

# **PRESENTATION**

**Pizza Sales Analyse**

# PROJECT GOALS

- Retrieve and analyze key metrics such as total orders, revenue, and top-selling pizzas.
- Identify patterns in pizza sales, including size, type, and category distributions.
- Determine time-based and revenue-based trends to inform business strategies.

# Calculate the total revenue generated from pizza sales

**SELECT**

```
ROUND(SUM(orders_details.quantity * pizzas.price),  
     2) AS total_sales
```

**FROM**

```
orders_details
```

**JOIN**

```
pizzas ON pizzas.pizza_id = orders_details.pizza_id
```

Result Grid	
	<b>total_sales</b>
▶	817860.05

# Identify the most common pizza size ordered

```
SELECT
    pizzas.size,
    COUNT(orders_details.order_details_id) AS order_count
FROM
    pizzas
        JOIN
    orders_details ON pizzas.pizza_id = orders_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 types along with their quantities

```
SELECT
    pizza_types.name, SUM(orders_details.quantity) AS quantity5
FROM
    pizza_types
    JOIN
    pizzas ON pizza_types.pizza_type_id = pizzas.pizza_type_id
    JOIN
    orders_details ON orders_details.pizza_id = pizzas.pizza_id
GROUP BY pizza_types.name
ORDER BY quantity5 DESC
LIMIT 5;
```

name	quantity5
The Classic Deluxe Pizza	2453
The Barbecue Chicken Pizza	2432
The Hawaiian Pizza	2422
The Pepperoni Pizza	2418
The Thai Chicken Pizza	2371

Join the necessary tables to find the total quantity of each pizza category ordered

**SELECT**

```
pizza_types.category,  
SUM(orders_details.quantity) AS quantity
```

**FROM**

```
pizza_types
```

**JOIN**

```
pizzas ON pizza_types.pizza_type_id = pizzas.pizza_type_id
```

**JOIN**

```
orders_details ON orders_details.pizza_id = pizzas.pizza_id
```

**GROUP BY** pizza\_types.category

**ORDER BY** quantity DESC

category	quantity
Classic	14888
Supreme	11987
Veggie	11649
Chicken	11050

# Group the orders by date and calculate the average number of pizzas ordered per day

```
SELECT  
    round(avg(quantity),0)as avg_pizza_ordered_per_day  
FROM  
    (SELECT  
        orders.order_date, SUM(orders_details.quantity) AS quantity  
    FROM  
        orders  
    JOIN orders_details ON orders.order_id = orders_details.order_id  
    GROUP BY orders.order_date) AS order_quantity;
```

avg_pizza_ordered_per_day
138

# Determine the top 3 most ordered pizza types based on revenue

```
SELECT  
    pizza_types.name,  
    SUM(orders_details.quantity * pizzas.price) AS revenue  
FROM  
    pizza_types  
        JOIN  
    pizzas ON pizzas.pizza_type_id = pizza_types.pizza_type_id  
        JOIN  
    orders_details ON orders_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

# Calculate the percentage contribution of each pizza type to total revenue

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

category	revenue
Classic	26.91
Supreme	25.46
Chicken	23.96
Veggie	23.68

# Analyze the cumulative revenue generated over time

```
select order_date,  
sum(revenue) over(order by order_date) as cum_revenue  
from  
(select orders.order_date,  
sum(orders_details.quantity * pizzas.price) as revenue  
from orders_details join pizzas  
on orders_details.pizza_id = pizzas.pizza_id  
join orders  
on orders.order_id=orders_details.order_id  
group by orders.order_date) as sales;
```

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

# Determine the top 3 most ordered pizza types based on revenue for each pizza category

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

name	revenue
The Thai Chicken Pizza	43434.25
The Barbecue Chicken Pizza	42768
The California Chicken Pizza	41409.5
The Classic Deluxe Pizza	38180.5
The Hawaiian Pizza	32273.25
The Pepperoni Pizza	30161.75
The Spicy Italian Pizza	34831.25
The Italian Supreme Pizza	33476.75

# CONCLUSION

- The analysis of pizza sales data has successfully highlighted key insights such as the total number of orders placed, the total revenue generated, and the most popular pizza types and sizes. By identifying patterns in customer preferences and sales distributions, the findings can inform strategic decisions to optimize inventory, enhance marketing efforts, and improve customer satisfaction. Additionally, the time-based analysis of orders provides valuable information for staffing and operational planning.



**THANK YOU**