PIZZA SALES ANALYSIS USING MYSQL

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INTRODUTION

PIZZA SALES - PROJECT

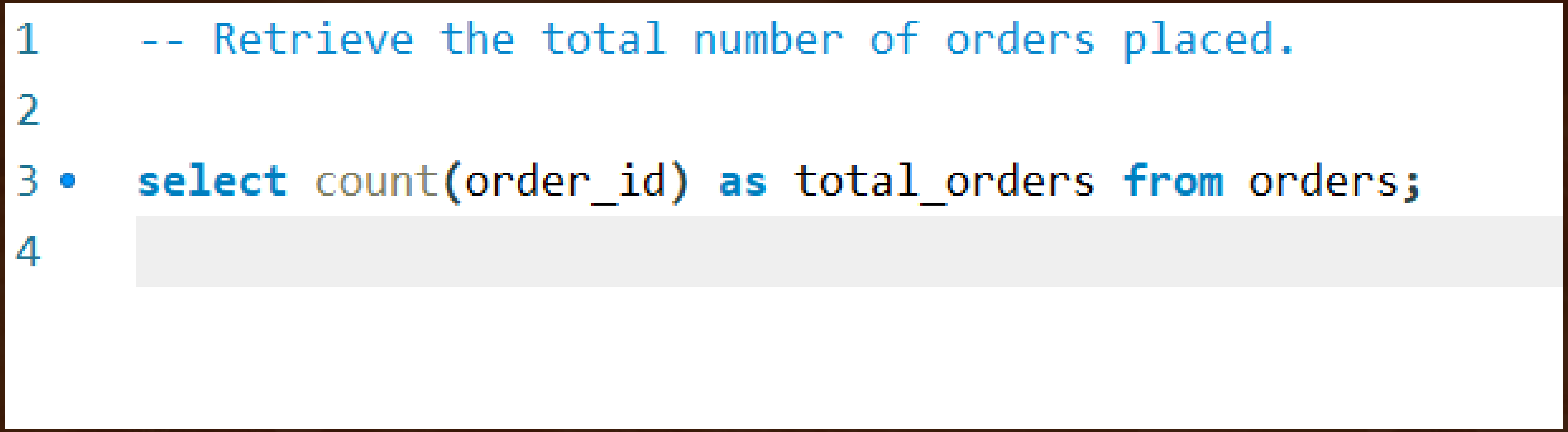
Hello,

I’m Sibha Patait. I have created a Pizza Sales Analysis Project using MySQL.

In this project, I used a pizza sales dataset to write SQL queries and analyze business performance. The analysis focused on understanding sales trends, identifying top-performing pizzas, peak order times, and customer buying behavior.

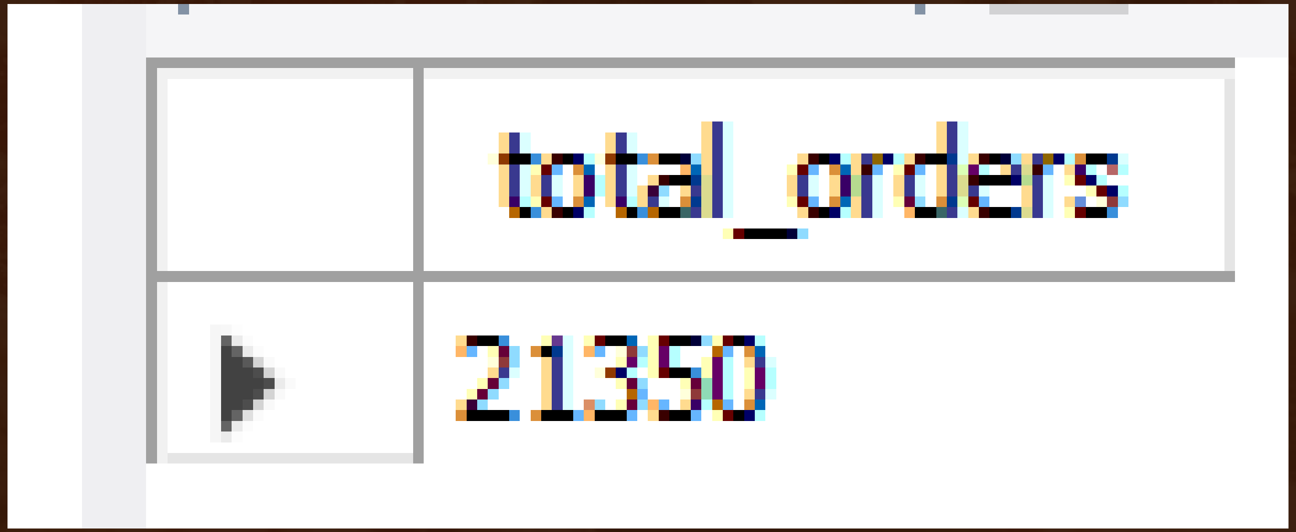
This project helped me strengthen my MySQL skills and gain insights into real-world data analysis.

Retrieve the total number of orders placed.



