

Pizza Sales and Customer Insight

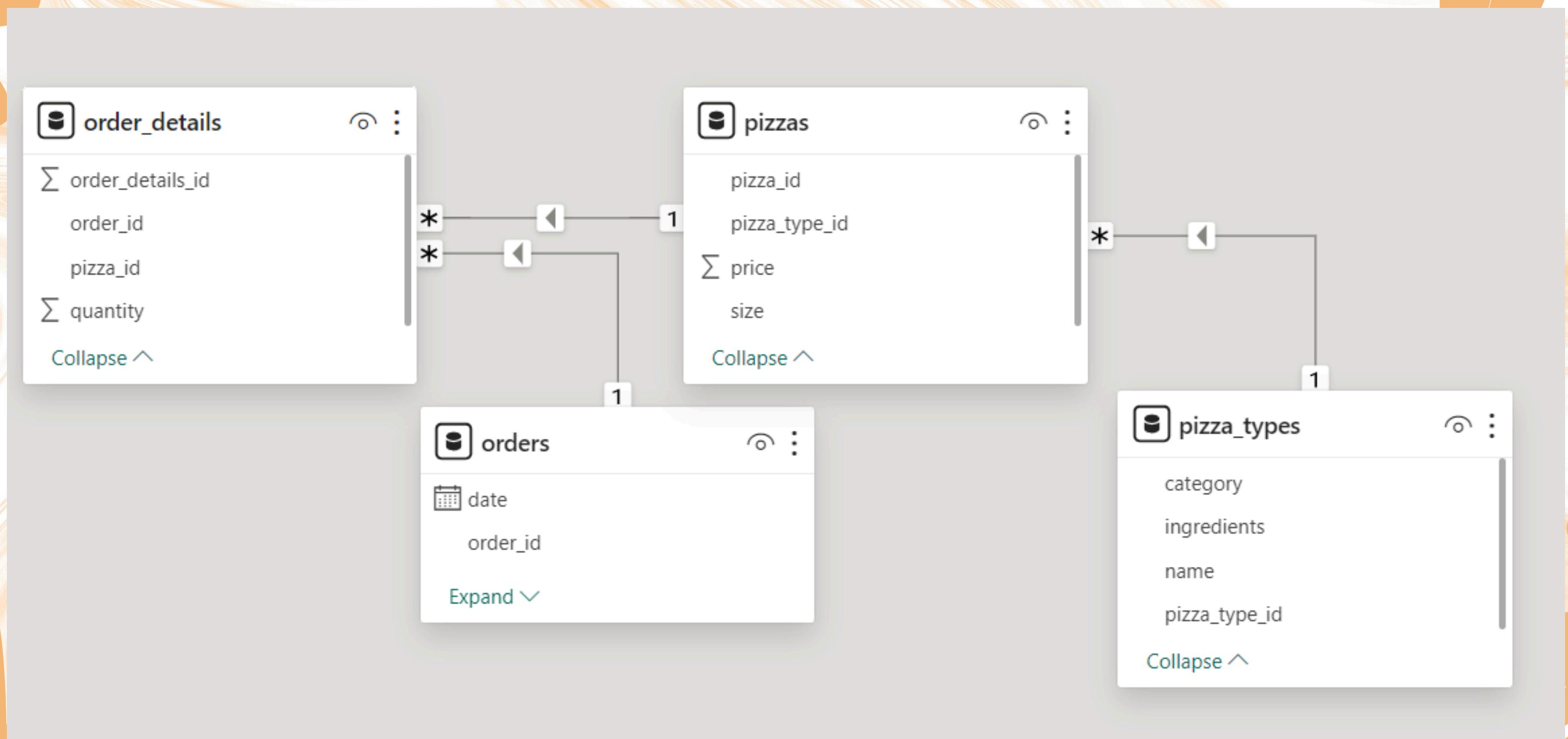
Analysis using SQL

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PROJECT DESCRIPTION

Using SQL to query the pizza sales database allows us to gather critical insights that aid in strategic decision-making, highlight trends, and reveal growth opportunities..By understanding sales performance, customer preferences, and product trends, the restaurant can make data-driven decisions to drive growth and profitability.

SCHEMA



Retrieve the total number of orders placed

```
SELECT  
    COUNT(order_id) AS total_order_placed  
FROM  
    pizzahut.orders;
```

total_order_placed
21350

Identify the highest-priced pizza.

```
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;
```

	name	price
▶	The Greek Pizza	35.95

Identify the most common pizza size ordered.

```
SELECT  
    pizzas.size, COUNT(order_details.order_details_id)  
FROM  
    pizzas  
    JOIN  
    order_details ON pizzas.pizza_id = order_details.pizza_id  
GROUP BY size;
```

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

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  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;
```

	category	revenue
▶	Classic	26.90596025566967
	Veggie	23.682590927384577
	Supreme	25.45631126009862
	Chicken	23.955137556847287

List the top 5 most ordered pizza types along with their quantities

```
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;
```

	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

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 ;
```

	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 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 revenue DESC  
LIMIT 3;
```

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

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;
```

	category	quantity
▶	Classic	14888
	Veggie	11649
	Supreme	11987
	Chicken	11050

THANK YOU