



**RAJNISH**  
Pizza Resto

# PIZZA SALES ANALYSIS

• WHERE EVERY SLICE TELLS A STORY



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# HELLO !!

## ABOUT THE PROJECT :

I am Rajnish Singh, In this project, we analyze a fictional pizza restaurant's sales data using SQL and generate meaningful business insights. The dataset contains detailed records of orders, pizza types, sizes, and pricing. The goal is to perform end-to-end data analysis that helps the business understand its performance, customer behavior, and product trends.



# TOTAL REVENUE

SELECT

ROUND(SUM(od.quantity \* p.price),

2) AS total\_Revenue

FROM

order\_details od

JOIN

pizzas p ON od.pizza\_id = p.pizza\_id

Result Grid

total\_Revenue

817860.05



# AVERAGE ORDER VALUE

```
SELECT
    ROUND(SUM(od.quantity * p.price) / COUNT(DISTINCT od.order_id), 2)
    AS average_order_value
FROM
    order_details od
JOIN
    pizzas p ON od.pizza_id = p.pizza_id;
```

	Result Grid	Filter
	average_order_value	
	38.31	



\$30



# TOTAL PIZZAS SOLD



SELECT

SUM(quantity) AS Total\_pizza\_sold

FROM

order\_details

Result Grid	
	Total_pizza_sold
▶	49574



# TOTAL ORDERS

```
SELECT  
    COUNT(distinct order_id)  
    AS Total_orders  
FROM  
    orders;
```

Result Grid	
	Total_orders
▶	21350





# AVERAGE PIZZAS PER ORDER

**SELECT**

```
ROUND(SUM(quantity) / COUNT(DISTINCT order_id),  
2) AS Average_pizza_per_order
```

**FROM**

```
order_details
```

	Average_pizza_per_order
▶	2.32



# DAILY TREND FOR TOTAL ORDERS

SELECT

```
DAYNAME(order_date) AS order_day,  
COUNT(DISTINCT order_id) AS total_orders
```

FROM

```
orders
```

GROUP BY DAYNAME(order\_date)

	order_day	total_orders
▶	Friday	3538
	Monday	2794
	Saturday	3158
	Sunday	2624
	Thursday	3239
	Tuesday	2973
	Wednesday	3024



# MONTHLY TREND FOR ORDERS

```
SELECT  
    MONTHNAME(order_date) AS order_month,  
    COUNT(DISTINCT order_id) AS total_orders  
FROM  
    orders  
GROUP BY MONTHNAME(order_date)
```

	order_month	total_orders
April	1799	
August	1841	
December	1680	
February	1685	
January	1845	
July	1935	
June	1773	
March	1840	
May	1853	
November	1792	
October	1646	
September	1661	



# % OF SALES BY PIZZA CATEGORY

```
SELECT
    pt.category, ROUND(SUM(od.quantity * p.price), 2)
    AS total_revenue,
    ROUND(SUM(od.quantity * p.price) * 100.0 /
        (SELECT SUM(od2.quantity * p2.price)
            FROM order_details od2
            JOIN pizzas p2 ON od2.pizza_id = p2.pizza_id), 2)
    AS percent_sales
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
    percent_sales DESC;
```

	category	total_revenue	percent_sales
→	Classic	220053.1	26.91
	Supreme	208197	25.46
	Chicken	195919.5	23.96
	Veggie	193690.45	23.68



# % OF SALES BY PIZZA SIZE

```
SELECT p.size,
       ROUND(SUM(od.quantity * p.price), 2)
  AS Total_Revenue,
       ROUND(SUM(od.quantity * p.price) * 100.0 /
        (SELECT SUM(od2.quantity * p2.price)
           FROM order_details od2
      JOIN pizzas p2 ON od2.pizza_id = p2.pizza_id), 2)
  AS percent_sales
FROM
       order_details od
  JOIN
       pizzas p ON od.pizza_id = p.pizza_id
GROUP BY
       p.size
ORDER BY
       Total_Revenue DESC;
```

	size	Total_Revenue	percent_sales
▶	L	375318.7	45.89
	M	249382.25	30.49
	S	178076.5	21.77
	XL	14076	1.72
	XXL	1006.6	0.12



# TOTAL PIZZAS SOLD BY PIZZA CATEGORY

```
SELECT
    pt.category,
    SUM(od.quantity) AS total_quantity_sold
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
    total_quantity_sold DESC;
```

	category	total_quantity_sold
▶	Classic	14888
	Supreme	11987
	Veggie	11649
	Chicken	11050



# TOP 5 PIZZAS BY REVENUE

```
SELECT
    pt.name AS pizza_name,
    ROUND(SUM(od.quantity * p.price), 2) 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 5;
```

	pizza_name	Total_Revenue
1	The Thai Chicken Pizza	43434.25
2	The Barbecue Chicken Pizza	42768
3	The California Chicken Pizza	41409.5
4	The Classic Deluxe Pizza	38180.5
5	The Spicy Italian Pizza	34831.25



# BOTTOM 5 PIZZAS BY REVENUE

```
SELECT
    pt.name AS pizza_name,
    ROUND(SUM(od.quantity * p.price), 2) 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 ASC
LIMIT 5;
```

	pizza_name	Total_Revenue
▶	The Brie Carre Pizza	11588.5
	The Green Garden Pizza	13955.75
	The Spinach Supreme Pizza	15277.75
	The Mediterranean Pizza	15360.5
	The Spinach Pesto Pizza	15596



# TOP 5 PIZZAS BY QUANTITY

```
SELECT
    pt.name AS pizza_name,
    SUM(od.quantity) AS total_quantity_sold
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_quantity_sold DESC
LIMIT 5;
```

	pizza_name	total_quantity_sold
▶	The Classic Deluxe Pizza	2453
▶	The Barbecue Chicken Pizza	2432
▶	The Hawaiian Pizza	2422
▶	The Pepperoni Pizza	2418
▶	The Thai Chicken Pizza	2371



# BOTTOM 5 PIZZAS BY QUANTITY

```
SELECT
    pt.name AS pizza_name,
    SUM(od.quantity) AS total_quantity_sold
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_quantity_sold ASC
LIMIT 5;
```

	pizza_name	total_quantity_sold
1	The Brie Carre Pizza	490
2	The Mediterranean Pizza	934
3	The Calabrese Pizza	937
4	The Spinach Supreme Pizza	950
5	The Soppressata Pizza	961



# TOP 5 PIZZAS BY TOTAL ORDERS

```
SELECT
    pt.name AS pizza_name,
    COUNT(DISTINCT od.order_id) AS Total_Orders
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_Orders DESC
LIMIT 5;
```

	pizza_name	Total_Orders
▶	The Classic Deluxe Pizza	2329
	The Hawaiian Pizza	2280
	The Pepperoni Pizza	2278
	The Barbecue Chicken Pizza	2273
	The Thai Chicken Pizza	2225



# BOTTOM 5 PIZZAS BY TOTAL ORDERS

```
SELECT
    pt.name AS pizza_name,
    COUNT(DISTINCT od.order_id) AS Total_Orders
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_Orders ASC
LIMIT 5;
```

	pizza_name	Total_Orders
1	The Brie Carre Pizza	480
2	The Mediterranean Pizza	912
3	The Calabrese Pizza	918
4	The Spinach Supreme Pizza	918
5	The Chicken Pesto Pizza	938



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# THANK YOU

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