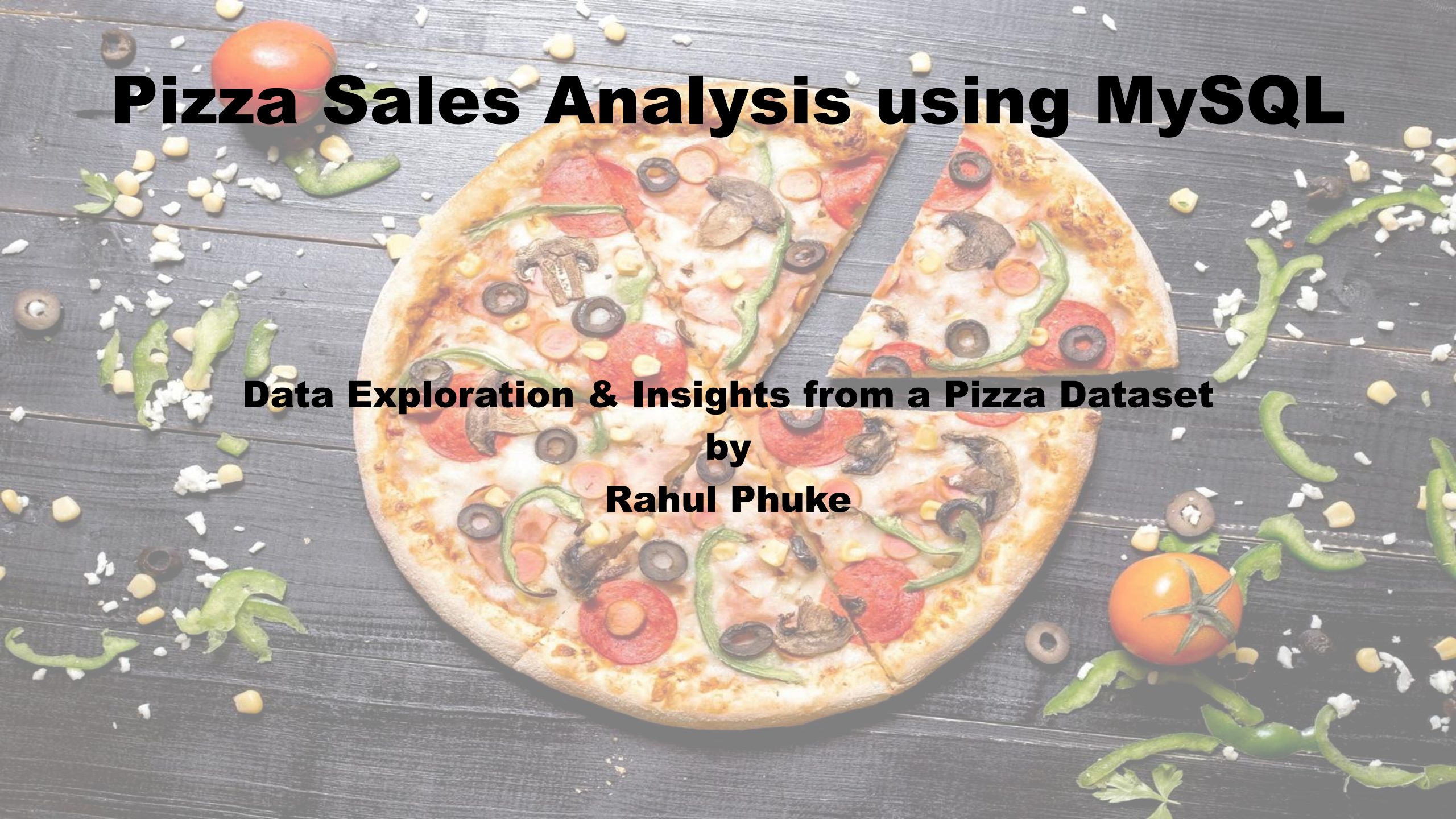
Pizza Sales Analysis using MySQL



Data Exploration & Insights from a Pizza Dataset

by

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Project Overview

- Objective: Analyze a pizza sales dataset using SQL to uncover key business insights.
- Tools Used: MySQL, SQL Workbench
- Skills Applied: Data cleaning, joins, aggregations, timebased analysis
- Visual: Icon grid featuring SQL, database, and chart symbols

