

PIZZA HUT

Exploring pizza sales trends and customer preferences to drive business growth.

SQL Project on Pizza Sales



HELLO !



Myself **Pulkit Mehrotra**, a Data Analyst, has prepared this SQL project to have a deep analysis of pizza sales and find out the answers to some of the most important questions relating to pizza sale trends and costumer preferences. This SQL project involves the usage of very important queries and functions such as SELECT, FROM, WHERE, JOIN, ORDER BY, GROUP BY, AS, DESC, ON, etc.

IDENTIFY THE MOST COMMON PIZZA SIZE ORDERED . . .

```
1 -- Identify the most common pizza size ordered
2 • SELECT
3     pizzas.size,
4     COUNT(orders_details.order_details_id) AS order_count
5 FROM
6     pizzas
7     JOIN
8         orders_details ON pizzas.pizza_id = orders_details.pizza_id
9 GROUP BY pizzas.size
10 ORDER BY order_count DESC;
```

	size	order_count
▶	L	980
	M	782
	S	691
	XL	31



LIST THE TOP 5 MOST ORDERED PIZZA TYPES ALONG WITH THEIR QUANTITIES

```
1  -- List the top 5 most ordered pizza types along with their quantities
2 • SELECT
3      pizza_types.name, SUM(orders_details.quantity) AS quantity
4 FROM
5      pizza_types
6          JOIN
7      pizzas ON pizza_types.pizza_type_id = pizzas.pizza_type_id
8          JOIN
9      orders_details ON orders_details.pizza_id = pizzas.pizza_id
10 GROUP BY pizza_types.name
11 ORDER BY quantity DESC
12 LIMIT 5;
```



Result Grid | Filter Rows:

	name	quantity
▶	The Pepperoni Pizza	156
	The Barbecue Chicken Pizza	129
	The Thai Chicken Pizza	120
	The California Chicken Pizza	119
	The Classic Deluxe Pizza	114

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

```
1  -- Join the necessary tables to find the total quantity of
2  -- each pizza category ordered
3 • SELECT
4      pizza_types.category,
5      SUM(orders_details.quantity) AS quantity
6 FROM
7      pizza_types
8          JOIN
9      pizzas ON pizza_types.pizza_type_id = pizzas.pizza_type_id
10         JOIN
11     orders_details ON orders_details.pizza_id = pizzas.pizza_id
12 GROUP BY pizza_types.category
```



	category	quantity
→	Classic	749
	Supreme	627
	Veggie	601
	Chicken	560

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

```
1 -- Group the orders by date and calculate the
2 -- average number of pizzas ordered per day
3 • select round(avg(quantity),0)from
4   (select orders.order_date,
5    sum(orders_details.quantity) as quantity
6    from orders join orders_details
7    on orders.order_id = orders_details.order_details_id
8    group by orders.order_date) as order_quantity;
```



Result Grid	Filter
round(avg(quantity),0)	
60	

DETERMINE THE TOP 3 MOST ORDERED PIZZA TYPES BASED ON REVENUE

```
1  -- Determine the top 3 most ordered pizza types based on revenue
2 • SELECT
3     pizza_types.name,
4     SUM(orders_details.quantity * pizzas.price) AS revenue
5 FROM
6     pizza_types
7     JOIN
8     pizzas ON pizzas.pizza_type_id = pizza_types.pizza_type_id
9     JOIN
10    orders_details ON orders_details.pizza_id = pizzas.pizza_id
11 GROUP BY pizza_types.name
12 ORDER BY revenue DESC
13 LIMIT 3;
```

Result Grid		Filter Rows:
	name	revenue
▶	The Barbecue Chicken Pizza	2300.75
	The Thai Chicken Pizza	2222
	The California Chicken Pizza	2045.25



CALCULATE THE PERCENTAGE CONTRIBUTION OF EACH PIZZA TYPE TO TOTAL REVENUE

```
1  -- Calculate the percentage contribution of each pizza type to total revenue
2 • SELECT
3     pizza_types.category,
4     ROUND(SUM(orders_details.quantity * pizzas.price) / (SELECT
5         ROUND(SUM(orders_details.quantity * pizzas.price),
6             2) AS total_revenue
7     FROM
8         orders_details
9         JOIN
10        pizzas ON pizzas.pizza_id = orders_details.pizza_id) * 100,
11    2) AS revenue
12 FROM
13     pizza_types
14     JOIN
15        pizzas ON pizza_types.pizza_type_id = pizzas.pizza_type_id
16     JOIN
17        orders_details ON orders_details.pizza_id = pizzas.pizza_id
18 GROUP BY pizza_types.category
19 ORDER BY revenue DESC
20 LIMIT 3;
```

Result Grid		
	category	revenue
▶	Classic	26.37
	Supreme	25.68
	Veggie	24.14

ANALYZE THE CUMULATIVE REVENUE GENERATED OVER TIME

```
1  -- Analyze the cumulative revenue generated over time
2 • select order_date,
3   sum(revenue) over(order by order_date) as cum_revenue
4   from
5   (select orders.order_date,
6    sum(orders_details.quantity * pizzas.price) as revenue
7    from orders_details join pizzas
8    on orders_details.pizza_id = pizzas.pizza_id
9    join orders
10   on orders.order_id = orders_details.order_details_id
11   group by orders.order_date) as sales;
```



	order_date	cum_revenue
▶	2015-01-01	1171.45
	2015-01-02	2316.1000000000004
	2015-01-03	3433.8
	2015-01-04	4341.8
	2015-01-05	5247.25

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

```
1  -- Determine the top 3 most ordered pizza types based on
2  -- revenue for each pizza category
3 • select name, revenue from
4  ⊖ (select category, name, revenue,
5    rank() over(partition by category order by revenue desc) as rn
6  from
7  ⊖ (select pizza_types.category, pizza_types.name,
8    sum((orders_details.quantity) * pizzas.price) as revenue
9  from pizza_types join pizzas
10 on pizza_types.pizza_type_id = pizzas.pizza_type_id
11 join orders_details
12 on orders_details.pizza_id = pizzas.pizza_id
13 group by pizza_types.category, pizza_types.name)
14 where rn <= 3;
```



	name	revenue
1	The Barbecue Chicken Pizza	2300.75
2	The Thai Chicken Pizza	2222
3	The California Chicken Pizza	2045.25
4	The Pepperoni Pizza	1988.5

Sales Insights

Leveraging Data for Better Decision Making

Analyzing pizza sales data can provide valuable insights into customer preferences, popular toppings, peak ordering times, and sales trends that can inform marketing strategies and menu adjustments.

