



PIZZAHUT[®]

SALES ANALYSIS

2024



INTRODUCTION



PizzaHut Sales Analysis Using SQL

This project aims to analyze Pizza Hut's sales data using SQL to gain insights into customer preferences, revenue trends, and order patterns. By leveraging SQL queries, I extract key metrics such as total sales, most ordered pizza types, peak ordering hours, and category-wise revenue contributions. The analysis helps in identifying high-demand products, optimizing inventory management, and enhancing business strategies. Understanding these trends enables data-driven decision-making, improving overall efficiency and customer satisfaction.



RETRIEVE THE TOTAL NUMBER OF ORDERS PLACED.

```
SELECT  
    COUNT(order_id)  
FROM  
    orders;
```





CALCULATE THE TOTAL REVENUE GENERATED FROM PIZZA SALES.

SELECT

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

```
AS Total_Sales
```

FROM

```
order_details
```

```
JOIN
```

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





IDENTIFY THE HIGHEST-PRICED 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;

name	price
The Greek Pizza	35.95



IDENTIFY THE MOST COMMON PIZZA SIZE ORDERED.

SELECT

```
pizzas.size, COUNT(order_details.order_d) 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 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
```

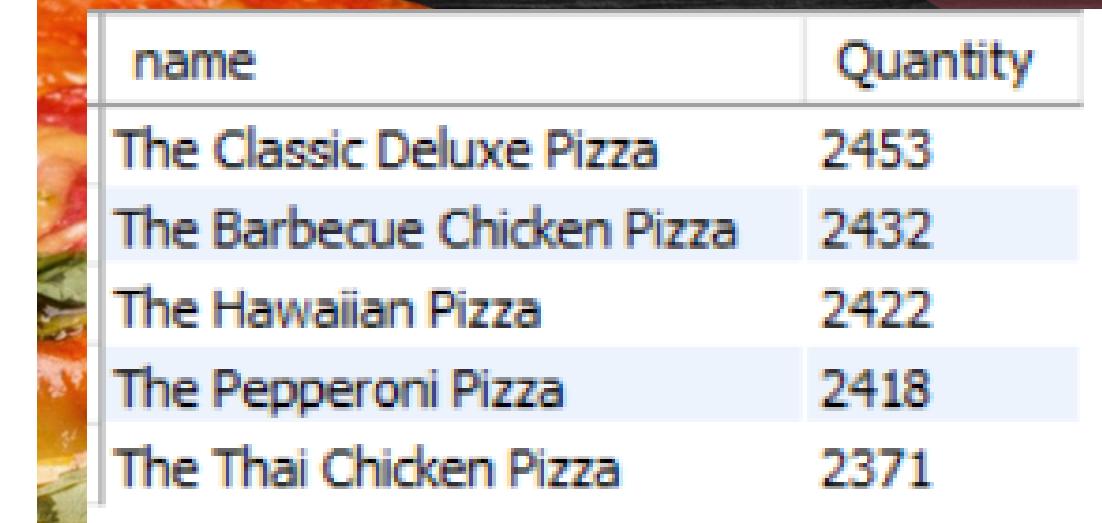
JOIN

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

GROUP BY pizza_types.name

ORDER BY Quantity DESC

LIMIT 5;