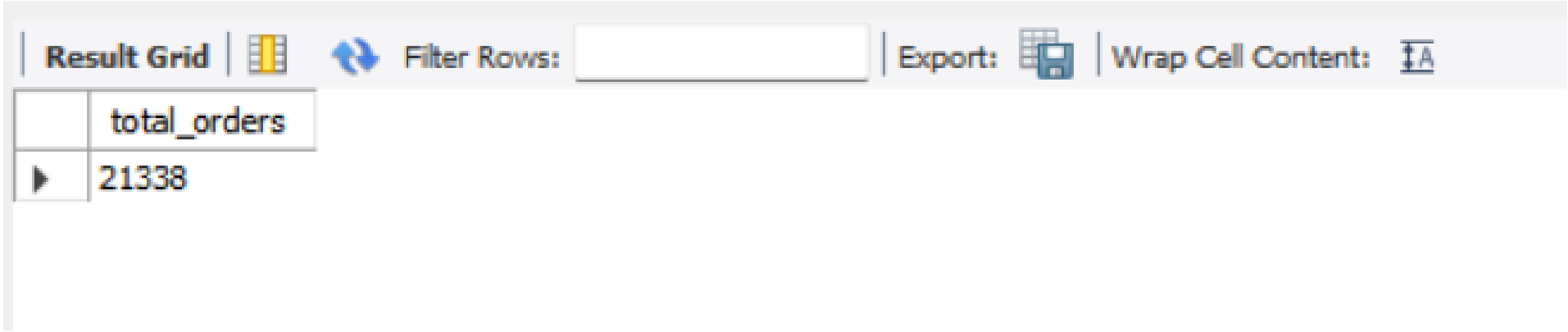
Database & Tables

- Database Created: `pizza_project`
- Key Tables Used:
- `orders` – Order date and time
- `order_details` – Quantity and pizza IDs per order
- `pizzas` – Price and size
- `pizza_types` – Category and pizza names
- Visual: Schema diagram displaying the four tables and their relationships

Total Orders

- Insight: Total number of orders placed during the period
- SQL Query:

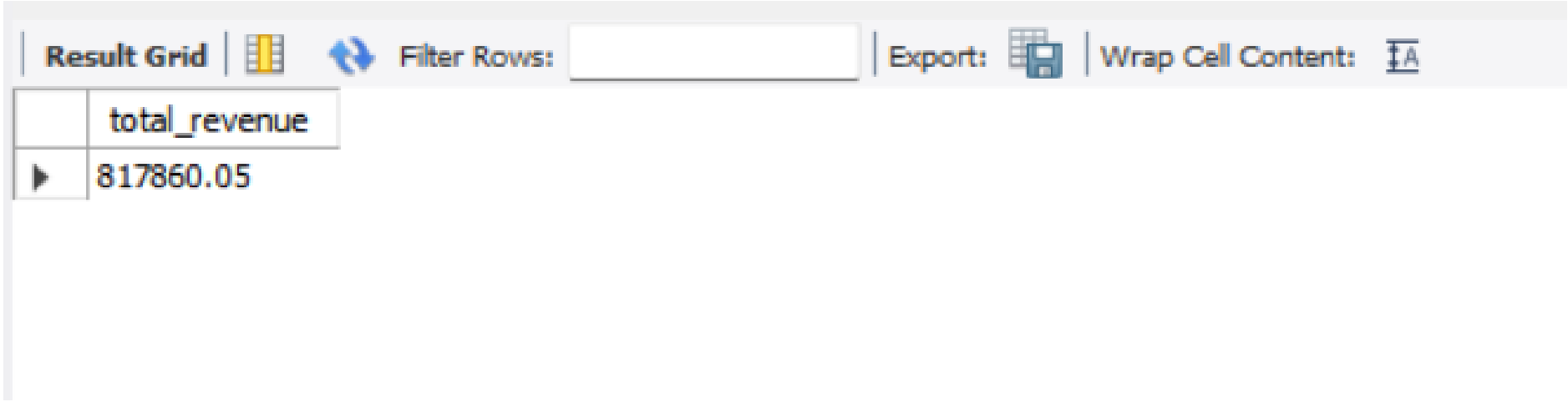
```
select count(distinct order_id) as total_orders from orders;
```



Total Revenue Generated

- Insight: Total revenue calculated from quantity × price
- SQL Query:

