SQL PROJECT ON PIZZA SALES

INTRODUCTION TO PIZZA SALES ANALYSIS USING SQL

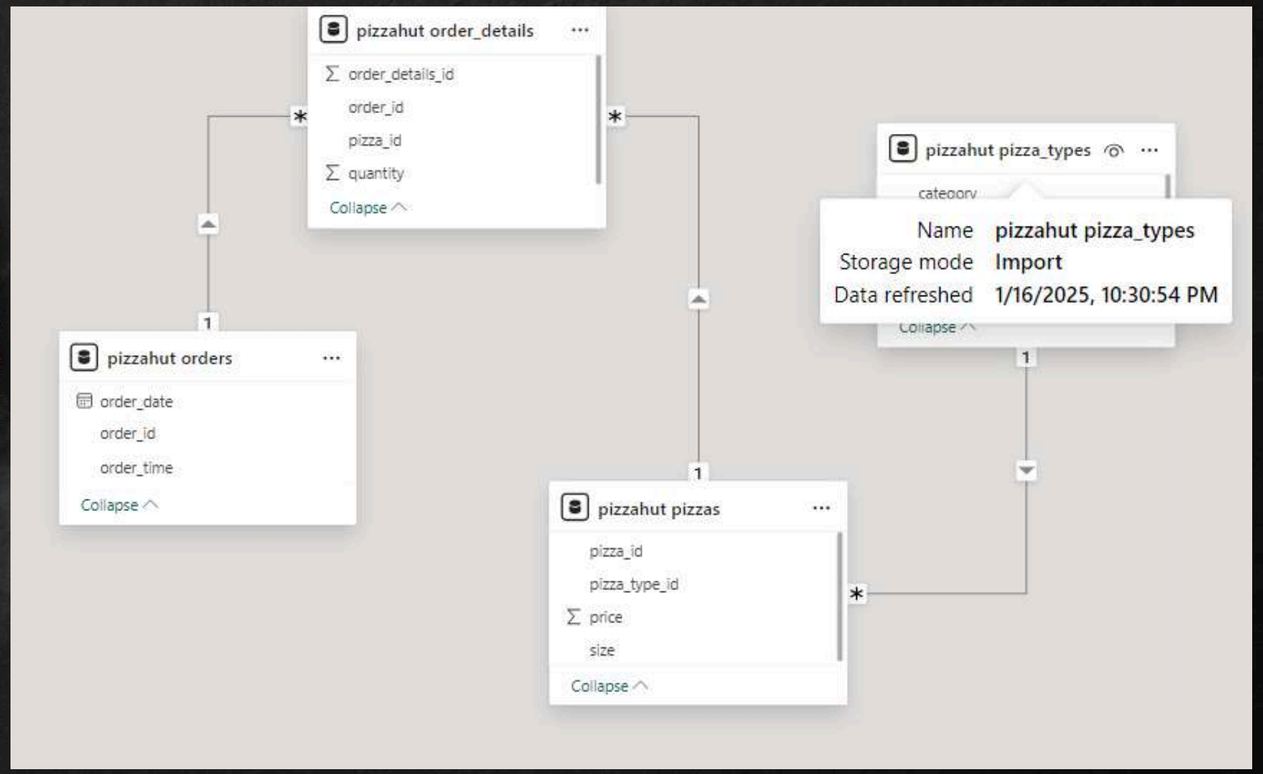
Hellow my name is Rushi More and in this project i have utilized SQL queries to solve a questions that related to pizza sales

Project Objective

The goal of this project is to leverage SQL queries to explore, analyze, and visualize key performance metrics related to pizza sales. We aim to answer critical business questions such as:

- What are the top-selling pizza types based on quantity and revenue?
- Which pizza category contributes the most to total sales?
- What is the percentage contribution of each pizza type to overall revenue?
- Are there seasonal or time-based trends in pizza sales?