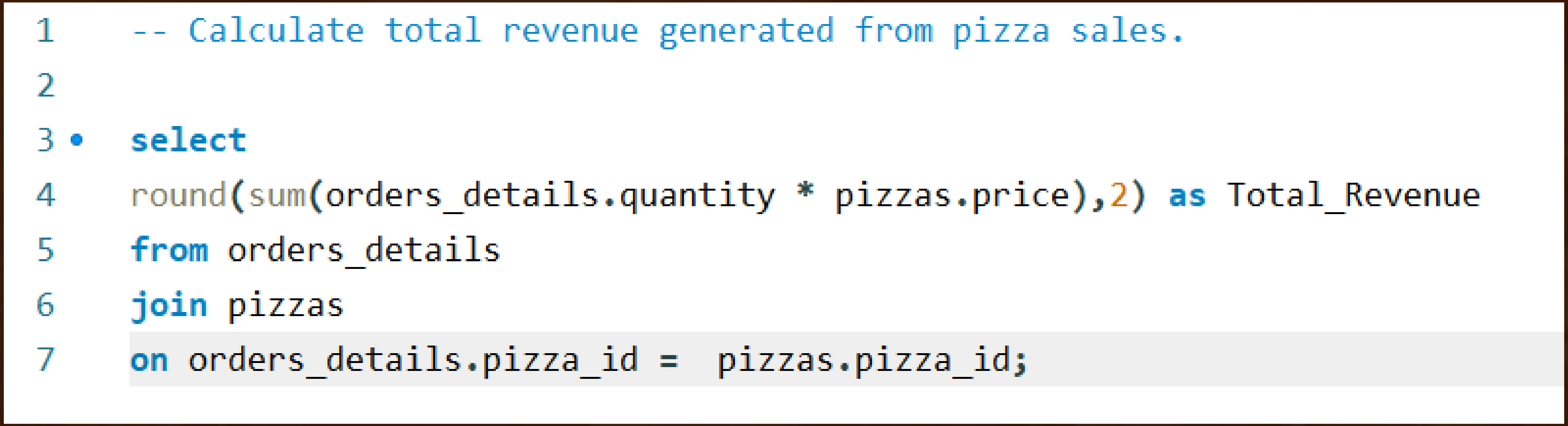
```sql
-- Retrieve the total number of orders placed.

select count(order_id) as total_orders from orders;
```

OUTPUT



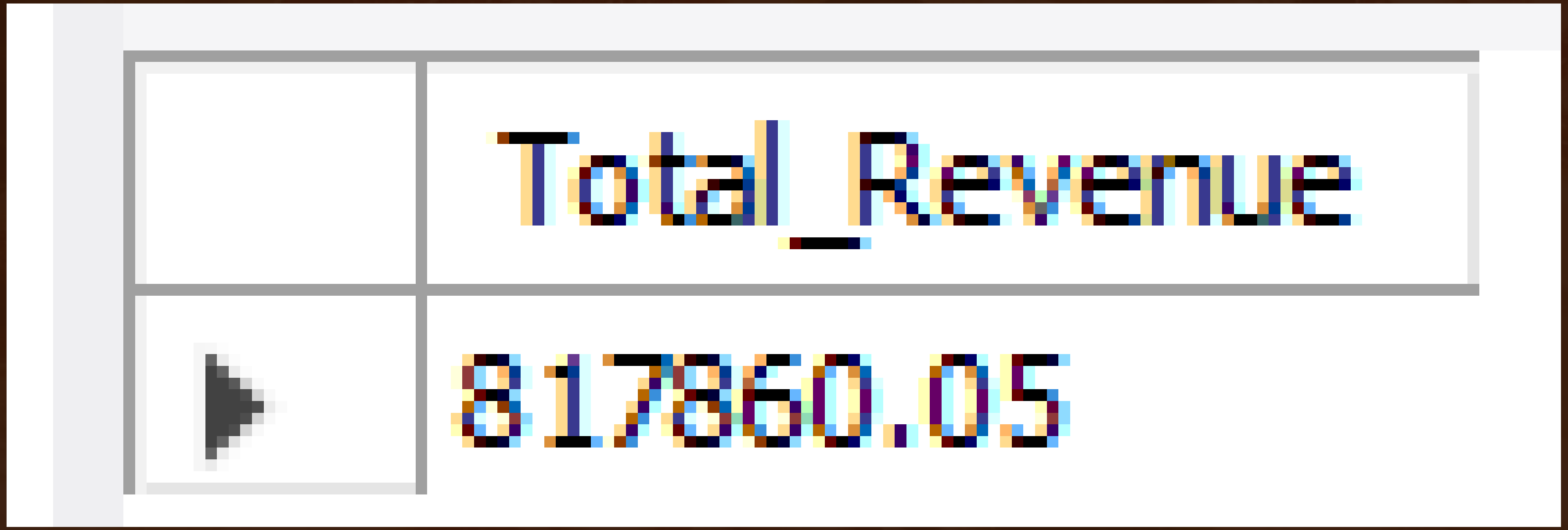
```
total_orders
21350
```

Calculate total revenue generated from pizza sales.