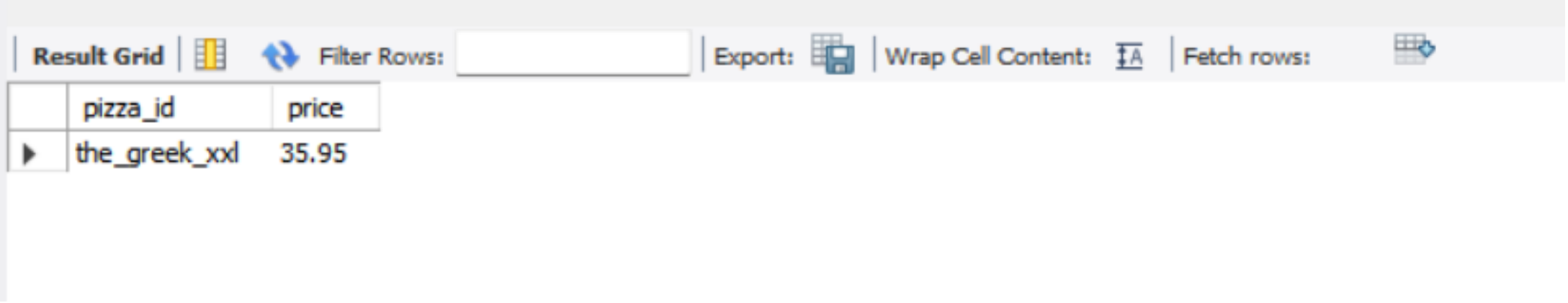
```
select round(sum(od.quantity * p.price), 2) as total_revenue
from order_details od
join pizzas p on p.pizza_id = od.pizza_id;
```



Highest Priced Pizza

- Insight: Identify the most expensive pizza item
- SQL Query:

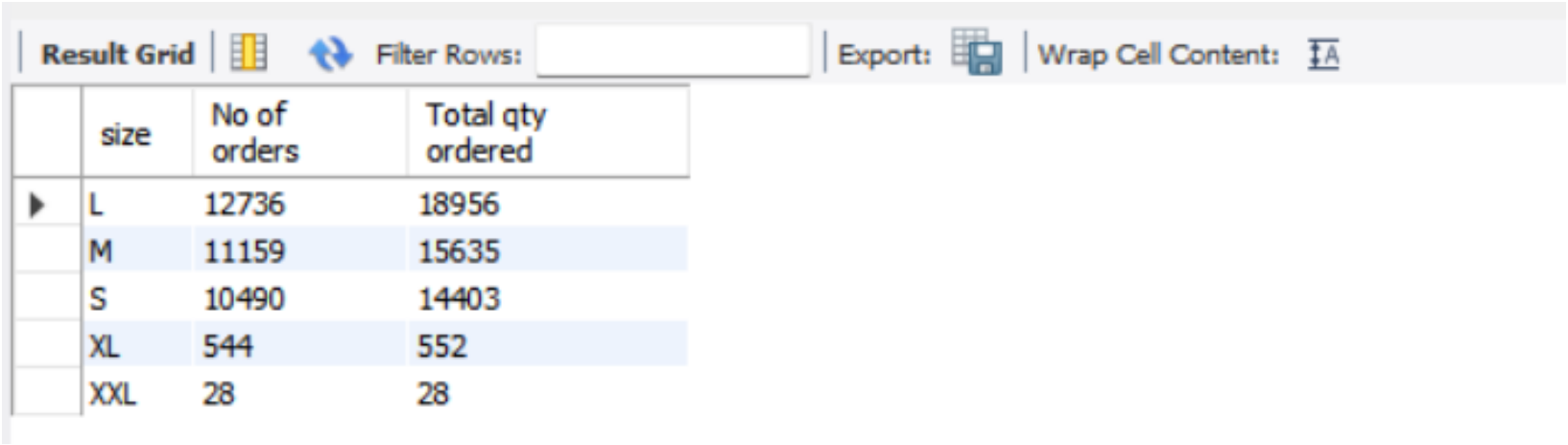
```
select pizza_id, price from pizzas order by price desc limit 1;
```



Most Common Pizza Size

- Insight: Most frequently ordered pizza sizes
- SQL Query:

```
select p.size, count(distinct od.order_id) as no_of_orders,
sum(od.quantity) as total_qty
from order_details od join pizzas p on od.pizza_id = p.pizza_id
group by p.size order by no_of_orders desc;
```

