



LARANA PIZZA

PIZZAHUT





INTRODUCTION

THIS PROJECT DEMONSTRATES MY SQL EXPERTISE BY ANALYZING THE PIZZA HUT DATABASE TO EXTRACT KEY BUSINESS INSIGHTS. TASKS INCLUDED RETRIEVING TOTAL ORDERS, CALCULATING REVENUE, IDENTIFYING THE HIGHEST-PRICED PIZZA, AND THE MOST COMMON PIZZA SIZE. INTERMEDIATE ANALYSIS EXPLORED CATEGORY-WISE ORDER QUANTITIES, ORDER TIMING, DAILY AVERAGES, AND TOP REVENUE-GENERATING PIZZAS. ADVANCED TASKS INVOLVED DETERMINING REVENUE CONTRIBUTIONS, CUMULATIVE SALES TRENDS, AND TOP-PERFORMING PIZZA TYPES BY CATEGORY. THIS WORK HIGHLIGHTS MY ABILITY TO OPTIMIZE QUERIES, MANAGE RELATIONAL DATABASES, AND PROVIDE ACTIONABLE INSIGHTS FOR STRATEGIC DECISION-MAKING.

QUEATIONS

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.

RETRIEVE THE TOTAL NUMBER OF ORDERS PLACED.

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

Result Grid	
	total_orders
▶	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
LIMIT 1;
```

Result Grid | Filter

	name	price
▶	The Greek Pizza	35.95

IDENTIFY THE MOST COMMON PIZZA SIZE ORDERED.

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

Result Grid		
	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.

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;

	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;
```

	category	quantity
▶	Classic	14888
	Supreme	11987
	Veggie	11649
	Chicken	11050

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);
```

	hour	order_count
▶	11	1231
	12	2520
	13	2455
	14	1472
	15	1468
	16	1920
	17	2336
	18	2399

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

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

	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) as avg_pizza_ordered_per_day  
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	
	avg_pizza_ordered_per_day
▶	138

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

```
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
ORDER BY revenue DESC
LIMIT 3;
```

Result Grid | Filter Rows:

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

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

```
SELECT
    pizza_types.category,
    ROUND(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,
    0) 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
ORDER BY revenue DESC;
```

Result Grid		Filter Rows:
	category	revenue
▶	Classic	27
	Supreme	25
	Veggie	24
	Chicken	24

ANALYZE THE CUMULATIVE REVENUE GENERATED OVER TIME.

```
select oreder_date,  
sum(revenue) over (order by oreder_date) as cum_revenue  
from  
(select orders.oreder_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.oreder_date) as sales;
```

	oreder_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

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
▶	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



LARANA PIZZA

THANK YOU!