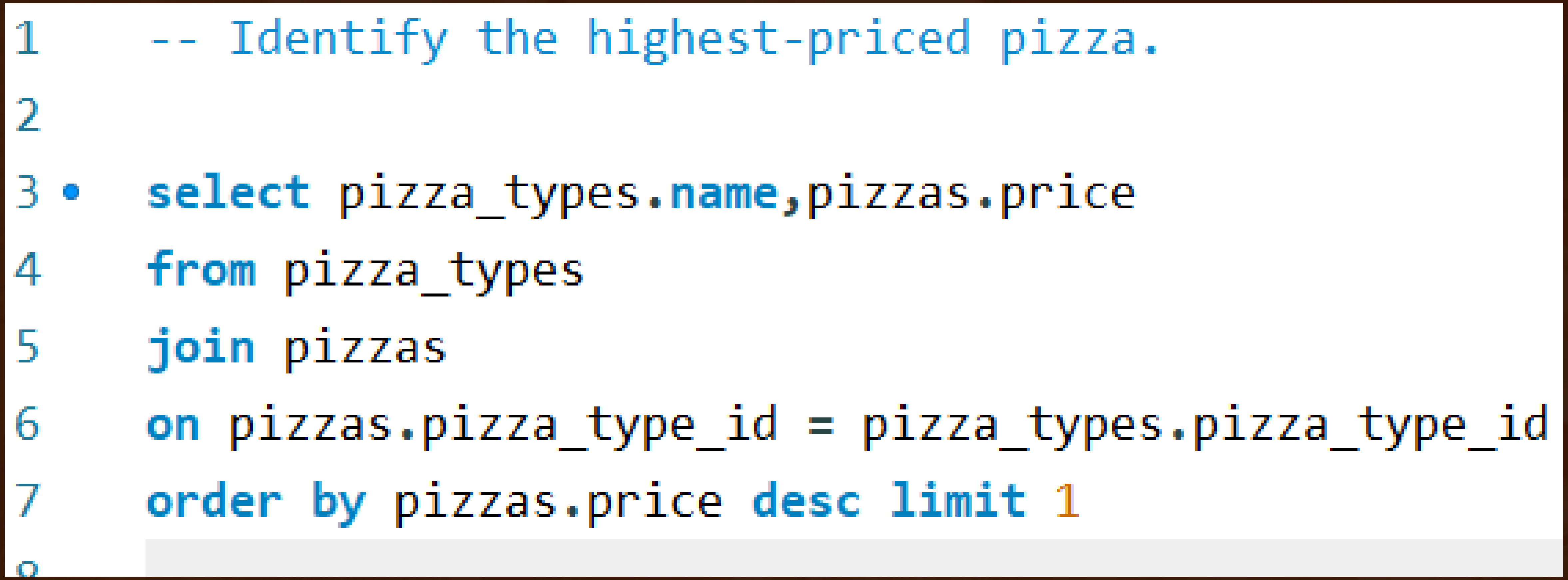
```sql
-- Calculate total revenue generated from pizza sales.

select
round(sum(orders_details.quantity * pizzas.price),2) as Total_Revenue
from orders_details
join pizzas
on orders_details.pizza_id =  pizzas.pizza_id;
```

OUTPUT



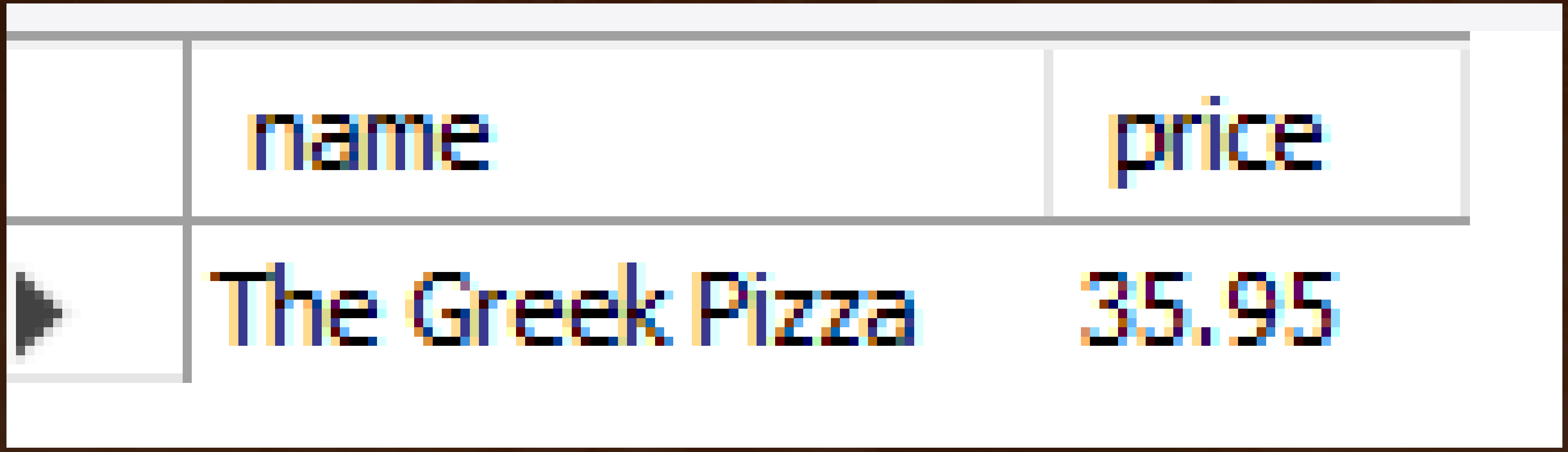
```
Total_Revenue
817860.05
```

Identify the highest-priced pizza.



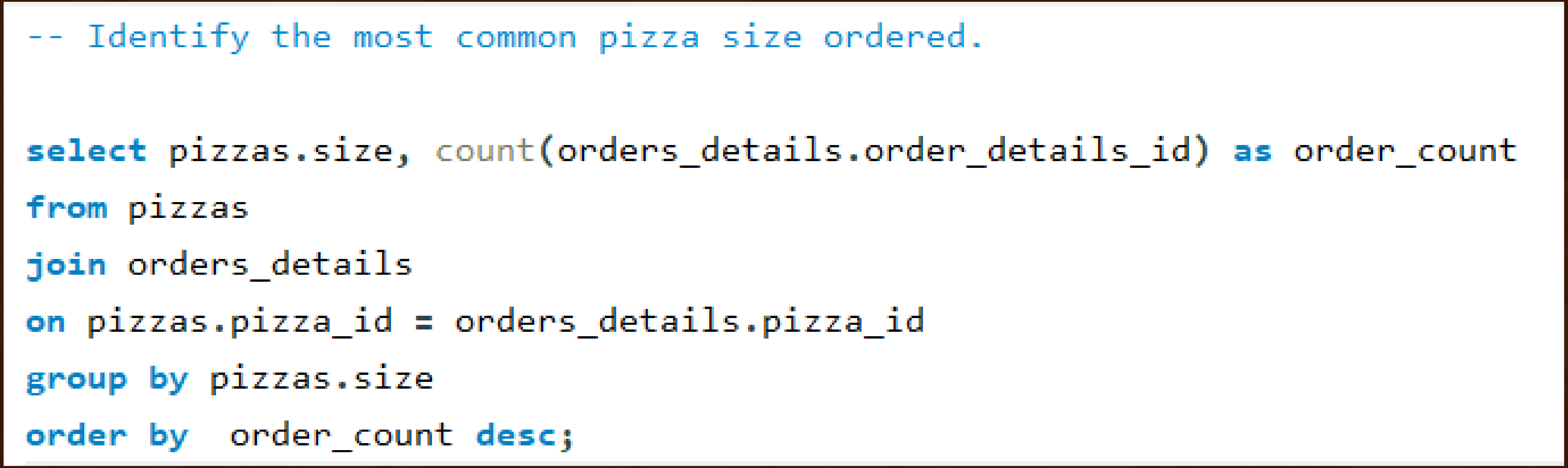
```sql
-- Identify the highest-priced pizza.

select pizza_types.name,pizzas.price
from pizza_types
join pizzas
on pizzas.pizza_type_id = pizza_types.pizza_type_id
order by pizzas.price desc limit 1
```

