hawaiian Pizza	2422
The Pepperoni Pizza	2418
The Thai Chicken Pizza	2371

-- Top 3 most ordered pizzas based on revenue

```
SELECT
    pizza_types.name,
    SUM(order_details.quantity * pizzas.price) AS total_revenue
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 1
ORDER BY total_revenue DESC
LIMIT 3;
```

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

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

```
WITH T1 AS (
    SELECT
        pizza_types.name AS name,
        pizza_types.category AS category,
        SUM(order_details.quantity * pizzas.price) revenue
    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 1 , 2
    ORDER BY revenue DESC
),
T2 AS (
    SELECT name, category, revenue,
    RANK() OVER (PARTITION BY category ORDER BY revenue DESC) AS rnk
    FROM T1
)
SELECT name, category, revenue FROM T2 WHERE rnk <= 3
```

name	category	revenue
The Thai Chicken Pizza	Chicken	43434.25
The Barbecue Chicken Pizza	Chicken	42768
The California Chicken Pizza	Chicken	41409.5
The Classic Deluxe Pizza	Classic	38180.5
The Hawaiian Pizza	Classic	32273.25
The Pepperoni Pizza	Classic	30161.75
The Spicy Italian Pizza	Supreme	34831.25
The Italian Supreme Pizza	Supreme	33476.75
The Sicilian Pizza	Supreme	30940.5
The Four Cheese Pizza	Veggie	32265.70
The Mexicana Pizza	Veggie	26780.75
The Five Cheese Pizza	Veggie	26066.5

ACTION PLAN



Based on our analysis and insights, we will need to adhere to following:

- Forecast daily demand using total orders. If this spans a year, that's about 58–60 orders/day.
- Focus 90%+ of prep around Large, Medium, and Small sizes.
- Reduce XL and XXL inventory—they're negligible in demand.
- Offer size-based bundles for top 3 sizes to boost average order value.
- Ensure Classic toppings are heavily stocked.
- Veggie and Chicken pizzas still have strong demand.
- Run specials in Supreme or Chicken category to boost category performance.
- Peak hours: 12–1 PM (lunch) and 5–7 PM (dinner), ensure staff and delivery personnel are at full capacity during these slots.
- Most expensive pizza: The Greek Pizza (\$35.95), but it doesn't appear in top sellers. Use upsell tactics at checkout

THANK YOU!



Thank you for your attention to our sales report presentation. If you have any questions or would like to discuss the findings in more detail, please reach out to our sales team. We appreciate your continued support and partnership.