



# SALES REPORT OF PIZZA

20july,2024



# INTRODUCTION

Welcome to our Sales Report Presentation. Today, we delve into a comprehensive overview of our pizza sales performance. We explore trends, challenges, and strategic insights that have shaped our journey. This presentation goes beyond numbers; it's a narrative of our collective efforts, showcasing the impact of our sales strategies and pathways to future success. Through SQL analysis, we provide a detailed examination of customer behavior, product popularity, and sales trends to drive data-driven decisions and enhance our performance.



# ABOUT SALES REPORT

Welcome to our Pizza Sales Report. This report provides a comprehensive overview of our sales performance, highlighting key metrics, trends, and strategic insights. We analyze sales data to understand customer preferences, popular pizza varieties, and sales trends. This report goes beyond mere numbers, capturing the essence of our efforts and strategies. It showcases the effectiveness of our sales approaches, identifies areas for improvement, and outlines pathways for future success. By leveraging these insights, we aim to enhance our offerings, optimize customer satisfaction, and drive sustained growth in the competitive pizza market.



RETRIEVE THE TOTAL NUMBER OF ORDERS  
PLACED.

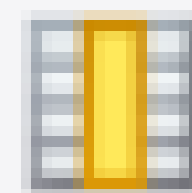
SELECT

COUNT(order\_id) AS 'total\_number'

FROM

orders

Result Grid



total\_number



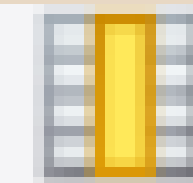
21350



# CALCULATE THE TOTAL REVENUE GENERATED FROM PIZZA SALES.

```
SELECT
    ROUND(SUM(od.quantity * p.price), 2) AS 'total_revenue'
FROM
    pizzas p
    JOIN
    order_details od ON p.pizza_id = od.pizza_id
```

Result Grid



	total_revenue
▶	817860.05





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

```
SELECT
    pt.name, SUM(quantity) AS 'quantities'
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 quantities DESC
LIMIT 5
```

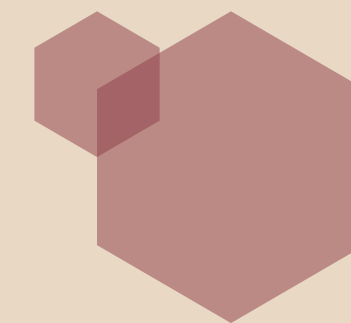
name	quantities
The Classic Deluxe Pizza	2453
The Barbecue Chicken Pizza	2432
The Hawaiian Pizza	2422
The Pepperoni Pizza	2418
The Thai Chicken Pizza	2371



# IDENTIFY THE MOST COMMON PIZZA SIZE ORDERED.

```
SELECT
    p.size, COUNT(od.order_details_id) AS 'order_size'
FROM
    pizzas p
    JOIN
    order_details od ON p.pizza_id = od.pizza_id
GROUP BY p.size
ORDER BY order_size DESC
```

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



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

```
SELECT
    pt.category, SUM(quantity) AS 'quantity'
FROM
    pizza_types pt
    JOIN
    pizzas p ON pt.pizza_type_id = p.pizza_type_id
    JOIN
    order_details od ON p.pizza_id = od.pizza_id
GROUP BY pt.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.

```
SELECT
    HOUR(time) AS 'hour', COUNT(order_id) AS 'orders'
FROM
    orders
GROUP BY hour
```

Result Grid		
	hour	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

## JOIN RELEVANT TABLES TO FIND THE CATEGORY-WISE DISTRIBUTION OF PIZZAS.

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

	category	COUNT(name)
▶	Chicken	6
	Classic	8
	Supreme	9
	Veggie	9



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

```
SELECT
    AVG(quantity)
FROM
    (SELECT
        o.date AS 'date', SUM(od.quantity) AS 'quantity'
    FROM
        orders o
    JOIN order_details od ON o.order_id = od.order_id
    GROUP BY date) t
```

	AVG(quantity)
▶	138.4749



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