OUTPUT



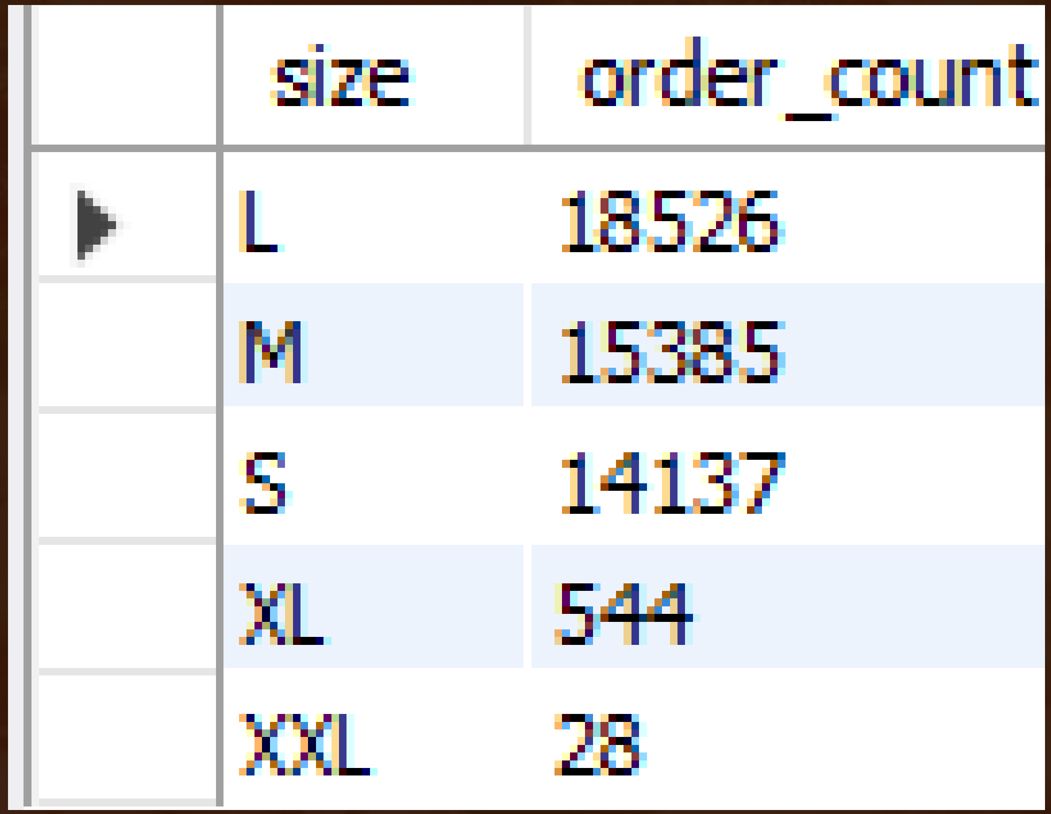
name	price
The Greek Pizza	35.95

Identify the most common pizza size ordered.