DATA MODLING



QUESTION

BASIC:

- RETRIEVE THE TOTAL NUMBER OF ORDERS PLACED.
- CALCULATE THE TOTAL REVENUE GENERATED FROM PIZZA SALES.
- IDENTIFY THE HIGHEST-PRICED PIZZA.
- IDENTIFY THE MOST COMMON PIZZA SIZE ORDERED.
- LIST THE TOP 5 MOST ORDERED PIZZA TYPES ALONG WITH THEIR QUANTITIES.

INTERMEDIATE:

- JOIN THE NECESSARY TABLES TO FIND THE TOTAL QUANTITY OF EACH PIZZA CATEGORY ORDERED.
- DETERMINE THE DISTRIBUTION OF ORDERS BY HOUR OF THE DAY.
- JOIN RELEVANT TABLES TO FIND THE CATEGORY-WISE DISTRIBUTION OF PIZZAS.
- GROUP THE ORDERS BY DATE AND CALCULATE THE AVERAGE NUMBER OF PIZZAS ORDERED PER DAY.
- DETERMINE THE TOP 3 MOST ORDERED PIZZA TYPES BASED ON REVENUE.

ADVANCED:

- CALCULATE THE PERCENTAGE CONTRIBUTION OF EACH PIZZA TYPE TO TOTAL REVENUE.
- ANALYZE THE CUMULATIVE REVENUE GENERATED OVER TIME.
- DETERMINE THE TOP 3 MOST ORDERED PIZZA TYPES BASED ON REVENUE FOR EACH PIZZA CATEGORY.

Q1) RETRIVE THE TOTAL NUMBER OF ORDERS PLACED

```
SELECT COUNT(ORDER_ID) AS TOTAL_ORDERS
FROM ORDERS;
```

Result Grid

	TOTAL_ORDERS
▶	21350

Q2) CALCULATE THE TOTAL REVENUE GENERATED FROM PIZZA SALES.

```
SELECT
    ROUND(SUM(ORDER_DETAILS.QUANTITY *
PIZZAS.PRICE),
          2) AS TOTAL_REVENU
FROM
    ORDER_DETAILS
        JOIN
    PIZZAS ON ORDER_DETAILS.PIZZA_ID = PIZZAS.PIZZA_ID
;
```

Result Grid | Filt

	TOTAL_REVENU
▶	817860.05

Q3) 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;
```

Result Grid | Filter Rows:

NAME	PRICE
The Greek Pizza	35.95

Q4) IDENTIFY THE MOST COMMON PIZZA SIZE ORDERED.

