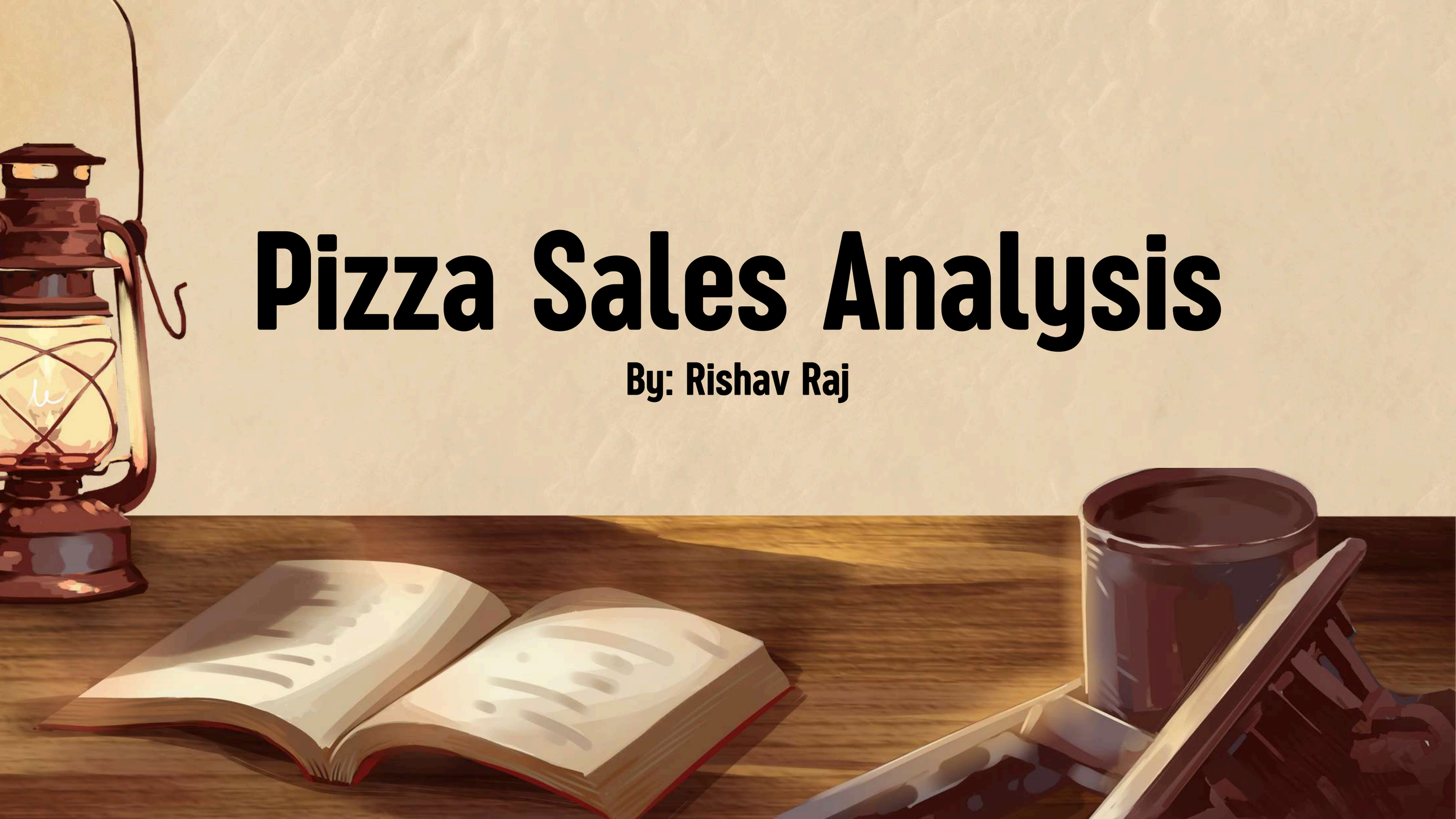


Pizza Sales Analysis

By: Rishav Raj

Project Overview

- This SQL project analyzes pizza sales data to identify top-performing pizzas and peak sales periods.
- It assesses revenue patterns to determine customer preferences and seasonal trends in pizza orders.
- The project helps optimize inventory and marketing by pinpointing best-selling pizzas and profit drivers.

Dataset Tables

- order_details
- orders
- pizza_type
- pizzas

SQL QUERIES

Q1:) THE TOTAL NUMBER OF ORDER PLACE

```sql
SELECT
    COUNT(order_id) AS total_orders
FROM
    orders;
```

OUTPUT

total_orders
21350

Q2:) 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
```

OUTPUT

	total_sales
▶	817860.05

Q3:) THE HIGHEST PRICED PIZZA.

