PIZZA SALES

INTRODUCTION

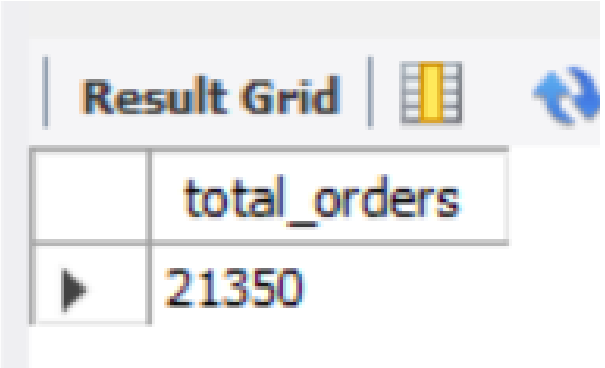
The Pizza Sales SQL Project aims to provide a comprehensive analysis of a pizza shop's sales data, utilizing SQL to extract, manipulate, and interpret key business metrics. This project focuses on leveraging SQL queries to gain insights into customer preferences, sales trends, and operational efficiency, which are crucial for strategic decision-making and enhancing the shop's profitability.

Retrieve the total number of orders placed.

Query :

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

Result :



Calculate the total revenue generated from pizza sales.

Query :

```
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
```

Result :

Result Grid

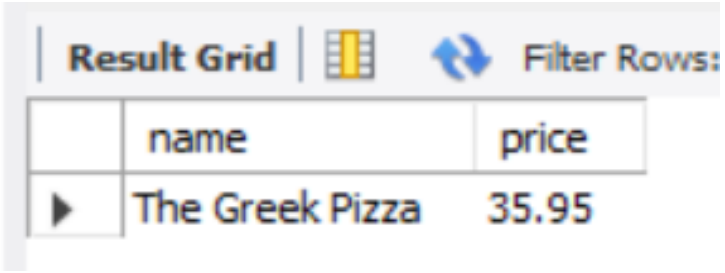
	total_sales
▶	817860.05

Identify the highest-priced pizza.

Query :

```
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 :



name	price
The Greek Pizza	35.95

Identify the most common pizza size ordered.

Query :

```
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;
```

Result :

Result Grid | Filter Ro

size	order_count
L	18526
M	15385
S	14137
XL	544
XXL	28

List the top 5 most ordered pizza types along with their quantities.

Query :

```
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 :

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.

Query :

```
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 :

Result Grid | Filter

category	quantity
Classic	14888
Supreme	11987
Veggie	11649
Chicken	11050

Determine the distribution of orders by hour of the day.

Query :

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

Result :

Result Grid | Filte

hour	order_count
11	1231
12	2520
13	2455
14	1472
15	1468

Join relevant tables to find the category-wise distribution of pizzas.

Query :

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

Result :

Result Grid | Filter Rows

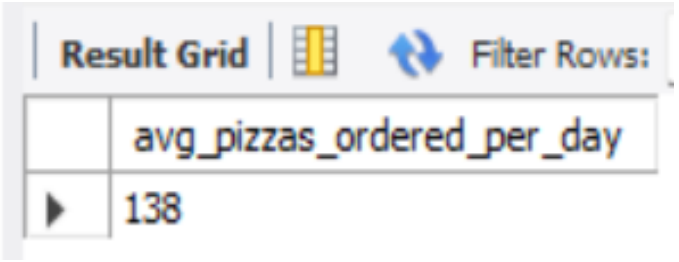
category	COUNT(name)
Chicken	6
Classic	8
Supreme	9
Veggie	9

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

Query :

```
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 :

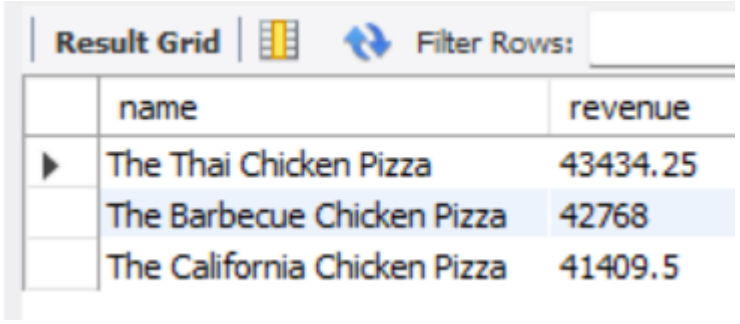


Determine the top 3 most ordered pizza types based on revenue.

Query :

```
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;
```

Result :



Result Grid | Filter Rows:

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

CONCLUSION

The Pizza Sales SQL Project revealed that The Classic Deluxe Pizza and The Barbecue Chicken Pizza were top-sellers, and The Greek Pizza was the highest- priced pizza. Customer retention was high, with a preference for large size pizzas and delivery orders. Recommendations include targeted promotions, loyalty programs, and inventory optimization.

THANK YOU