



Pizza Sales Report



Objective



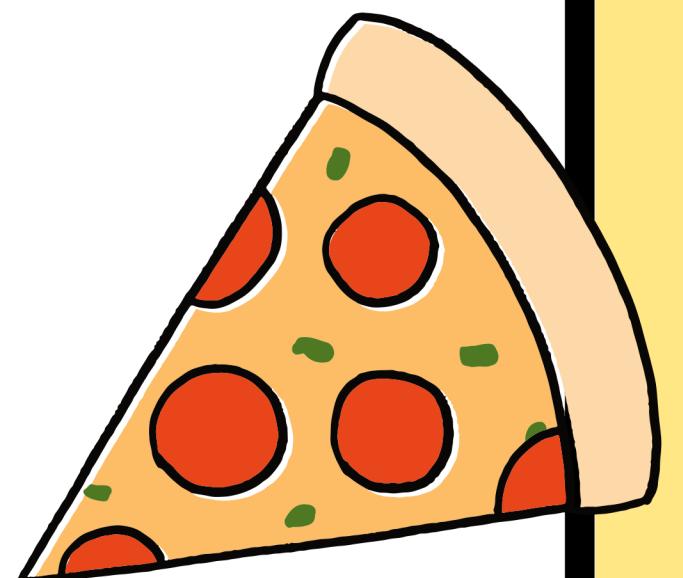
In this project, SQL is used to solve various queries related to pizza sales. The insights from databases can be used to implement strategies to boost revenue. Initiatives such as increasing average order value and optimizing marketing efforts, to ultimately drive sales growth and maximize profitability for the pizza shop.

Question #1

Retrieve the total number of orders placed.

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

Result Grid	
	total_orders
▶	21350

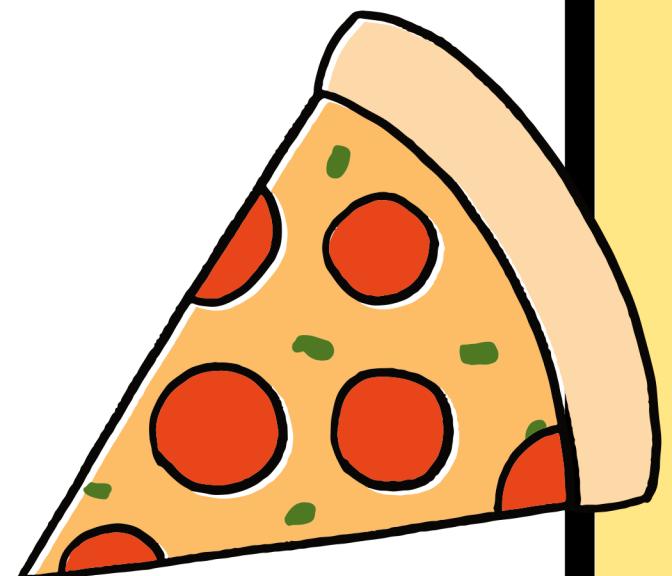


Question #2

Calculate 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 order_details.pizza_id = pizzas.pizza_id;
```

Result Grid	
	total_sales
▶	817860.05



Question #3

Identify the highest-priced pizza.

- **SELECT**