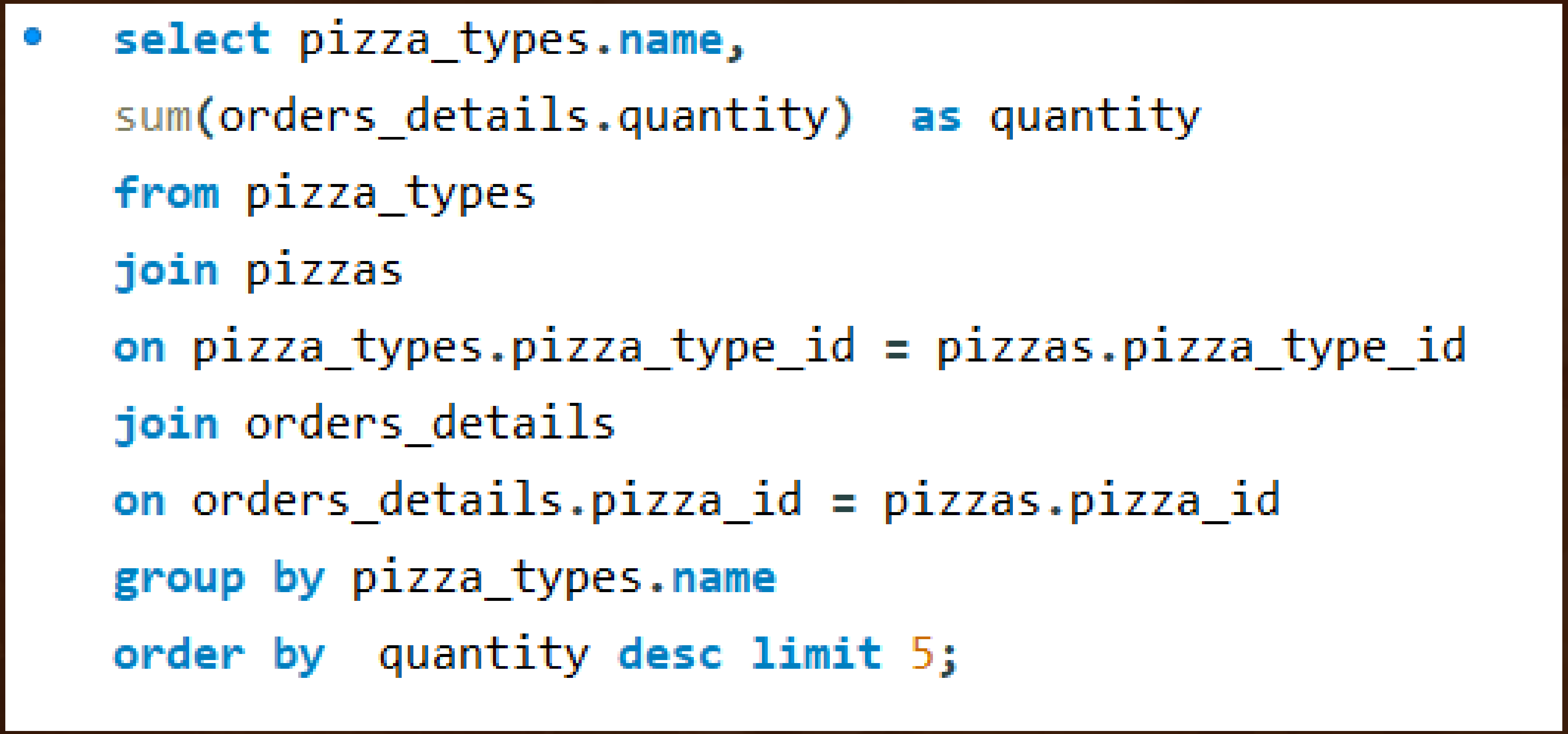
```
-- Identify the most common pizza size ordered.

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;
```

OUTPUT



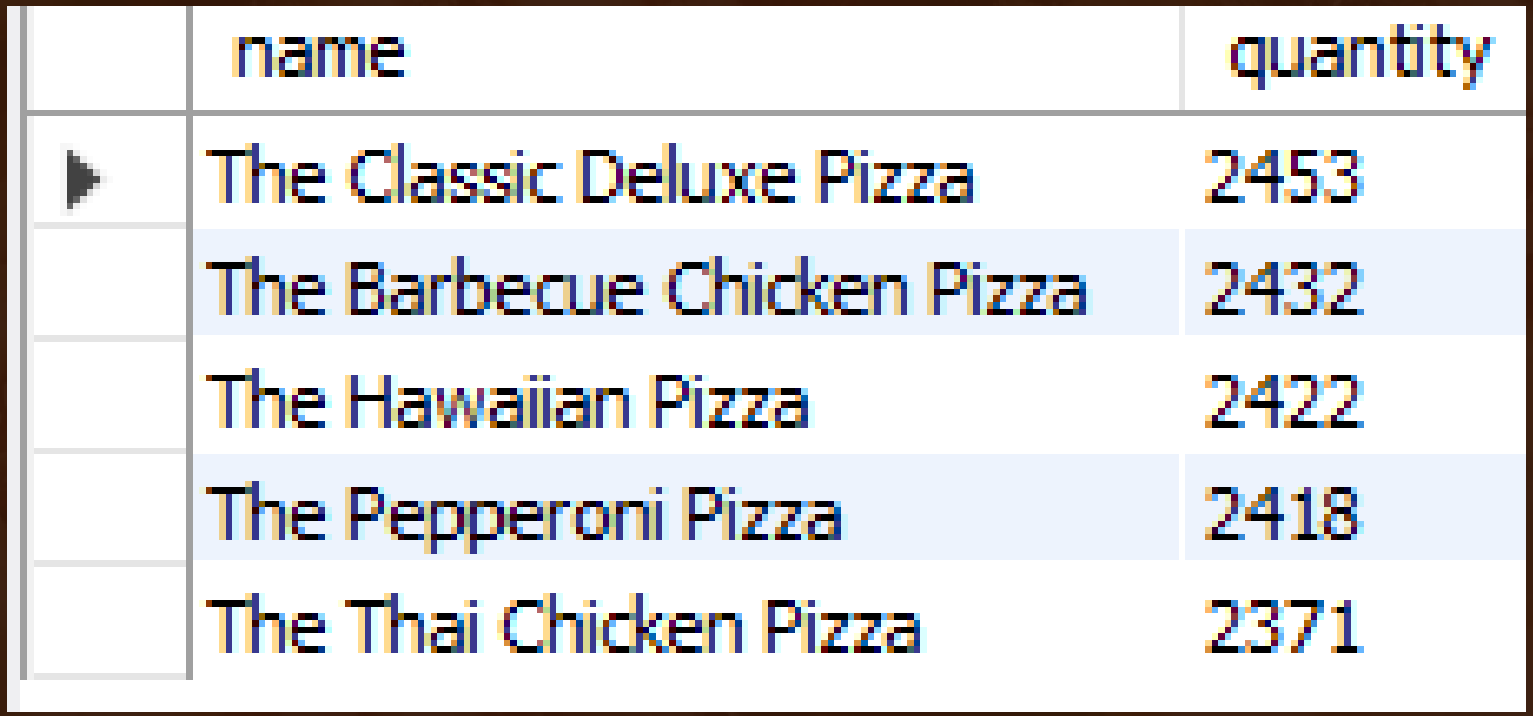
size	order_count
L	18526
M	15385
S	14137
XL	544
XXL	28