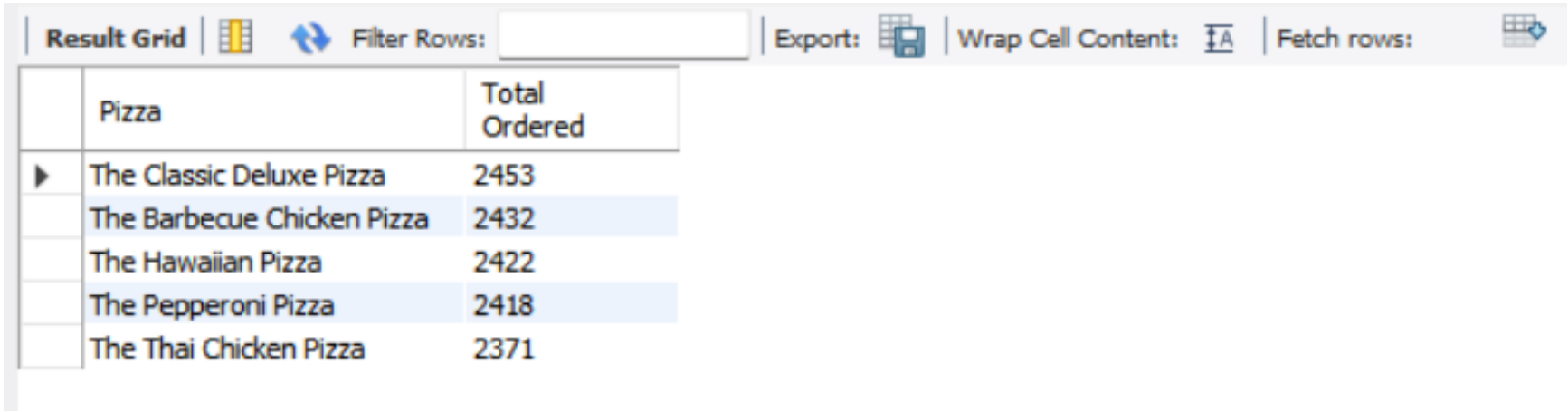


size	No of orders	Total qty ordered
L	12736	18956
M	11159	15635
S	10490	14403
XL	544	552
XXL	28	28

Top 5 Pizza Types Ordered

- Insight: Identify bestselling pizza varieties
- SQL Query:

```
select pt.name as pizza, sum(od.quantity) as total_ordered from
order_details od join pizzas p on od.pizza_id = p.pizza_id
join pizza_types pt on p.pizza_type_id = pt.pizza_type_id
group by pt.name order by total_ordered desc limit 5;
```



Pizza	Total Ordered
The Classic Deluxe Pizza	2453
The Barbecue Chicken Pizza	2432
The Hawaiian Pizza	2422
The Pepperoni Pizza	2418
The Thai Chicken Pizza	2371

Orders by Hour

- Insight: Discover peak order times throughout the day
- SQL Query:

```
select extract(hour from time) as order_hour, count(*) as total_orders
from orders group by order_hour order by total_orders desc;
```

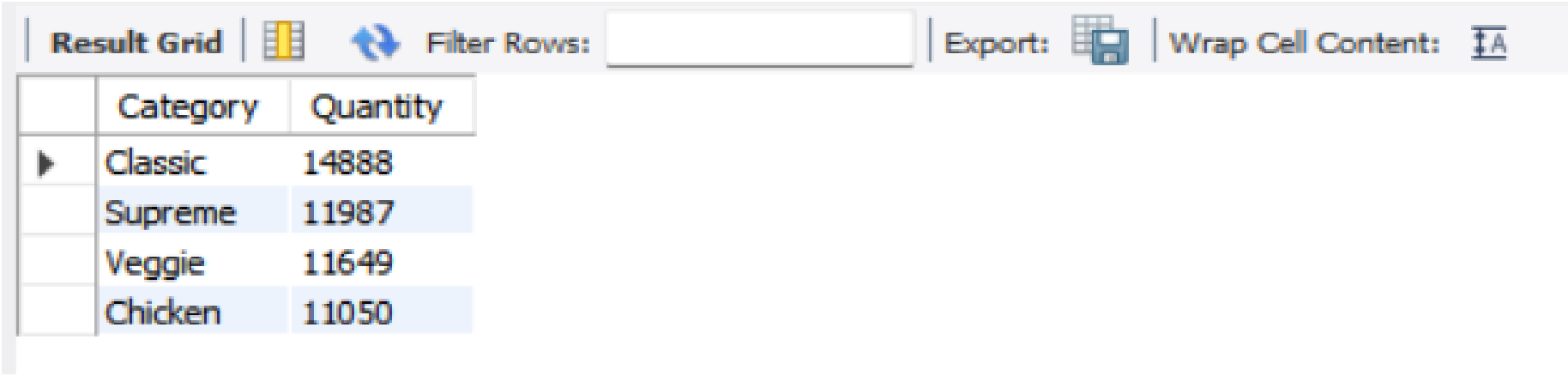
Result Grid | Filter Rows: | Export: | Wrap Cell Content:

order_hour	total_orders
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

Category Wise Pizza Quantity

- Insight: Breakdown of pizza consumption by category
- SQL Query:

```
select pt.category, sum(od.quantity) as quantity from order_details od
join pizzas p on od.pizza_id = p.pizza_id
join pizza_types pt on p.pizza_type_id = pt.pizza_type_id
group by pt.category order by quantity desc;
```

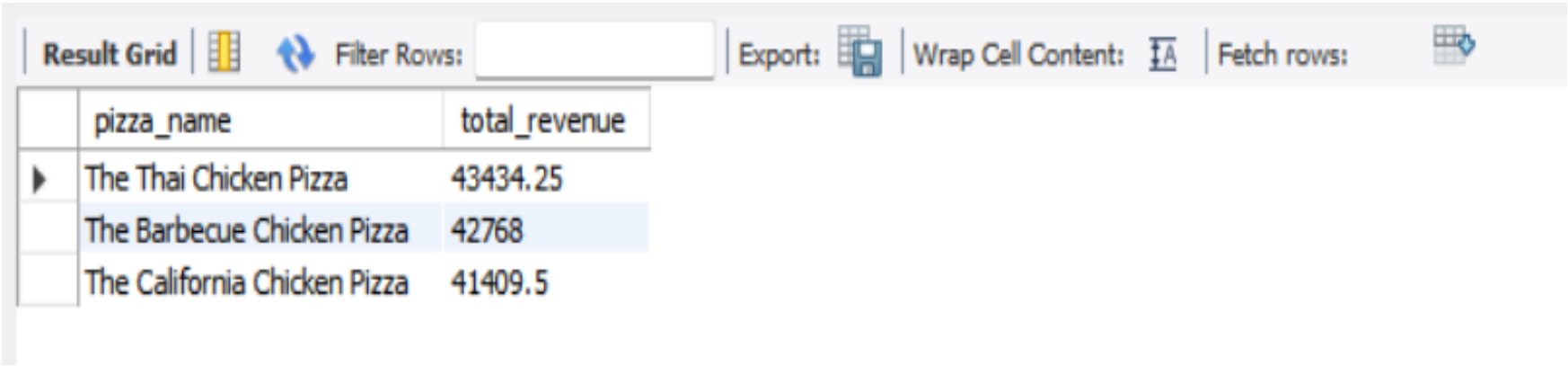


Category	Quantity
Classic	14888
Supreme	11987
Veggie	11649
Chicken	11050

Top 3 Pizza Types by Revenue

- Insight: Pizza types generating the most revenue
- SQL Query:

```
select pt.name, sum(od.quantity * p.price) as total_revenue
from order_details od join pizzas p on od.pizza_id = p.pizza_id
join pizza_types pt on p.pizza_type_id = pt.pizza_type_id
group by pt.name order by total_revenue desc limit 3;
```