```
pizza_types.name, pizzas.price
```

```
FROM
```

```
pizza_types
```

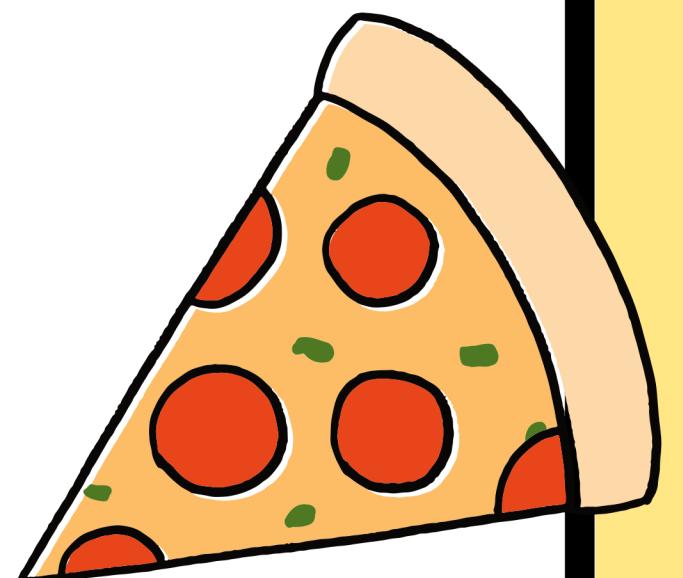
```
JOIN
```

```
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

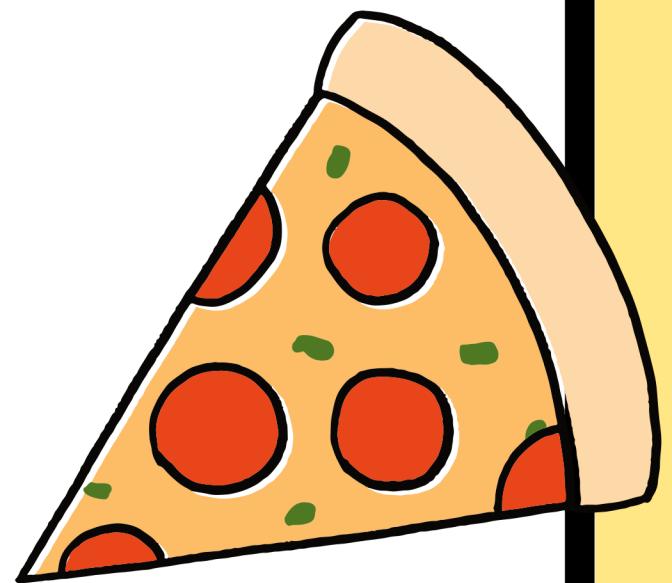


Question #4

Identify the most common pizza size ordered.

```
SELECT
    pizzas.size,
    COUNT(order_details.order_details_id) AS order_count
FROM
    pizzas
        JOIN
    order_details ON pizzas.pizza_id = order_details.pizza_id
GROUP BY pizzas.size
ORDER BY order_count DESC limit 1;
```

