

ADELICIOUS REVENUE: DRIVER Pizza sales remain one of the most profitable venture the food industry. By combining unique flavors and a sales remain one of the most profitable venture.





Pizza sales remain one of the most profitable ventures in the food industry. By combining unique flavors and a variety of options, businesses attract diverse customer bases. Data shows that topping preferences like pepperoni, cheese, and margherita pizzas lead the market, while innovative options such as gourmet and vegan pizzas are on the rise.

Tracking sales trends, analyzing peak order times, and identifying bestselling categories can help optimize menu offerings. Promotions, seasonal flavors, and combo deals further boost revenue. With the growing demand for online ordering and delivery, streamlining the process ensures consistent customer satisfaction.

Understanding sales data is the secret sauce to scaling pizza profits! 🔻

RETRIEVE THE TOTAL NUMBER OF:::::: ORDERS PLACED.

```
CREATE VIEW t_orders AS

SELECT

COUNT(order_id) AS total_orders

FROM

orders;

select * from t_orders;
```




```
SELECT

ROUND(SUM(orders_details.quantity * pizzas.price),

2) AS total_sales

FROM

orders_details

JOIN

pizzas ON pizzas.pizza_id = orders_details.pizza_id;
```



IDENTIFY THE HIGHEST-PRICED ::::: PIZZA.

R	esult Grid 🔠 💎 Filter Ro	NS:
	name	price
Þ	The Greek Pizza	35.95
	The Greek Pizza	25.5
	The Brie Carre Pizza	23.65
	The Italian Vegetables Pizza	21
	The Spinach Supreme Pizza	20.75
	The Barbecue Chicken Pizza	20.75
	The California Chicken Pizza	20.75
	The Spicy Italian Pizza	20.75
	The Chicken Alfredo Pizza	20.75

IDENTIFY THE MOST COMMON IIII PIZZA SIZE ORDERED.

	size	total_count
•	L	18526
	M	15385
	S	14137
	XL	544
	XXL	28

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

```
pizza_types.name, SUM(orders_details.quantity) AS Quantity

FROM

pizza_types

JOIN

pizzas ON pizza_types.pizza_type_id = pizzas.pizza_type_id

JOIN

orders_details ON orders_details.pizza_id = pizzas.pizza_id

GROUP BY pizza_types.name

ORDER BY quantity DESC limit 5;
```

Result Grid		
	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

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

```
SELECT
    pizza_types.category,
    SUM(orders_details.quantity) AS quantity
FROM
    pizza_types
        JOIN
    pizzas ON pizza_types.pizza_type_id = pizzas.pizza_type_id
        JOIN
    orders_details ON orders_details.pizza_id = pizzas.pizza_id
GROUP BY pizza_types.category
ORDER BY quantity DESC;
```

R	esult Grid	Filte
	category	quantity
١	Classic	14888
	Supreme	11987
	Veggie	11649
	Chicken	11050

DETERMINE THE DISTRIBUTION OF: : : : : : : ORDERS BY HOUR OF THE DAY.

```
SELECT

HOUR(order_time) Hour_day, COUNT(order_id) AS Total_orders

FROM

orders

GROUP BY HOUR(order_time);
```

	Hour_day	Total_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

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

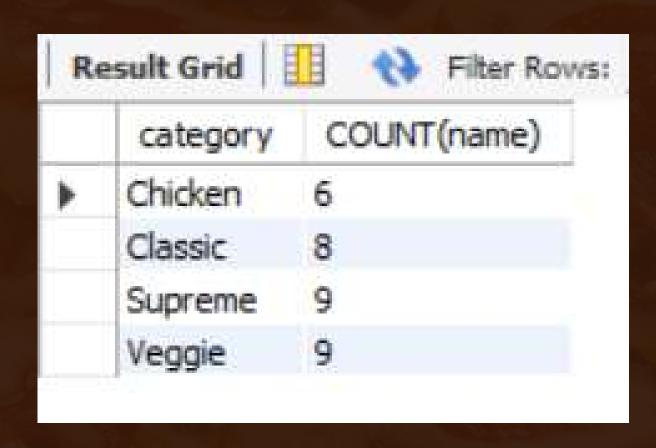
```
SELECT

category, COUNT(name)

FROM

pizza_types

GROUP BY category;
```