```sql
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;
```

OUTPUT

	name	price
▶	The Greek Pizza	35.95

Q4:) THE MOST COMMON SIZE PIZZA ORDERED

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

OUTPUT

	size	count(order_details.order_detail_id)
▶	M	15385
	L	18526
	S	14137
	XL	544
	XXL	28

Q5:) LIST THE TOP 5 MOST ORDERED PIZZA TYPES ALONG WITH QUANTITES.

```sql
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;
```

OUTPUT

	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

Q6:) THE QUANTITY OF PIZZA CATEGORIES ORDERED.

```sql
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;
```

OUTPUT

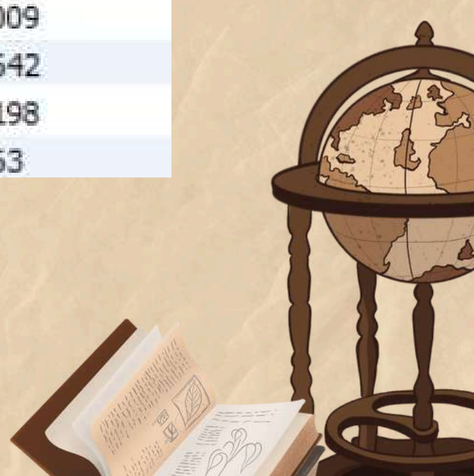
	category	quantity
▶	Classic	14888
	Supreme	11987
	Veggie	11649
	Chicken	11050

Q7:) THE DISTRIBUTION OF ORDERS BY HOURS OF THE DAY.

```sql
SELECT
    HOUR(order_time), COUNT(order_id) AS order_count
FROM
    orders
GROUP BY HOUR(order_time);
```

OUTPUT

	hour(order_time)	order_count
	13	2455
	14	1472
	15	1468
	16	1920
	17	2336
	18	2399
	19	2009
	20	1642
	21	1198
	22	663



Q8:) THE CATEGORY-WISE DISTRIBUTION OF PIZZAS

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

OUTPUT

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

Q9:) THE AVERAGE NUMBER OF PIZZAS ORDERED PER DAY.

```sql
SELECT
    round(AVG(quantity),0)
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;
```

OUTPUT

	round(AVG(quantity),0)
▶	138

Q10:) TOP 3 MOST ORDERED PIZZA TYPE BASE ON REVENUE

```sql
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;
```

OUTPUT

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

Q11:) THE PERCENT CONTRIBUTION OF EACH PIZZA TYPE TO REVENUE.

```sql
SELECT
    pizza_types.category,
    ROUND((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
ORDER BY revenue DESC;
```

OUTPUT

	category	revenue
▶	Classic	27
	Supreme	25
	Veggie	24
	Chicken	24

Q12:) THE CUMULATIVE REVENUE GENERATED OVER TIME

```sql
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;
```

OUTPUT

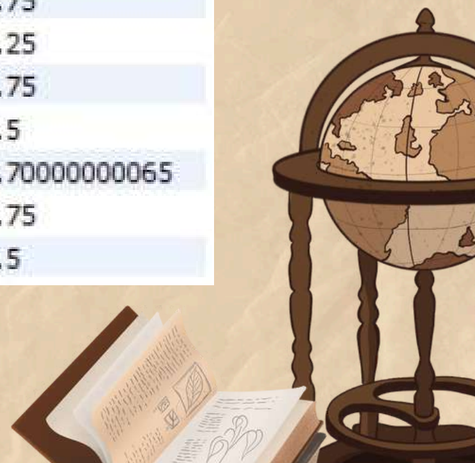
order_date	cum_revenue
2015-01-01	2713.8500000000004
2015-01-02	5445.75
2015-01-03	8108.15
2015-01-04	9863.6
2015-01-05	11929.55

Q13:) THE TOP MOST ORDERED PIZZA TYPE BASED ON REVENUE FOR EACH PIZZA CATEGORY.

```sql
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 pizza_types.category, pizza_types.name)as a)as b
where rn<=3;
```

OUTPUT

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
The Pepperoni Pizza	30161.75
The Spicy Italian Pizza	34831.25
The Italian Supreme Pizza	33476.75
The Sicilian Pizza	30940.5
The Four Cheese Pizza	32265.70000000065
The Mexicana Pizza	26780.75
The Five Cheese Pizza	26066.5




Thank You