	size	order_count
▶	L	18526

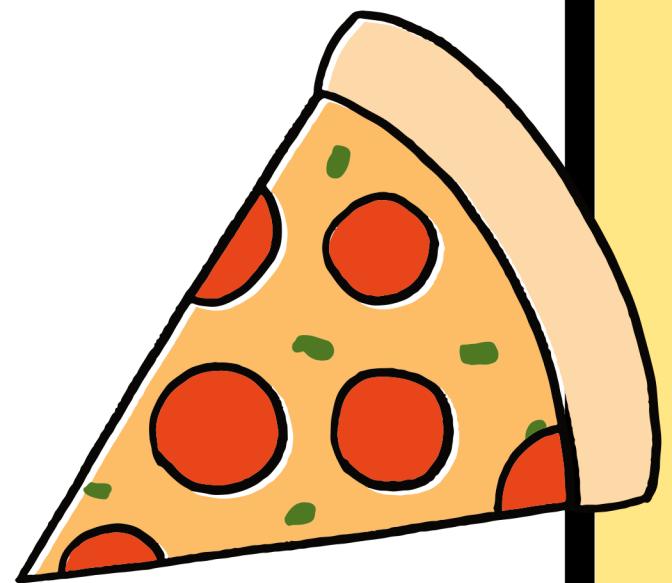


Question #5

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



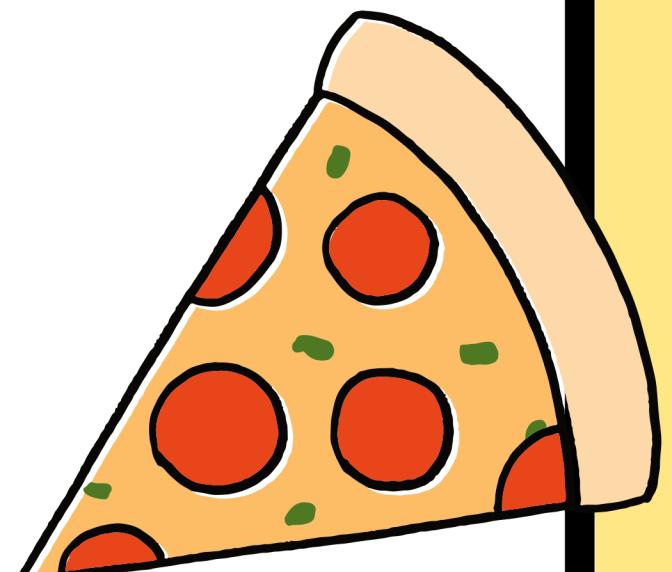
Question #6

Join the necessary tables to 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  
ORDER BY quantity DESC;
```

Result Grid		
	category	quantity
▶	Classic	14888
	Supreme	11987
	Veggie	11649
	Chicken	11050



Question #7

Determine the distribution of orders by hour of the day.

SELECT

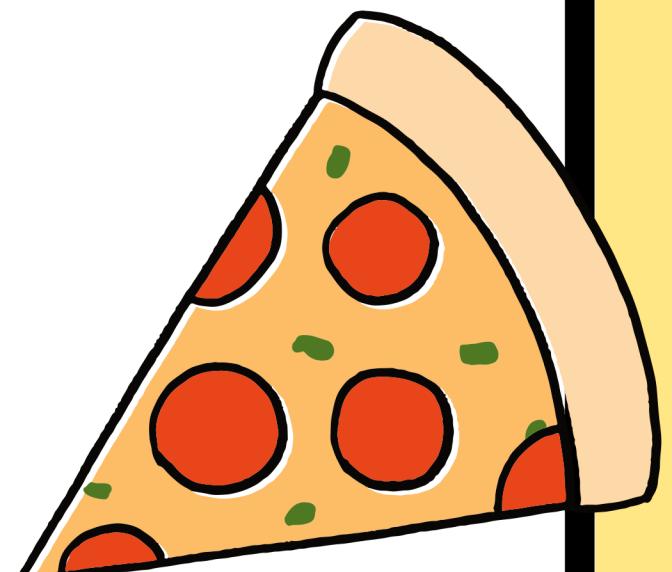
HOUR(order_time) AS hour, COUNT(order_id) AS order_count

FROM

orders

GROUP BY hour;

	hour	order_count
▶	11	1231
	12	2520
	13	2455
	14	1472
	15	1468
	16	1920
	17	2336
	18	2399
	19	2009
	20	1642
	21	1198

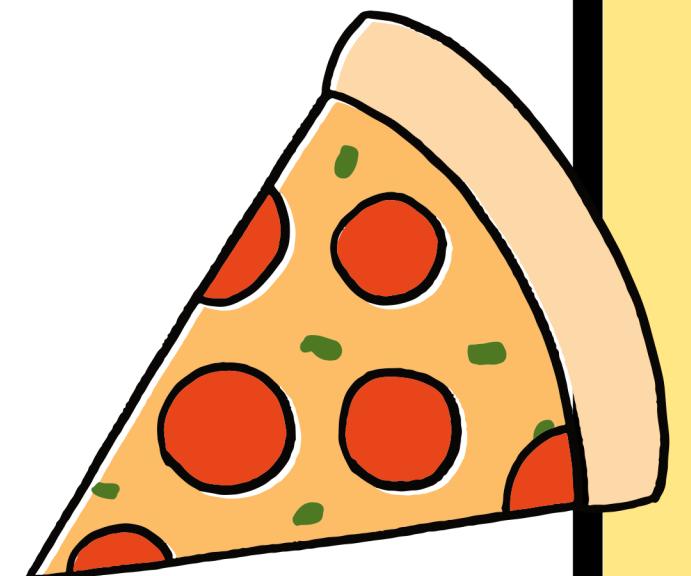


Question #8

Group the orders by date and calculate the average number of pizzas ordered per day.