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

```
SELECT

ROUND(AVG(Quantity), 0)

FROM

(SELECT

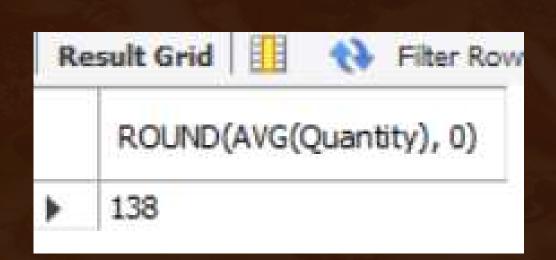
orders.order_date, SUM(orders_details.quantity) AS Quantity

FROM

orders

JOIN orders_details ON orders.order_id = orders_details.order_id

GROUP BY orders.order_date) AS Order_quantity;
```



ORDERED PIZZA TYPES BASED ON REVENUE.

```
SELECT
    pizza_types.name,
    SUM(orders_details.quantity * pizzas.price) AS revenue
FROM
    pizza_types
        JOIN
    pizzas ON pizzas.pizza_type_id = pizza_types.pizza_type_id
        JOIN
    orders_details ON orders_details.pizza_id = pizzas.pizza_id
GROUP BY pizza_types.name;
```

PC	esult Grid		Export:
	name	revenue	
١	The Hawaiian Pizza	32273.25	
	The Classic Deluxe Pizza	38180.5	
	The Five Cheese Pizza	The Five Cheese P	izza i
	The Italian Supreme Pizza	334/6.75	
	The Mexicana Pizza	26780.75	
	The Thai Chicken Pizza	43434.25	
	The Prosciutto and Arugula Pizza	a 24193.25	
	The Barbecue Chicken Pizza	42768	
	The Greek Pizza	28454, 1000000	000013
	The Spinach Supreme Pizza	15277.75	
	The Green Garden Pizza	13955.75	
	The Italian Capocollo Pizza	25094	
	The Spicy Italian Pizza	34831.25	

CALCULATE THE PERCENTAGE ::: CONTRIBUTION OF EACH PIZZA TYPE TO TOTAL REVENUE.

```
SELECT
    pizza_types.name,
    (SUM(orders_details.quantity * pizzas.price) / (SELECT
            ROUND(SUM(orders_details.quantity * pizzas.price),
                        AS total_sales
        FROM
            orders details
               JOIN
            pizzas ON pizzas.pizza id = orders details.pizza id)) * 100 AS revenue
FROM
    pizza_types
        JOIN
    pizzas ON pizza_types.pizza_type_id = pizzas.pizza_type_id
    orders_details ON orders_details.pizza_id = pizzas.pizza_id
GROUP BY pizza_types.name , pizza_types.category
ORDER BY revenue DESC
LIMIT e , 1888;
```

R	esult Grid 📗 🙌 Filter Row	'5:
	name	revenue
•	The Thai Chicken Pizza	5.310719113863062
	The Barbecue Chicken Pizza	5.229256521332714
	The California Chicken Pizza	5.063152308270833
	The Classic Deluxe Pizza	4.66834148458529
	The Spicy Italian Pizza	4.258827656394269
	The Southwest Chicken Pizza	4.243482732773168
	The Italian Supreme Pizza	4.093212524563341
	The Hawaiian Pizza	3.946060209200828
	The Four Cheese Pizza	3.945137068377487
	The Sicilian Pizza	3.783104456563198
	The state of the s	

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(orders_details.quantity * pizzas.price) as revenue
    from orders_details
    join pizzas
        on orders_details.pizza_id = pizzas.pizza_id
    join orders
        on orders.order_id = orders_details.order_id
    group by orders.order_date
-) as sales;
```

IK.s	esult Grid	₹ Filter Rows:
	order_date	cum_revenue
)	2015-01-01	2713.85000000000004
	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
	2015-01-10	23990.3500000000002

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(orders_details.quantity * pizzas.price) as revenue
        from pizza_types
        join pizzas
            on pizza_types.pizza_type_id = pizzas.pizza_type_id
        join orders details
            on orders_details.pizza_id = pizzas.pizza_id
        group by pizza_types.category, pizza_types.name
    ) as a
) as b
 where rn <= 3;
```

	name	revenue
١	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

Pizza Sales Report

THANKYOU FOR ATTENTION