



Today's special

PIZZA



ORDER NOW

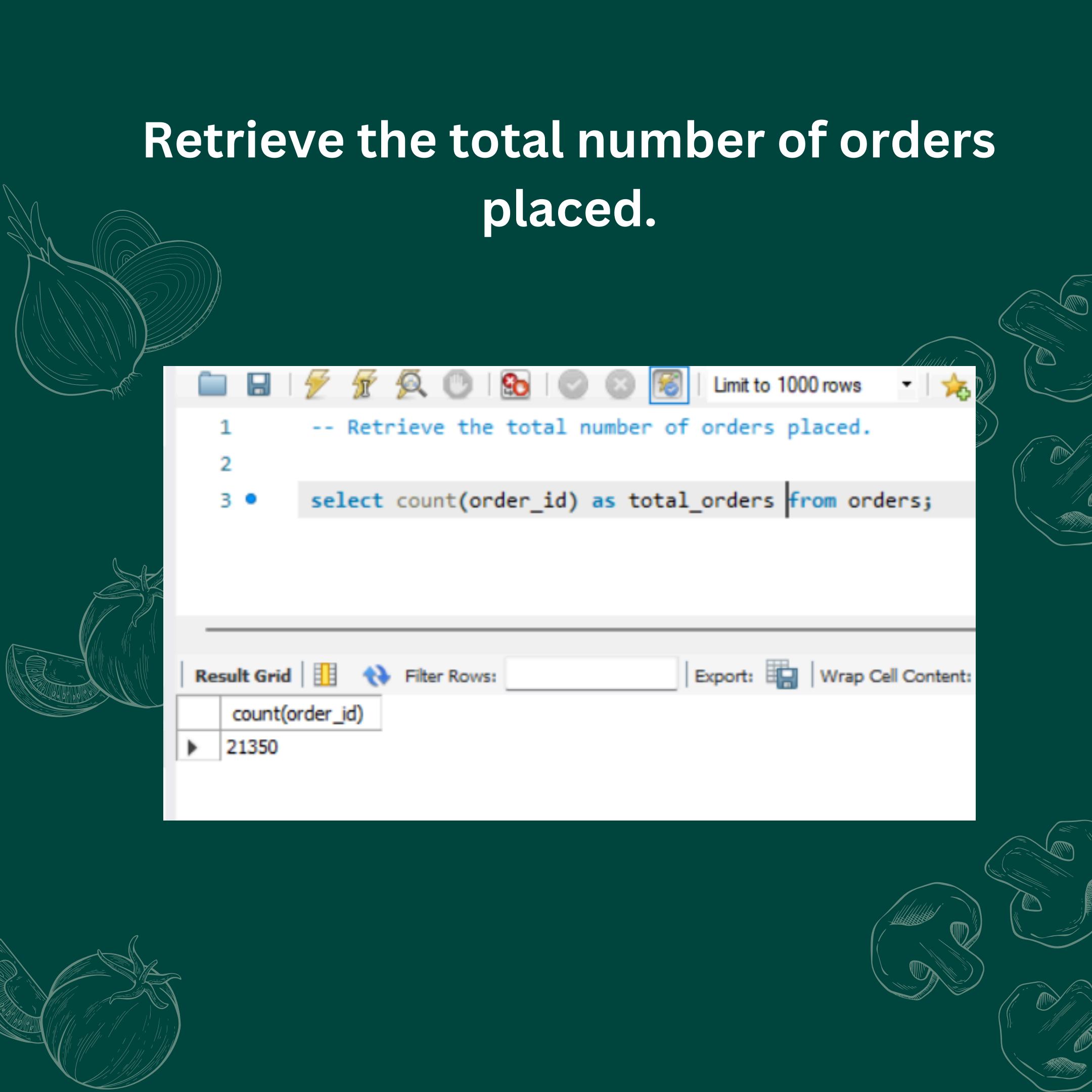
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HELLO!

Today, I am excited to share my project on Pizza Sales Data Analysis using SQL. In this project, I used SQL to explore real-world sales data from a pizza store to gain valuable insights. The data includes information about different types of pizzas, customer orders, and sales trends over time.

Retrieve the total number of orders placed.



```
1      -- Retrieve the total number of orders placed.  
2  
3 •   select count(order_id) as total_orders |from orders;  
  
Result Grid | Filter Rows: | Export: | Wrap Cell Content:  
count(order_id)  
▶ 21350
```

Calculate the total revenue generated from pizza sales.

```
+-----+  
| 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
```

Result Grid

	total_sales
▶	817860.05

Identify the highest-priced pizza.

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

Result Grid

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

Identify the most common pizza size ordered.

```
3 •   SELECT
4       pizzas.size,
5       COUNT(order_details.order_details_id) AS order_count
6   FROM
7       pizzas
8       JOIN
9           order_details ON pizzas.pizza_id = order_details.pizza_id
10      GROUP BY pizzas.size
11      ORDER BY order_count DESC;
```

Result Grid		Filter Rows:	Export:	Wrap Cell Content:
	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.

```
2
3 •   SELECT
4       pizza_types.name, SUM(order_details.quantity) AS quantity
5   FROM
6       pizza_types
7       JOIN
8           pizzas ON pizza_types.pizza_type_id = pizzas.pizza_type_id
9       JOIN
10          order_details ON order_details.pizza_id = pizzas.pizza_id
11      GROUP BY pizza_types.name
12      ORDER BY quantity DESC
13      LIMIT 5;
```

	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

Join the necessary tables to find the total quantity of each pizza category ordered.

```
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;
```

	category	quantity
▶	Classic	14888
	Supreme	11987
	Veggie	11649
	Chicken	11050

Determine the distribution of orders by hour of the day.

-- Determine the distribution of orders by hour of the day.

SELECT

HOUR(order_time) AS hour, COUNT(order_id)

FROM

orders

GROUP BY HOUR(order_time);

	hour(order_time)	count(order_id)
▶	11	1231
	12	2520
	13	2455
	14	1472
	15	1468
	16	1920
	17	2336

Join relevant tables to find the category-wise distribution of pizzas.

```
select category , count(name) from pizza_types  
group by category
```

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

Group the orders by date and calculate the average number of pizzas ordered per day.

```
select avg(quantity) 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 ;
```

Result Grid	
	avg(quantity)
▶	138.4749

Determine the top 3 most ordered pizza types based on revenue

```
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
```

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

Determine the top 3 most ordered pizza types based on revenue

```
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;
```

	name	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 pizza_types.category,  
       (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  
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 revenue desc;
```

	category	revenue
▶	Classic	220053.1000000001
	Supreme	208196.9999999822
	Chicken	195919.5
	Veggie	193690.45000000298

Analyze the cumulative revenue generated over time

```
-- Analyze the cumulative revenue generated over time.

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.pizza_id = pizzas.pizza_id
     join orders
       on orders.order_id = order_details.order_id
    group by orders.order_date) as sales;
```

	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

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

```
-- Determine the top 3 most ordered pizza types
-- based on revenue for each pizza category.

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 category, name)
```

	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