



PIZZA HUT

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Pizza Sales Analysis

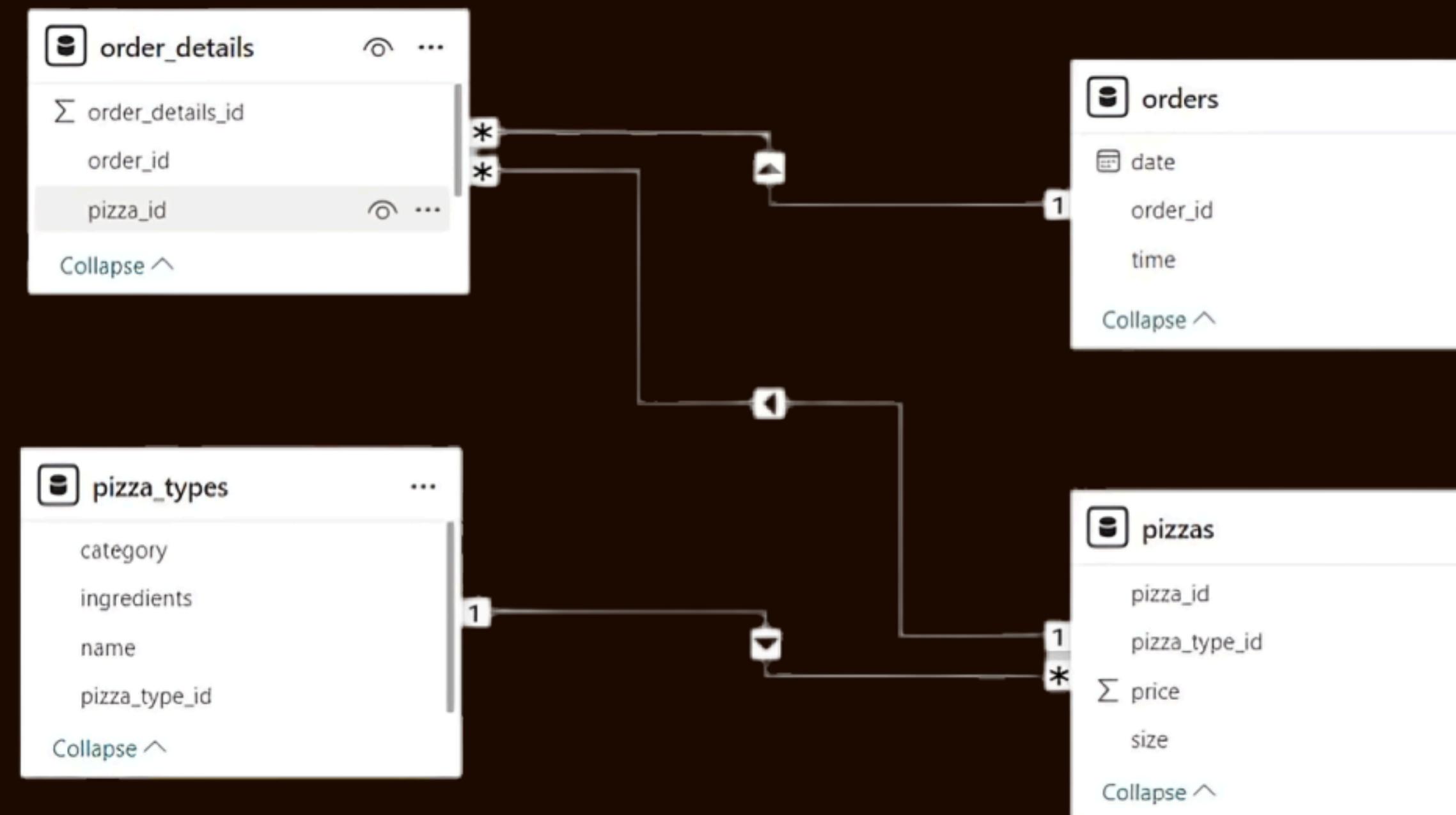


INTRODUCTION

Hello my name is Priti Tiadi and .In this project, I utilized SQL queries to analyze and answer various questions related to pizza sales data.

The project involved working with multiple tables such as pizzas, pizza_types, orders, and order_details

MODEL VIEW



Total number of orders placed

```
SELECT  
    COUNT(Order_id) AS Total_Orders  
FROM  
    ORDERS;
```

Total_Orders
21350

Calculate the 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-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 PRICE DESC
LIMIT 1;
```

name	price
The Greek Pizza	35.95

Identify the most common pizza size ordered.