```
SELECT
PIZZAS.SIZE, COUNT(ORDER_DETAILS.ORDER_DETAILS_ID)
FROM
PIZZAS
JOIN
ORDER_DETAILS ON PIZZAS.PIZZA_ID = ORDER_DETAILS.PIZZA_ID
GROUP BY PIZZAS.SIZE;
```

Result Grid | Filter Rows:

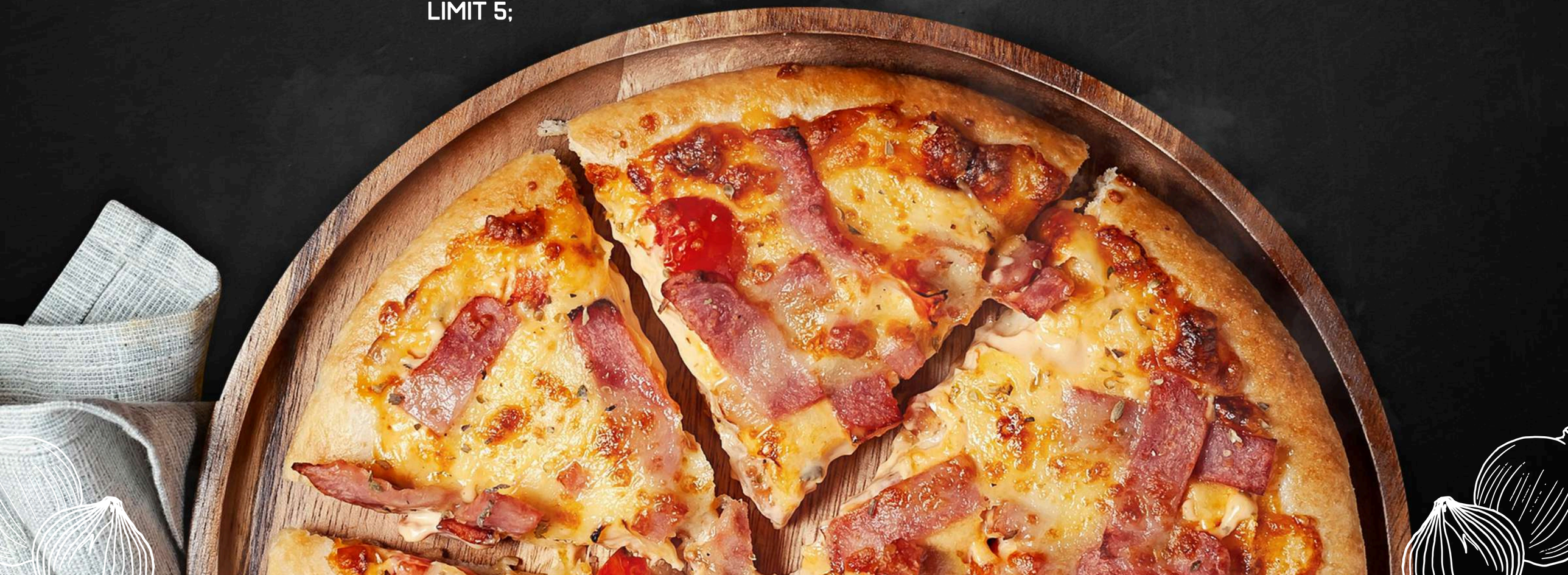
SIZE	count(ORDER_DETAILS.ORDER_DETAILS_ID
M	15385
L	18526
S	14137
XL	544
XXL	28

Q5) 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;
```

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



Q8) 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;
```

Result Grid | Filter Rows:

CATEGORY	QUANTITY
Chicken	11050
Veggie	11649
Supreme	11987
Classic	14888

Q7) 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(ORDER_TIME);
```

Result Grid | Filter Rows:

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
22	663
23	28
10	8

2520

Q8) GROUP THE ORDERS BY DATE AND CALCULATE THE AVERAGE NUMBER OF PIZZAS ORDERED PER DAY.

```
SELECT
ROUND(AVG(QUANTITY), 0) AS AVERAGE_NO_OF_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_DATA;
```

Result Grid | Filter Rows: | Expor

AVERAGE_NO_OF_PIZZAS_ORDERED_PER_DAY
138

Q10) DETERMINE THE TOP 3 MOST ORDERED PIZZA TYPES BASED ON REVENUE.

```
SELECT
    PIZZA_TYPES.NAME AS PIZZA_TYPE,
    ROUND(SUM(ORDER_DETAILS.QUANTITY * PIZZAS.PRICE),
            0) AS TOTAL_REVENUE
FROM
    ORDER_DETAILS
        JOIN
    PIZZAS ON ORDER_DETAILS.PIZZA_ID = PIZZAS.PIZZA_ID
        JOIN
    PIZZA_TYPES ON PIZZA_TYPES.PIZZA_TYPE_ID = PIZZAS.PIZZA_TYPE_ID
GROUP BY PIZZA_TYPES.NAME
ORDER BY TOTAL_REVENUE DESC
LIMIT 3;
```

Result Grid | Filter Rows:

PIZZA_TYPE	TOTAL_REVENUE
The Thai Chicken Pizza	43434
The Barbecue Chicken Pizza	42768
The California Chicken Pizza	41410

LARANA PIZZA

THANK YOU!