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



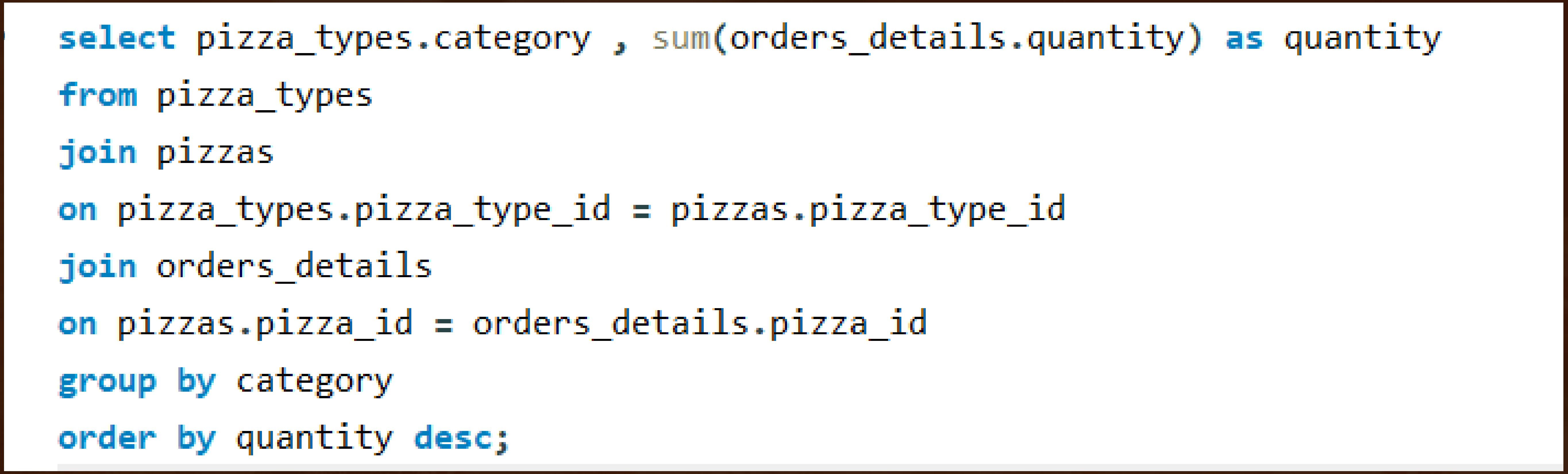
```
select pizza_types.name,
sum(orders_details.quantity)  as quantity
from pizza_types
join pizzas
on pizza_types.pizza_type_id = pizzas.pizza_type_id
join orders_details
on orders_details.pizza_id = pizzas.pizza_id
group by pizza_types.name
order by  quantity desc limit 5;
```

OUTPUT



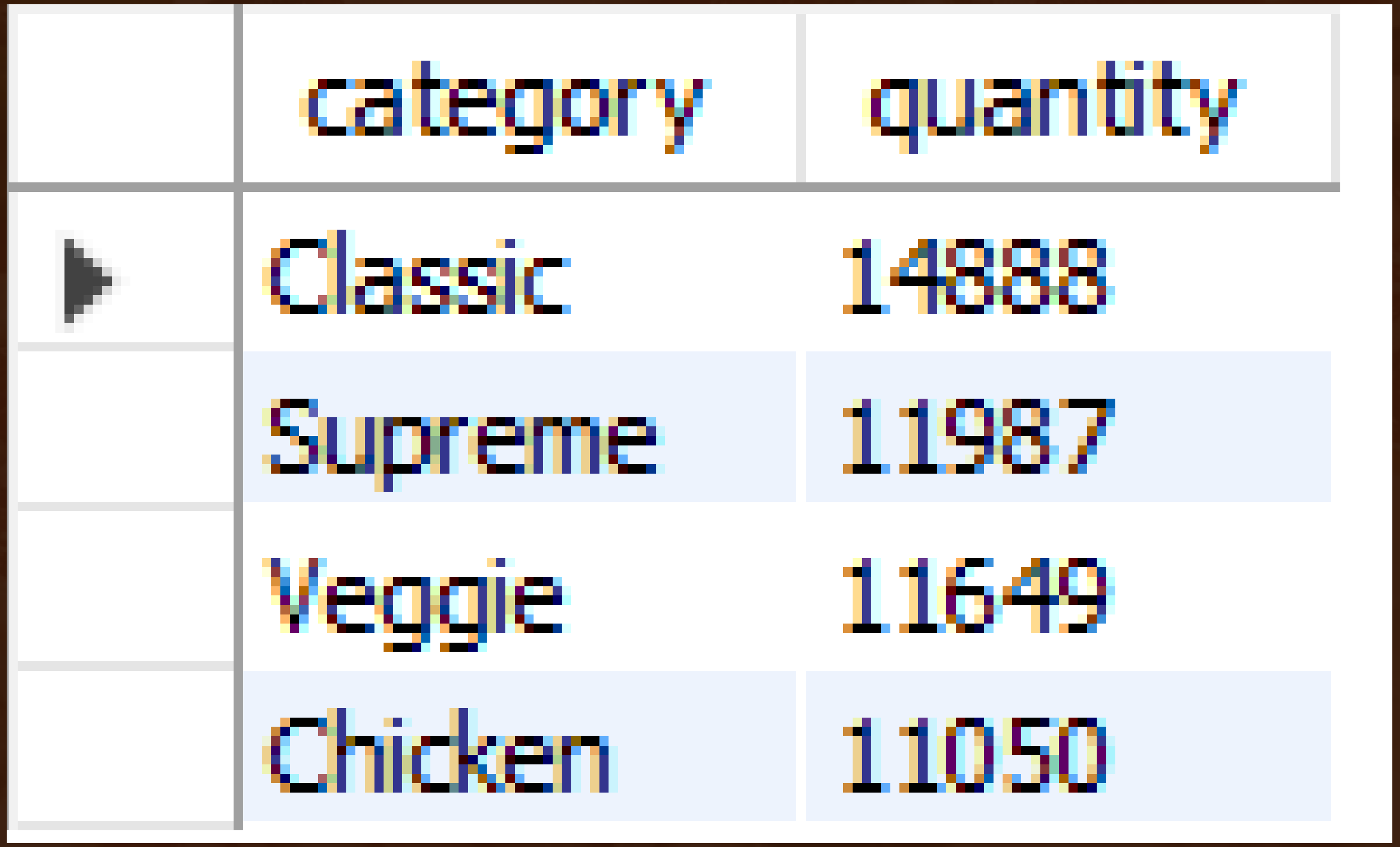
name	quantity
The Classic Deluxe Pizza	2453
The Barbecue Chicken Pizza	2432
The Hawaiian Pizza	2422
The Pepperoni Pizza	2418
The Thai Chicken Pizza	2371

