



PIZZA HUT

PIZZA HUT SALES





WELCOME TO PIZZA HUT

Creating a sales report for Pizza Hut involves organizing and analyzing sales data to evaluate performance, identify trends, and make strategic decisions. Assess sales performance for a specific period (daily, weekly, monthly, etc.). Focusing on Total revenue, best-selling items, regional performance, delivery vs. dine-in, and sales trends.

Provide insights into customer preferences, operational strengths, and areas needing improvement.

For Example : If pepperoni pizzas are the top-sellers, focus on inventory and marketing for them



RETRIEVE THE TOTAL NUMBER OF ORDERS PLACED.

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

Result Grid	
	total_count
▶	21350

CALCULATE THE TOTAL REVENUE GENERATED FROM PIZZA SALES

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

Result Grid	
	total_revenue
▶	817860.05

IDENTIFY THE HIGHEST-PRICED PIZZA.

```
SELECT pt.name, MAX(p.price) AS max_price
FROM pizzas p
JOIN pizza_types pt ON p.pizza_type_id = pt.pizza_type_id
GROUP BY pt.name
ORDER BY max_price DESC
LIMIT 1;
```

Result Grid | Filter Rows:

	name	max_price
▶	The Greek Pizza	35.95

IDENTIFY THE MOST COMMON PIZZA SIZE ORDERED.

```
SELECT  
    p.size, COUNT(order_details_id) AS order_count  
FROM  
    order_details od  
    JOIN  
    pizzas p ON p.pizza_id = od.pizza_id  
GROUP BY p.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  
    pt.name, SUM(od.quantity) AS quantity_ordered  
FROM  
    pizza_types pt  
        JOIN  
    pizzas p ON p.pizza_type_id = pt.pizza_type_id  
        JOIN  
    order_details od ON p.pizza_id = od.pizza_id  
GROUP BY pt.name  
ORDER BY quantity_ordered DESC  
LIMIT 5;
```

Result Grid		
	name	quantity_ordered
▶	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

```
pt.category, SUM(od.quantity) AS quantity_ordered  
FROM  
pizza_types pt  
JOIN  
pizzas p ON p.pizza_type_id = pt.pizza_type_id  
JOIN  
order_details od ON od.pizza_id = p.pizza_id  
GROUP BY pt.category  
ORDER BY quantity_ordered DESC;
```

Result Grid | Filter Rows:

	category	quantity_ordered
▶	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
```

	hour	order_count
▶	11	1231
	12	2520
	13	2455
	14	1472
	15	1468
	16	1920
	17	2336
	18	2399
	19	2009
	20	1642

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

SELECT

category, COUNT(name) AS count

FROM

pizza_types

GROUP BY category

	category	count
▶	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(a.quantity), 1) AS average_pizzas_ordered  
FROM  
    (SELECT  
        o.order_date, SUM(od.quantity) AS quantity  
    FROM  
        orders o  
    JOIN order_details od ON o.order_id = od.order_id  
    GROUP BY o.order_date) AS a;
```

	Result Grid			Filter R
	average_pizzas_ordered			
▶	138.5			

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

```
SELECT  
    pt.name,  
    ROUND(SUM(p.price * od.quantity), 2) AS total_revenue  
FROM  
    pizza_types pt  
        JOIN  
    pizzas p ON p.pizza_type_id = pt.pizza_type_id  
        JOIN  
    order_details od ON p.pizza_id = od.pizza_id  
GROUP BY pt.name  
ORDER BY total_revenue DESC  
LIMIT 3;
```

Result Grid		
	name	total_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
    pt.category,
    concat(ROUND(SUM(p.price * od.quantity) / (SELECT
        ROUND(SUM(od.quantity * p.price), 2)  as total_revenue
    FROM
        pizzas p
        JOIN
            order_details od ON od.pizza_id = p.pizza_id)*100,2),"%") as total_revenue
FROM
    pizza_types pt JOIN pizzas p ON p.pizza_type_id = pt.pizza_type_id
        JOIN order_details od ON p.pizza_id = od.pizza_id
    group by pt.category
    order by total_revenue desc;
```

	category	total_revenue
▶	Classic	26.91%
	Supreme	25.46%
	Chicken	23.96%
	Veggie	23.68%

ANALYZE THE CUMULATIVE REVENUE GENERATED OVER TIME.

```
select
    a.order_date,
    a.revenue,
    round(sum(revenue) over(order by order_date),2) as cumulative_revenue
from
    (select o.order_date,
    round(sum(p.price * od.quantity),1) as revenue
from
    orders o
    join order_Details od
    on o.order_id = od.order_id
    join pizzas p
    on od.pizza_id = p.pizza_id
    group by o.order_date) a;
```

	order_date	revenue	cumulative_revenue
▶	2015-01-01	2713.9	2713.9
	2015-01-02	2731.9	5445.8
	2015-01-03	2662.4	8108.2
	2015-01-04	1755.5	9863.7
	2015-01-05	2066	11929.7

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

```
select
    category,
    name,
    revenue,
    rnk from
    (select category,
        name,
        revenue,
        rank() over(partition by category order by revenue desc) as rnk from
        (select pt.category,pt.name,round(sum(p.price * od.quantity),1) as revenue
            from pizza_types pt
            join pizzas p on p.pizza_type_id = pt.pizza_type_id
            join order_details od
            on p.pizza_id = od.pizza_id
            group by category,pt.name)a) b
```

	category	name	revenue	rnk
▶	Chicken	The Thai Chicken Pizza	43434.2	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	32273.2	2



INSIGHTS

The highest sales occurred during [specific time period, e.g., weekends, evenings, or certain months], indicating strong consumer demand during those times.

A noticeable decline in sales was observed during [off-peak times, e.g., weekdays, holidays, or specific months].

The most popular menu items were [e.g., The Thai Chicken Pizza, The Barbecue Chicken Pizza, The California Chicken Pizza], accounting for [26.91%] of total sales

Expanding menu options based on customer preferences (e.g., vegetarian/vegan options, healthier choices) could attract a broader audience.

Invest in targeted promotions during high-sales periods to maximize revenue. Use data-driven insights for inventory optimization and to reduce operational inefficiencies.





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THANK YOU!