```
SELECT  
    ROUND(AVG(quantity), 0) as avg_pizzas_ordered_per_day  
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;
```

	Result Grid	Filter Rows:
	avg_pizzas_ordered_per_day	
▶	138	

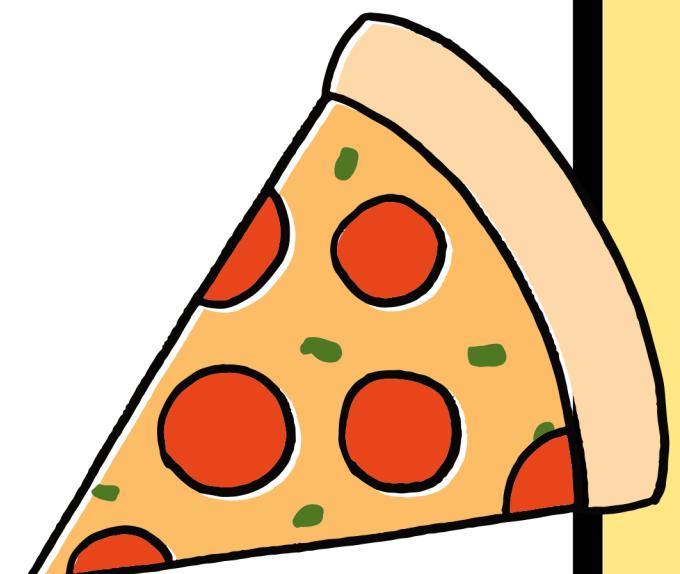


Question #9

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 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;
```

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

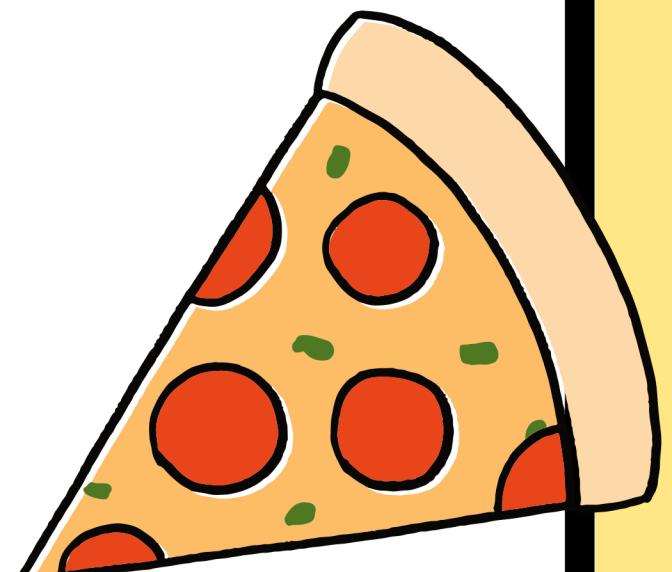


Question #10

Calculate the percentage contribution of each pizza type to total revenue.

```
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 order_details.pizza_id = pizzas.pizza_id)* 100,2) 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.category
ORDER BY revenue DESC;
```

	category	revenue
▶	Classic	26.91
	Supreme	25.46
	Chicken	23.96
	Veggie	23.68

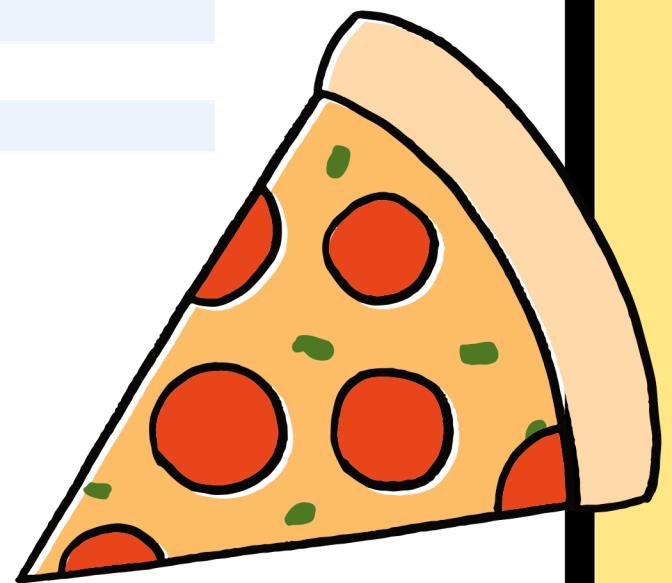


Question #11

Analyze the cumulative revenue generated over time.

```
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;
```