Join the necessary tables to find the total quantity of each pizza category.



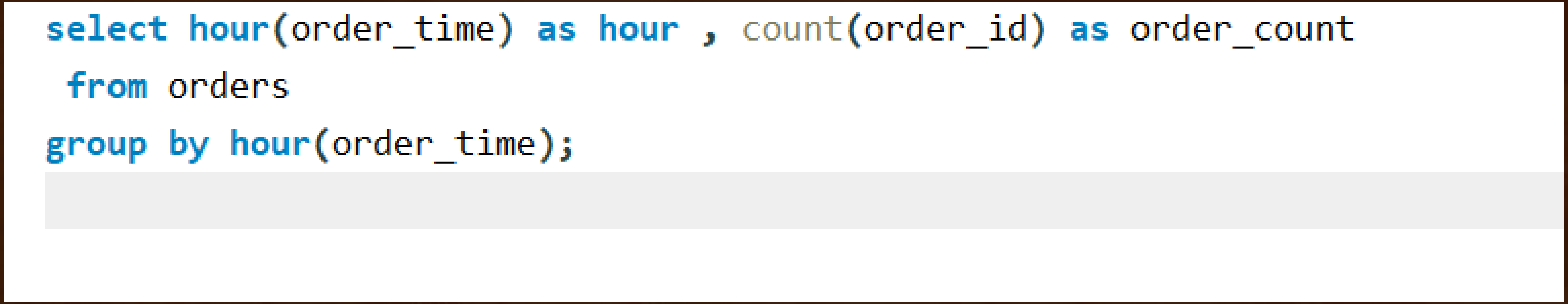
```sql
select pizza_types.category , sum(orders_details.quantity) as quantity
from pizza_types
join pizzas
on pizza_types.pizza_type_id = pizzas.pizza_type_id
join orders_details
on pizzas.pizza_id = orders_details.pizza_id
group by category
order by quantity desc;
```

OUTPUT



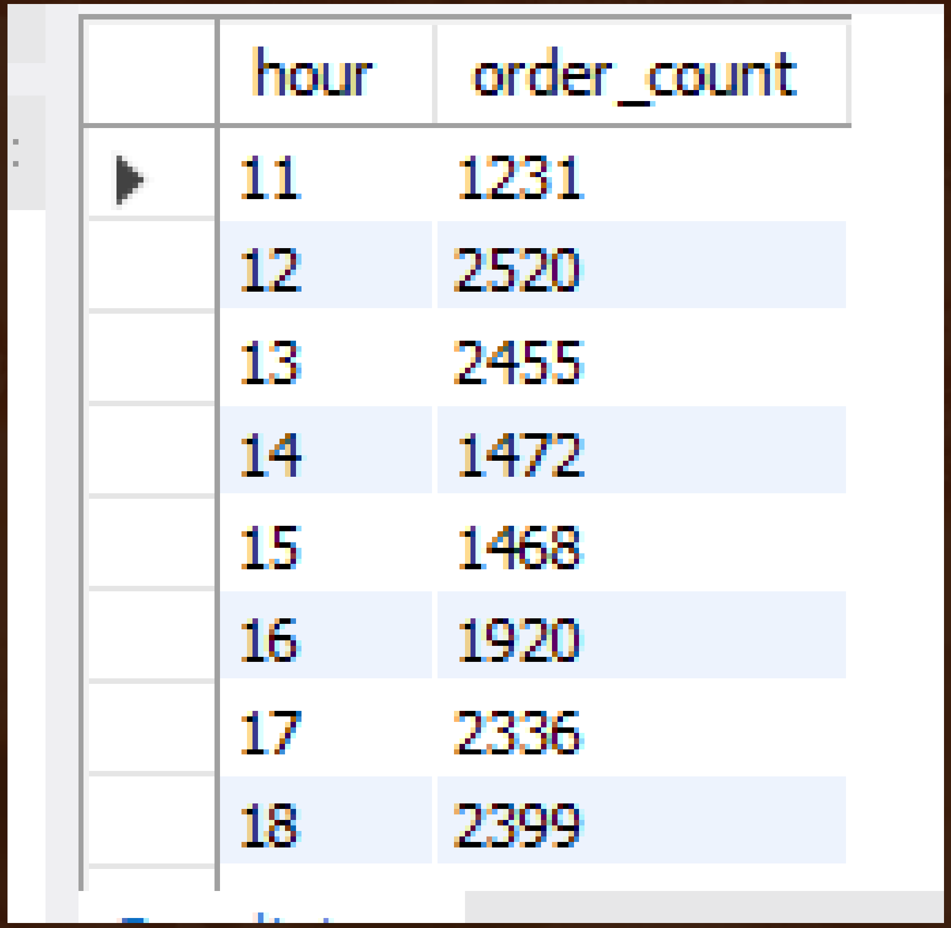
category	quantity
Classic	14888
Supreme	11987
Veggie	11649
Chicken	11050

Determine the distribution of orders by hour of the day.



