SQL-DRIVEN PIZZA SALES REPORT

ABOUT THE REPORT

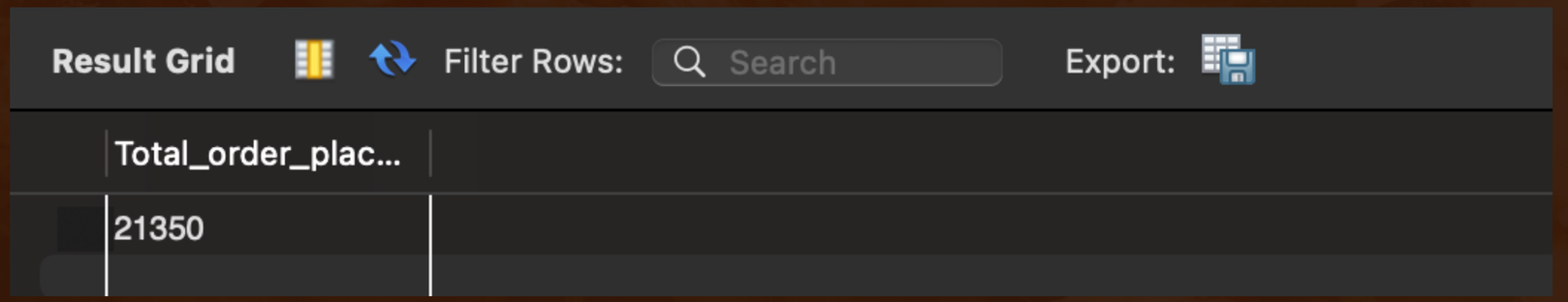
This project analyzes pizza sales data using SQL.
It covers total revenue, top-selling pizzas, and order trends.
The goal is to understand customer behavior and improve sales.
SQL queries were used to extract and explore the data.

PROBLEM STATEMENTS FOR SQL ANALYSIS

1-Retrieve the total number of orders placed.
2-Calculate the total revenue generated from pizza sales.
3-Identify the highest-priced pizza.
4-Identify the most common pizza size ordered.
5-List the top 5 most ordered pizza types along with their quantities
6-Join the necessary tables to find the total quantity of each pizza category ordered.
7-Determine the distribution of orders by hour of the day.
8-Join relevant tables to find the category-wise distribution of pizzas.
9-Group the orders by date and calculate the average number of pizzas ordered per day.
10-Determine the top 3 most ordered pizza types based on revenu
11-Calculate the percentage contribution of each pizza type to total revenue.
12-Analyze the cumulative revenue generated over time.
13-Determine the top 3 most ordered pizza types based on revenue for each pizza category.

1- Retrieve the total number of order placed .

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



2- CALCUTE THE TOTAL REVENUE GENERATED FROM PIZAS SALES.

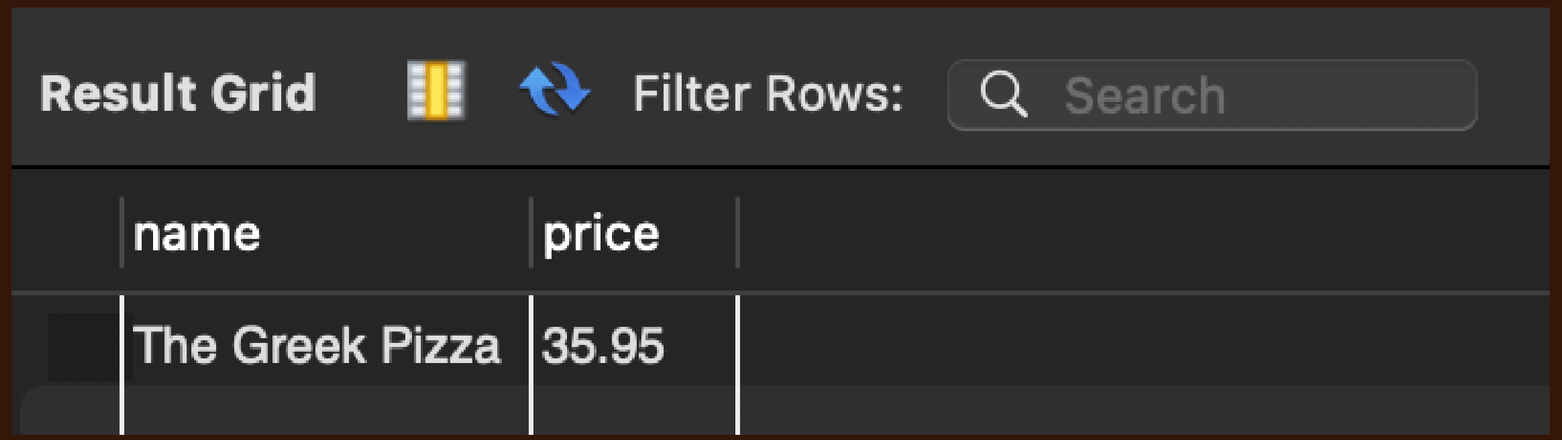
```sql
SELECT
    ROUND(SUM(order_details.quantity * pizzas.price),
            2) AS total_revenue_generated
FROM
    order_details
        JOIN
    pizzas ON pizzas.pizza_id = order_details.pizza_id
```

Result Grid   Filter Rows: Search

total_revenue_generat...
817860.05

3- IDENTIFY THE 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;
```



4- IDENTIFY THE MOST COMMON PIZZA SIZE ORDERED.