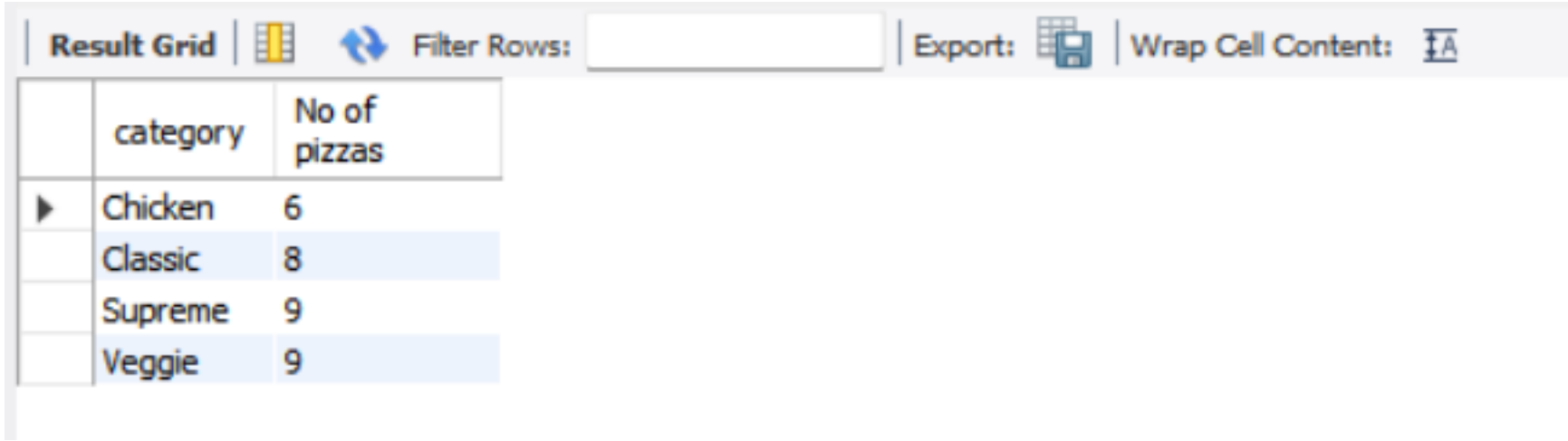


pizza_name	total_revenue
The Thai Chicken Pizza	43434.25
The Barbecue Chicken Pizza	42768
The California Chicken Pizza	41409.5

Category-wise Distribution of Pizzas

- SQL Query:

```
select category, count(distinct pizza_type_id) as `no of pizzas`
from pizza_types
group by category order by `no of pizzas` desc;
```

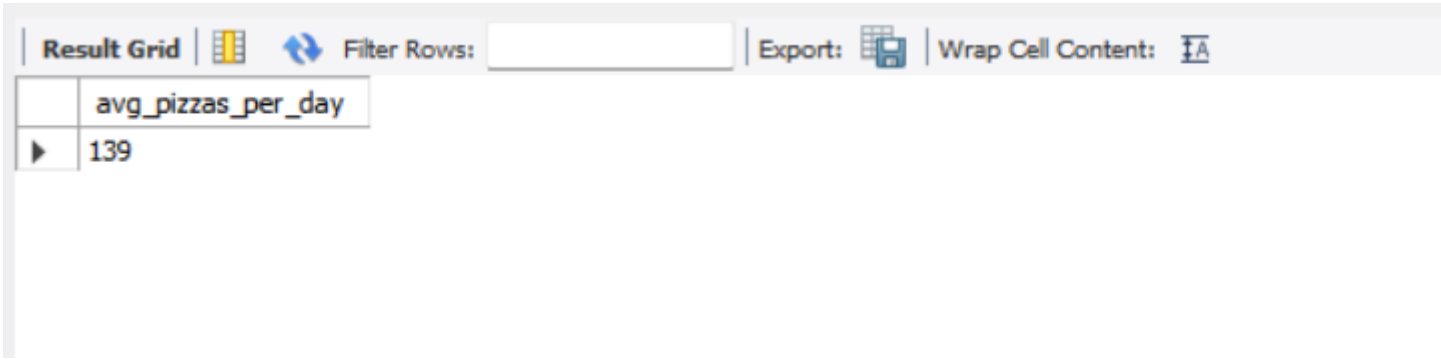


category	No of pizzas
Chicken	6
Classic	8
Supreme	9
Veggie	9

Average Number of Pizzas Ordered Per Day

- SQL Query:

```
select round(avg(daily_total), 0) as avg_pizzas_per_day
from (select o.date, sum(od.quantity) as daily_total
  from orders as o
  join order_details as od on o.order_id = od.order_id
  group by o.date) as daily_pizza_counts;
```



Summary & Key Learnings

- Discovered customer preferences and sales trends
- Identified high performing products and peak hours
- Enhanced SQL skills with real-world data analysis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