```
SELECT  
    pizzas.size, COUNT(order_details.Quantity) AS 'Total_orders'  
FROM  
    order_details  
        JOIN  
    pizzas ON order_details.Pizza_id = pizzas.pizza_id  
GROUP BY SIZE  
ORDER BY Total_orders DESC  
LIMIT 1;
```

size	Total_orders
L	18526

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

```
SELECT
    pizza_types.pizza_type_id AS Pizza_Type,
    SUM(order_details.Quantity) AS Total_quantities
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.pizza_type_id
ORDER BY Total_quantities DESC
LIMIT 5;
```

Pizza_Type	Total_quantities
dassic_dlx	2453
bbq_dkn	2432
hawaiian	2422
pepperoni	2418
thai_dkn	2371

Find the total quantity of each pizza category ordered.

```
SELECT
    pizza_types.category,
    SUM(order_details.Quantity) AS Total_Quantity
FROM
    pizza_types
    JOIN
    pizzas ON pizza_types.pizza_type_id = pizzas.pizza_type_id
    JOIN
    order_details ON pizzas.pizza_id = order_details.Pizza_id
GROUP BY category
ORDER BY Total_Quantity DESC;
```

category	Total_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 Total_Orders  
FROM  
    orders  
GROUP BY hour;
```

hour	Total_Orders
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

Find the category-wise distribution of pizzas.

```
SELECT  
    pizza_types.category,  
    COUNT(pizza_types.pizza_type_id) AS total_piza_types  
FROM  
    pizza_types  
GROUP BY category  
ORDER BY total_piza_types;
```

category	total_piza_types
Chicken	6
Classic	8
Supreme	9
Veggie	9

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

```
SELECT  
    pizza_types.pizza_type_id,  
    SUM(order_details.Quantity * pizzas.price) AS Total_Revenue  
FROM  
    pizza_types  
        JOIN  
    pizzas ON pizzas.pizza_type_id = pizza_types.pizza_type_id  
        JOIN  
    order_details ON pizzas.pizza_id = order_details.Pizza_id  
GROUP BY pizza_type_id  
ORDER BY Total_Revenue DESC  
LIMIT 3;
```

pizza_type_id	Total_Revenue
thai_dkn	43434.25
bbq_dkn	42768
cali_dkn	41409.5

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

```
SELECT
    pizza_types.category,
    concat(
        ROUND(
            (SUM(order_details.Quantity * pizzas.price) /
            (SELECT SUM(order_details.Quantity * pizzas.price)
            FROM order_details
            JOIN pizzas ON order_details.Pizza_id = pizzas.pizza_id)
            ) * 100, 1),
        "%"
    ) AS Total_Revenue_Percentage
FROM
    pizza_types
JOIN
    pizzas ON pizzas.pizza_type_id = pizza_types.pizza_type_id
JOIN
    order_details ON pizzas.pizza_id = order_details.Pizza_id
GROUP BY
    pizza_types.category
ORDER BY
    Total_Revenue_Percentage DESC
LIMIT 1000;
```

category	Total_Revenue_Percentage
Classic	26.9%
Supreme	25.5%
Chicken	24%
Veggie	23.7%

CONCLUSION

1. The Greek Pizza stands out as the highest-priced item on the menu, indicating it likely contains premium ingredients that justify its price.
2. Large(L) pizzas dominate customer orders(18,526), accounting for the vast majority of sales, suggesting a customer preference for larger portions.
3. The Classic Deluxe pizza is the most popular, but other favorites like BBQ Chicken and Hawaiian are also close in demand.
4. The Classic category leads in total orders, followed closely by Supreme and Veggie. Chicken-based pizzas, though less ordered, still show strong demand.

5.The busiest hours are 12 PM to 1 PM and 5 PM to 6 PM, with orders peaking around 12 PM (2,520 orders) and 1 PM (2,455 orders). Evening hours around 5 PM(2,336 orders) to 6 PM(2,399 orders) are also high in demand, reflecting lunch and dinner rushes.

6.Supreme and Veggie categories have the largest variety of pizza types, indicating a diverse offering to satisfy different customer preferences.

7.Thai Chicken generated the highest revenue, closely followed by BBQ Chicken and California Chicken. Chicken-based pizzas appear to be the most profitable.

8.The Classic category has the highest contribution to revenue

SUGGESTIONS FOR BUSINESS GROWTH

1. Expand Popular Categories: Introduce new flavors and varieties within the top-performing Classic and Chicken categories to capitalize on customer preferences.
2. Offer Lunch and Dinner Deals: Create special meal deals or discounts during peak hours (12 PM and 5-6 PM) to attract more customers during high-demand times.
3. Promote Large Pizzas: Since large pizzas are the most ordered, consider offering combo deals or family packs to increase average order value.
4. Highlight Top Revenue Pizzas: Focus marketing efforts on high-revenue pizzas like Thai Chicken and BBQ Chicken, potentially offering limited-time promotions.

THANK YOU