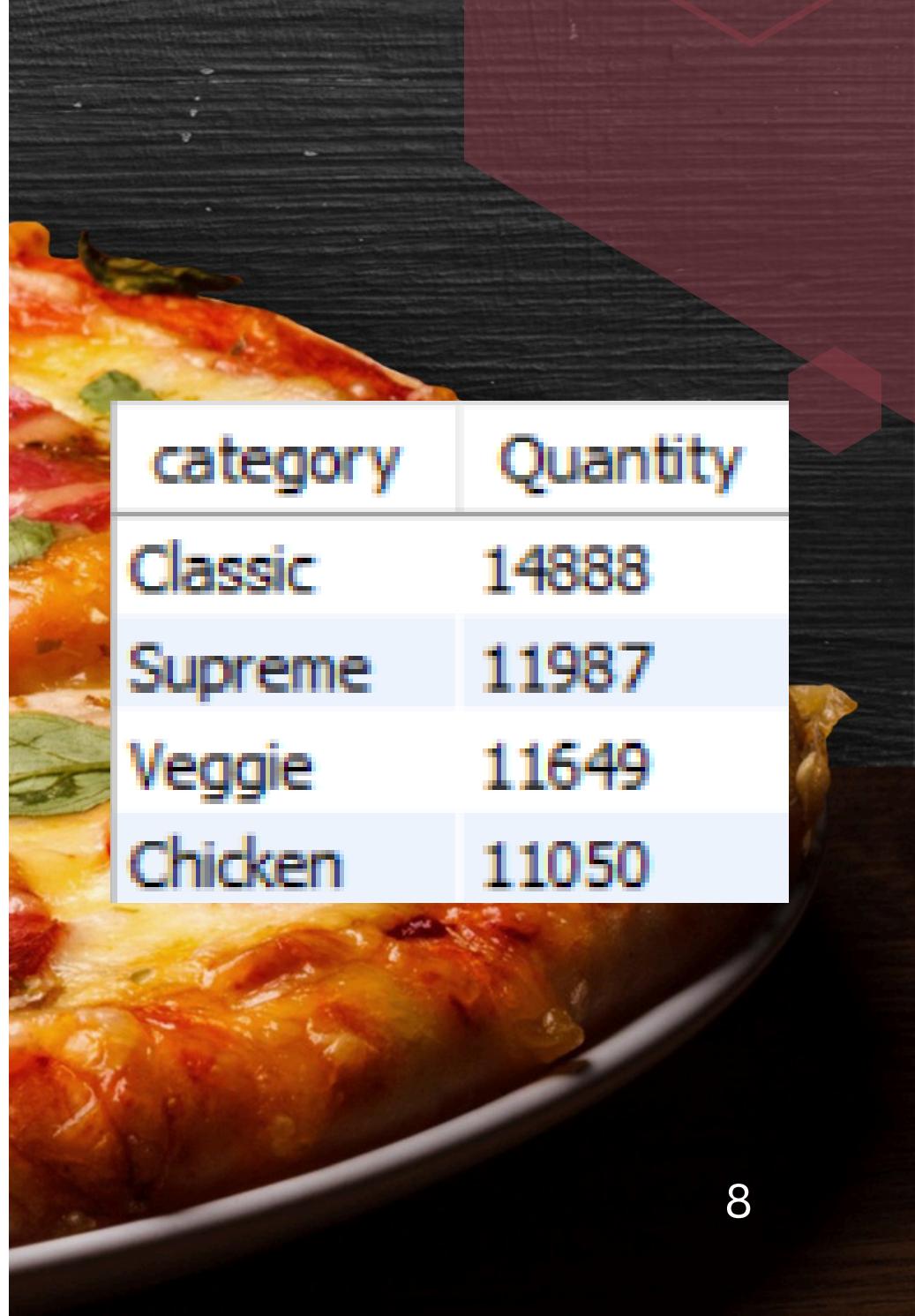
name	Quantity
The Classic Deluxe Pizza	2453
The Barbecue Chicken Pizza	2432
The Hawaiian Pizza	2422
The Pepperoni Pizza	2418
The Thai Chicken Pizza	2371



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

SELECT

```
    pizza_types.category,  
    SUM(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	14888
Supreme	11987
Veggie	11649
Chicken	11050



DETERMINE THE DISTRIBUTION OF ORDERS BY HOUR OF THE DAY.

SELECT

```
HOUR(order_time) AS Hour, COUNT(order_id) AS Order_Count
```

FROM

```
orders
```

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



Hour	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



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

SELECT

category, COUNT(name)

FROM

pizza_types

GROUP BY category;

category	COUNT(name)
Chicken	6
Classic	8
Supreme	9
Veggie	9



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

SELECT

```
ROUND(AVG(Quantity), 0) AS Avg_Orders_Per_Day
```

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;
```

Avg_Orders_Per_Day

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

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



CALCULATE THE PERCENTAGE CONTRIBUTION OF EACH PIZZA TYPE TO TOTAL REVENUE.

SELECT

```
    pizza_types.category,  
    ROUND(SUM(order_details.quantity * pizzas.price) / (SELECT  
        ROUND(SUM(order_details.quantity * pizzas.price),  
        2) AS Total_Sales  
    ) * 100,  
    2) AS '% of 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 pizza_types.category  
ORDER BY '% of Revenue' DESC;
```



category	% of Revenue
Classic	26.91
Veggie	23.68
Supreme	25.46
Chicken	23.96



ANALYZE THE CUMULATIVE REVENUE GENERATED OVER TIME.

```
SELECT Sales.Month,
       SUM(Sales.Revenue) OVER (ORDER BY Sales.Month) AS Cumulative_Revenue
FROM (
    SELECT DATE_FORMAT(orders.order_date, '%Y-%m') AS Month,
           SUM(order_details.quantity * pizzas.price) AS Revenue
    FROM order_details
    JOIN pizzas ON order_details.pizza_id = pizzas.pizza_id
    JOIN orders ON orders.order_id = order_details.order_id
    GROUP BY DATE_FORMAT(orders.order_date, '%Y-%m')
) AS Sales
ORDER BY Sales.Month;
```

Month	Cumulative_Revenue
2015-01	69793.3
2015-02	134952.9
2015-03	205350
2015-04	274086.8
2015-05	345489.55
2015-06	413719.75
2015-07	486277.65
2015-08	554555.9
2015-09	618735.95
2015-10	682763.55
2015-11	753158.9
2015-12	817860.05



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((order_details.quantity) * pizzas.price) AS 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 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
The Sicilian Pizza	30940.5
The Four Cheese Pizza	32265.70000000065
The Mexicana Pizza	26780.75
The Five Cheese Pizza	26066.5



PIZZAHUT
THANK YOU!