Result Grid		
	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
	2015-01-06	14358.5
	2015-01-07	16560.7
	2015-01-08	19399.05
	2015-01-09	21526.4

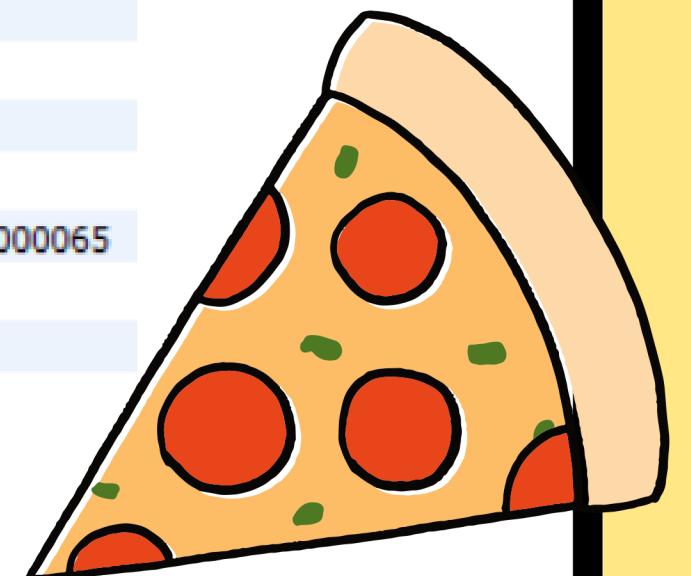


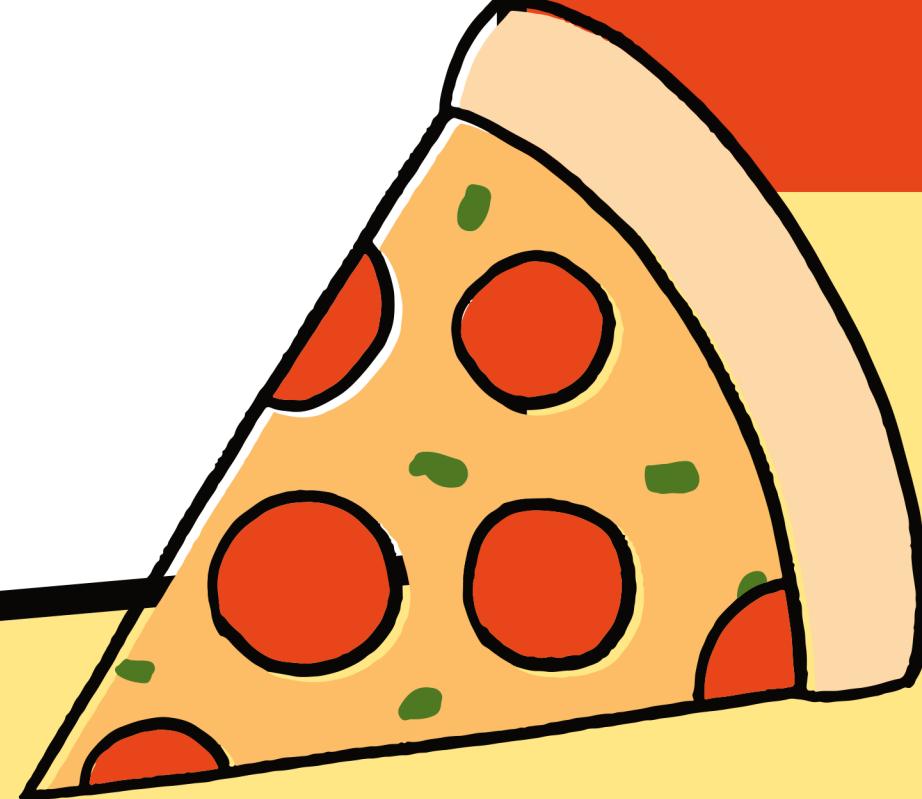
Question #12

Determine the top 3 most ordered pizza types based on revenue for each pizza category.

```
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;
```

	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!