PIZZA SALES ANLYSIS USING SQL

INTRODUCTION

Welcome to Our Pizza Sales Analysis Presentation by Prajwal Kamble.
In this analysis, we provide a detailed look at our pizza sales performance. We'll cover essential metrics such as the total number of orders, revenue generated, and the most popular pizzas and sizes. Additionally, we'll examine order patterns by time of day, category-wise performance, and the top revenue-generating pizzas. These insights aim to help refine our strategies and drive continued growth.

AGENDA

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03 Sales Performance

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05 Top-Selling Pizzas

06 Order Timing Analysis

07 Daily Sales Trends

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10 Percentage Contribution of Pizza Types

Ingoude Company

EXECUTIVE SUMMARY

In our pizza sales analysis, we found that a total of 21,350 orders were placed, generating a revenue of $817,860.05. The top five most ordered pizzas are the Classic Deluxe, Barbecue Chicken, Hawaiian, Pepperoni, and Thai Chicken pizzas. Additionally, the most popular sizes ordered are S, M, L, XL, and XXL. Our pizza offerings span various categories, including Classic, Supreme, Veggie, and Chicken, providing valuable insights into customer preferences and sales performance.

TOTAL ORDERS OVERVIEW

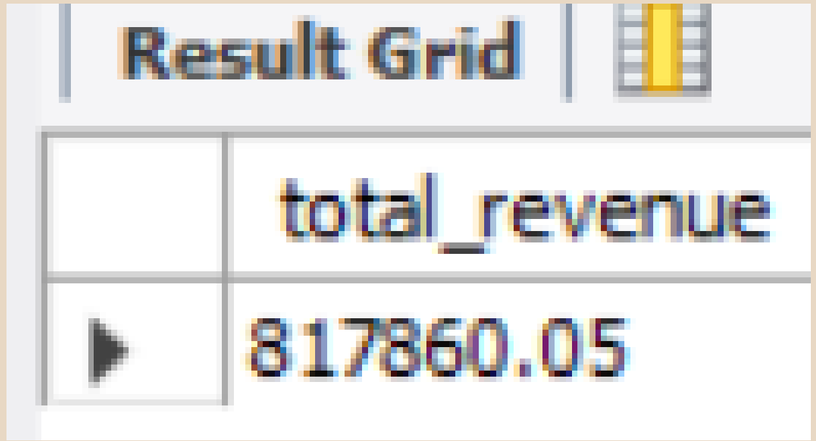
```sql
SELECT
    COUNT(order_id) AS total_orders
FROM
    orders;
```

Result Grid

	total_orders
▶	21350

SALES PERFORMANCE

```sql
SELECT
    ROUND(SUM(order_details.quantity * pizzas.price),
            2) AS total_revenue
FROM
    order_details
        JOIN
    pizzas ON pizzas.pizza_id = order_details.pizaa_id;
```



CUSTOMER PREFERENCES

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

Result Grid

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

TOP-SELLING PIZZAS

```sql
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.pizaa_id = pizzas.pizza_id
GROUP BY pizza_types.name
ORDER BY quantity DESC
LIMIT 5;
```

Result Grid | Filter Rows:

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

ORDER TIMING ANALYSIS

```sql
SELECT
    HOUR(order_time) AS hour, COUNT(order_id) AS order_count
FROM
    orders
GROUP BY HOUR(order_time);
```

Result Grid | Filt

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

DAILY SALES TRENDS

```sql
SELECT
    ROUND(AVG(quantity), 0) avg_pizzas_ordered_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_pizzas_ordered_per_day
138

REVENUE BREAKDOWN

```sql
SELECT
    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.pizaa_id = pizzas.pizza_id
GROUP BY pizza_types.name
ORDER BY revenue DESC
LIMIT 3;
```

Result Grid | Filter Rows:

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

CUMULATIVE REVENUE INSIGHTS

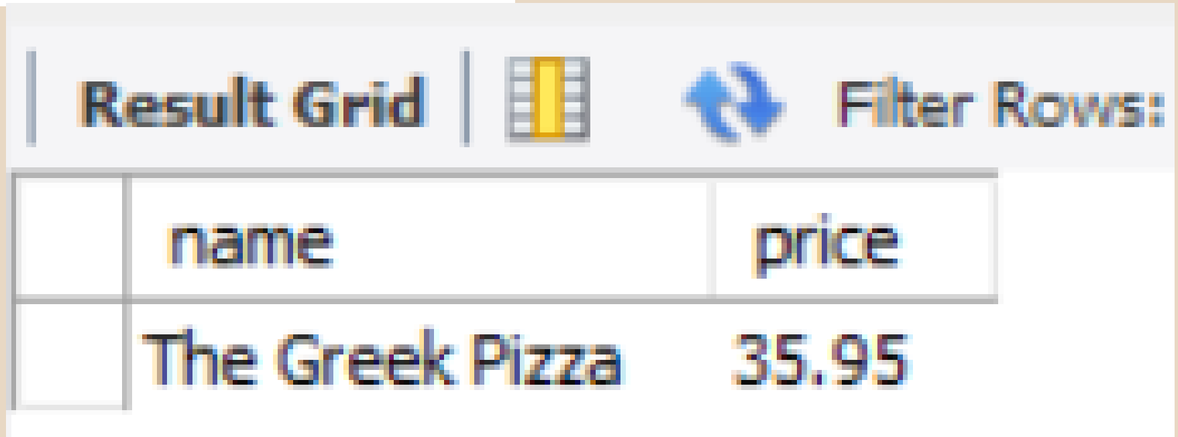
```sql
select order_date, sum(revenue) over(order by order_date) as cum_revenue
from
(select orders.order_date,
sum(order_details.quantity * pizzas.price) as revenue
from order_details join pizzas
on order_details.pizaa_id = pizzas.pizza_id
join orders on orders.order_id = order_details.order_id
group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

Result Grid | Filter Rows:

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

HIGHEST-PRICED PIZZA

```sql
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;
```



Result Grid | Filter Rows:

	name	price
	The Greek Pizza	35.95

PIZZA CATEGORY ORDERED

```sql
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.pizaa_id = pizzas.pizza_id
GROUP BY pizza_types.category
ORDER BY quantity DESC;
```

Result Grid | Filter Row

category	quantity
Chicken	11050
Classic	14888
Supreme	11987
Veggie	11649

CATEGORY-WISE DISTRIBUTION OF PIZZAS

```
SELECT
    category, COUNT(name) AS name
FROM
    pizza_types
GROUP BY category;
```

Result Grid

category	name
Chicken	6
Classic	8
Supreme	9
Veggie	9

THANK YOU