```
SELECT
    pt.name, SUM(od.quantity * p.price) AS 'revenue'
FROM
    pizza_types pt
    JOIN
    pizzas p ON pt.pizza_type_id = p.pizza_type_id
    JOIN
    order_details od ON p.pizza_id = od.pizza_id
GROUP BY pt.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
    pt.category,
    ROUND(SUM(od.quantity * p.price) / (SELECT
        ROUND(SUM(od.quantity * p.price)) AS 'total_sales'
    FROM
        order_details od
        JOIN
        pizzas p ON od.pizza_id = p.pizza_id) * 100,2) AS 'revenue'
FROM
    pizza_types pt
    JOIN
    pizzas p ON pt.pizza_type_id = p.pizza_type_id
    JOIN
    order_details od ON p.pizza_id = od.pizza_id
GROUP BY pt.category
ORDER BY revenue DESC
```

	category	revenue
▶	Classic	26.91
	Supreme	25.46
	Chicken	23.96
	Veggie	23.68



# ANALYZE THE CUMULATIVE REVENUE GENERATED OVER TIME.

```
select date,revenue,  
round(sum(revenue) over(order by date),2) as 'cum_revenue'  
from  
  (select o.date as 'date',round(sum(od.quantity*p.price),2) as 'revenue'  
   from orders o  
  join order_details od  
  on o.order_id=od.order_id  
  join pizzas p  
  on od.pizza_id=p.pizza_id  
 group by date) t
```

	date	revenue	cum_revenue
▶	2015-01-01	2713.85	2713.85
	2015-01-02	2731.9	5445.75
	2015-01-03	2662.4	8108.15
	2015-01-04	1755.45	9863.6
	2015-01-05	2065.95	11929.55
	2015-01-06	2428.95	14358.5
	2015-01-07	2202.2	16560.7
	2015-01-08	2838.35	19399.05
	2015-01-09	2127.35	21526.4
	2015-01-10	2463.95	23990.35
	2015-01-11	1872.3	25862.65
	2015-01-12	1919.05	27781.7
	2015-01-13	2049.6	29831.3
	2015-01-14	2527.4	32358.7
	2015-01-15	1984.8	34343.5
	2015-01-16	2594.15	36937.65
	2015-01-17	2064.1	39001.75
	2015-01-18	1976.85	40978.6



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

```
SELECT name, revenue, rank1
FROM (
    SELECT category, name, revenue,
           @rank := IF(@category = category, @rank + 1, 1) AS 'rank1',
           @category := category
    FROM (
        SELECT pt.category, pt.name, ROUND(SUM(od.quantity * p.price), 2) AS revenue
        FROM pizza_types pt
        JOIN pizzas p ON pt.pizza_type_id = p.pizza_type_id
        JOIN order_details od ON p.pizza_id = od.pizza_id
        GROUP BY pt.category, pt.name
        ORDER BY pt.category, revenue DESC
    ) AS t, (SELECT @rank := 0, @category := '') AS vars
    ) AS ranked
WHERE ranked.rank1 >= 3;
```

name	revenue	rank1
The Chicken Pesto Pizza	16701.75	6
The Pepperoni Pizza	30161.75	3
The Greek Pizza	28454.1	4
The Italian Capocollo Pizza	25094	5
The Napolitana Pizza	24087	6
The Big Meat Pizza	22968	7
The Pepperoni, Mushroom, and Peppers Pizza	18834.5	8
The Sicilian Pizza	30940.5	3
The Pepper Salami Pizza	25529	4
The Prosciutto and Arugula Pizza	24193.25	5
The Soppressata Pizza	16425.75	6
The Calabrese Pizza	15934.25	7
The Spinach Supreme Pizza	15277.75	8
The Brie Carre Pizza	11588.5	9
The Five Cheese Pizza	26066.5	3
The Vegetables + Vegetables Pizza	24374.75	4
The Spinach and Feta Pizza	23271.25	5
The Italian Vegetables Pizza	16019.25	6



# THANK YOU

20 July, 2024