```sql
SELECT
    pizzas.size,
    COUNT(order_details.order_details_id) 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
LIMIT 1;
```

Result Grid   Filter Rows: Search

size	order_count
L	18526

5- LIST THE TOP 5 MOST ORDERED PIZZA TYPES ALONG WITH THEIR QUANTITES.

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

Result Grid   Filter Rows: Search

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

6- JOIN THE NECESSARY TABLES TO FIND THE TOTAL QUANTITY OF EACH 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.pizza_id = pizzas.pizza_id
GROUP BY pizza_types.category
ORDER BY quantity DESC;
```

Result Grid   Filter Rows: Search

category	quantity
Classic	14888
Supreme	11987
Veggie	11649
Chicken	11050

7- DETERMINE THE DISTRIBUTION OF ORDERS BY HOUR OF THE DAY .

```sql
SELECT
    HOUR(time) AS hour, COUNT(order_id) AS order_count
FROM
    orders
GROUP BY HOUR(time) order by order_count desc ;
```

Result Grid   Filter Rows:

hour	order_count
12	2520
13	2455
18	2399
17	2336
19	2009
16	1920
20	1642
14	1472
15	1468
11	1231
21	1198
22	663
23	28
10	8
9	1

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

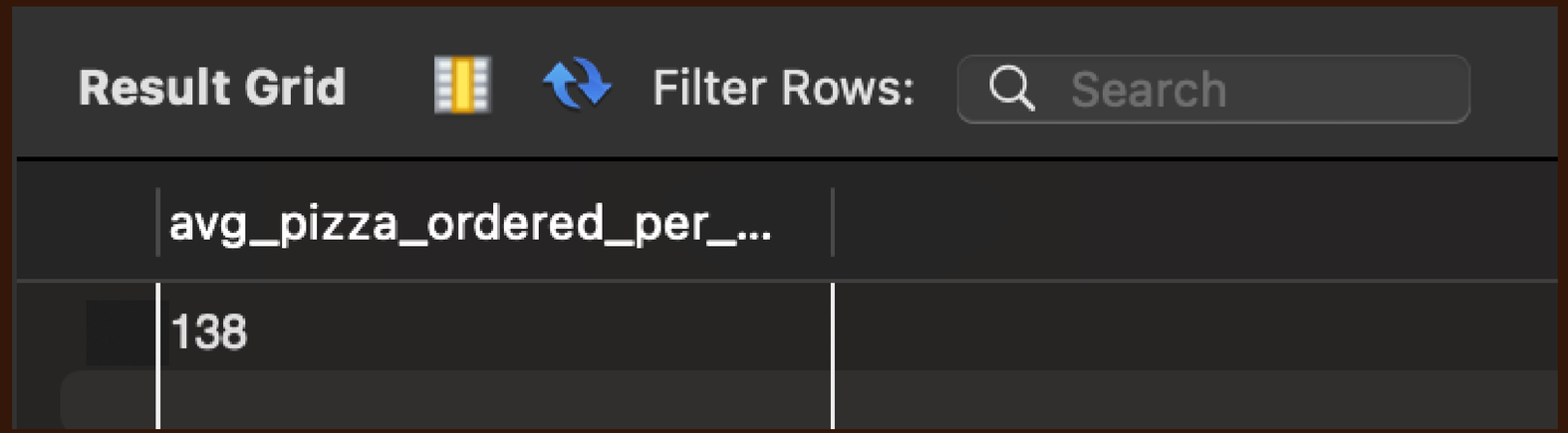
```sql
SELECT
    category, COUNT(name)
FROM
    pizza_types
GROUP BY category;
```

Result Grid   Filter Rows: Search

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

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

```sql
SELECT
    ROUND(AVG(quantity), 0) as avg_pizza_ordered_per_day
FROM
    (SELECT
        orders.date, SUM(order_details.quantity) AS quantity
    FROM
        orders
    JOIN order_details ON orders.order_id = order_details.order_id
    GROUP BY orders.date) AS order_quantity;
```



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

```sql
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;
```

Result Grid   Filter Rows: Search

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

11- CALCULATE THE PERCENTAGE CONTRIBUTION OF EACH PIZZA TYPE OF TOTAL REVENUE .

```sql
SELECT
    pizza_types.category,
    ROUND(SUM(order_details.quantity * pizzas.price) / (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) * 100,
            2) 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.category
ORDER BY revenue DESC;
```

Result Grid   Filter R

category	revenue
Classic	26.91
Supreme	25.46
Chicken	23.96
Veggie	23.68

12- ANALYZE THE CUMULATIVE REVENUE GENERATED OVER TIME .

```sql
select date ,
sum(revenue) over(order by date) as cum_revenue
from
(select orders.date,
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 orders.date) as sales;
```

Result Grid Filter Rows:

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
2015-01-10	23990.350000000002
2015-01-11	25862.65
2015-01-12	27781.7
2015-01-13	29831.300000000003
2015-01-14	32358.700000000004
2015-01-15	34343.50000000001
2015-01-16	36937.65000000001

13- DETERMINE THE TOP 10 MOST ORDERED PIZZA TYPES BASED ON REVENUE FOR EACH PIZZA CATEGORY.

```sql
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;
```

Result Grid | Filter Rows: Search

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

THANK YOU FOR ATTENTION