

Where Every Slice is a Taste of Perfection

# PIZZA SALES REPORT

Start Your Slide





# A DELICIOUS REVENUE DRIVER



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;
```

Result Grid	
	count(order_id)
▶	21350

# CALCULATE THE TOTAL REVENUE GENERATED FROM PIZZA SALES.

```
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;
```

Result Grid	
	total_sales
▶	817860.05



# 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;
```

Result Grid			Filter Rows:	
	name	price		
▶	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 PIZZA SIZE ORDERED.



```
SELECT
    pizzas.size,
    COUNT(orders_details.Order_details_id) AS total_count
FROM
    pizzas
    JOIN
    orders_details ON pizzas.pizza_id = orders_details.pizza_id
GROUP BY pizzas.size
ORDER BY total_count DESC;
```

Result Grid					Filter
	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.



```
SELECT
    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			Filter Rows:
	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;
```

Result Grid			Filter F
	category	quantity	
▶	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);
```

Result Grid    Filter Rows: 		
	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;
```

Result Grid			Filter Rows:
	category	COUNT(name)	
▶	Chicken	6	
	Classic	8	
	Supreme	9	
	Veggie	9	



# 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;
```

Result Grid		Filter Rows
	ROUND(AVG(Quantity), 0)	
▶	138	



# DETERMINE THE TOP 3 MOST 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;
```

Result Grid			Filter Rows:	Export:
	name	revenue		
▶	The Hawaiian Pizza	32273.25		
	The Classic Deluxe Pizza	38180.5		
	The Five Cheese Pizza	33476.75		
	The Italian Supreme Pizza	26780.75		
	The Mexicana Pizza	43434.25		
	The Thai Chicken Pizza	24193.25		
	The Prosciutto and Arugula Pizza	42768		
	The Barbecue Chicken Pizza	28454.100000000013		
	The Greek Pizza	15277.75		
	The Spinach Supreme Pizza	13955.75		
	The Green Garden Pizza	25094		
	The Italian Capocollo Pizza	34831.25		
	The Spicy Italian Pizza			



# 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),
            2) 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
    JOIN
    orders_details ON orders_details.pizza_id = pizzas.pizza_id
GROUP BY pizza_types.name , pizza_types.category
ORDER BY revenue DESC
LIMIT 0 , 1000;
```

Result Grid   Filter Rows: <input type="text"/>		
	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



# 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;
```

Result Grid			Filter Rows:
	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	
	2015-01-10	23990.350000000002	



# 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;
```

Result Grid			Filter Rows:	Exp
	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	32265.700000000065		
	The Mexicana Pizza	26780.75		
	The Five Cheese Pizza	26066.5		



## Pizza Sales Report

# THANK YOU FOR ATTENTION