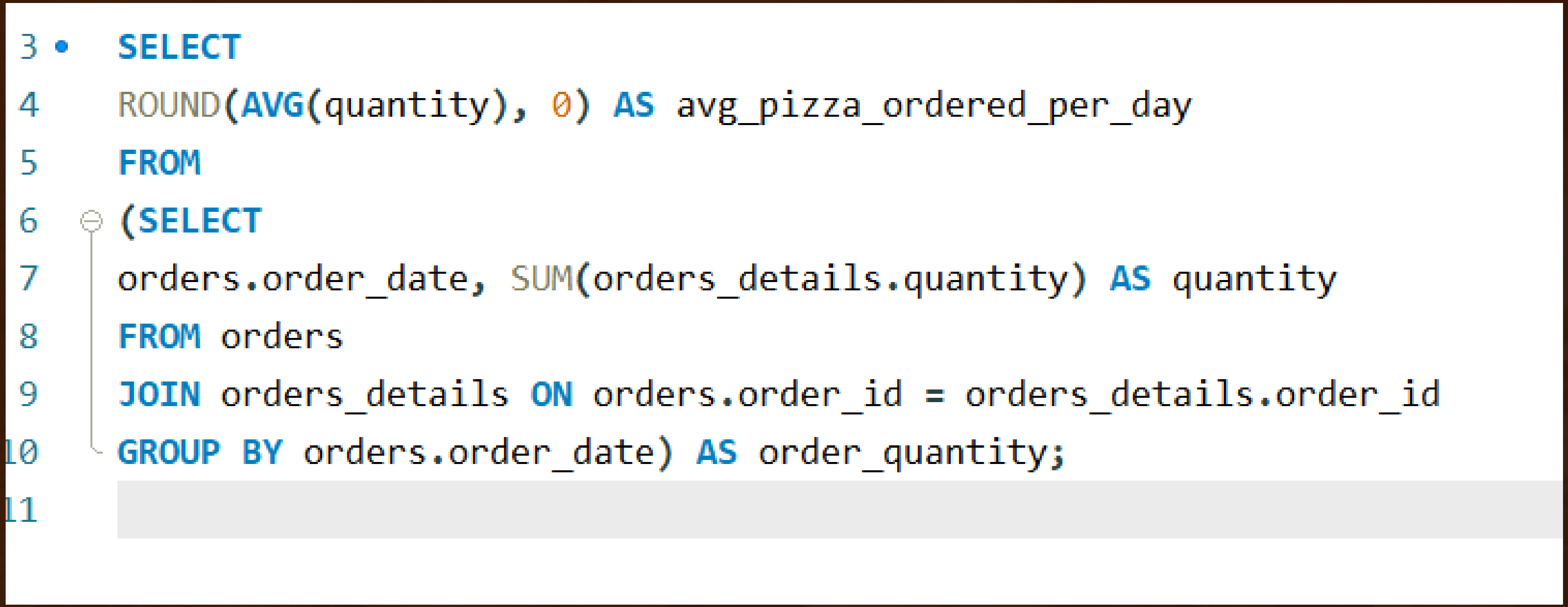
```
select hour(order_time) as hour , count(order_id) as order_count
 from orders
group by hour(order_time);
```

OUTPUT



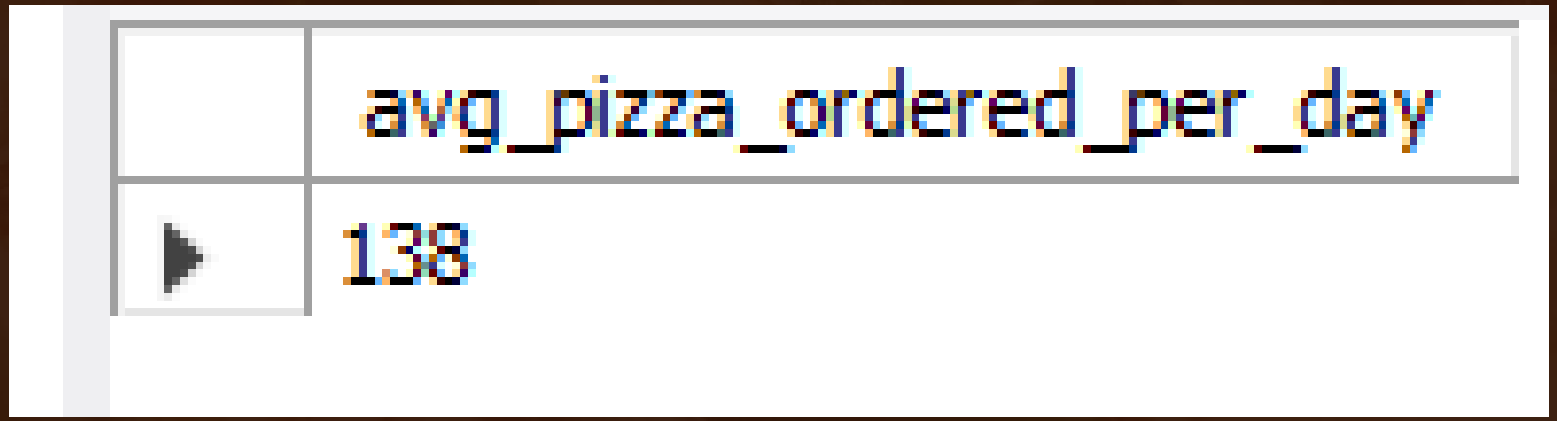
hour	order_count
11	1231
12	2520
13	2455
14	1472
15	1468
16	1920
17	2336
18	2399

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



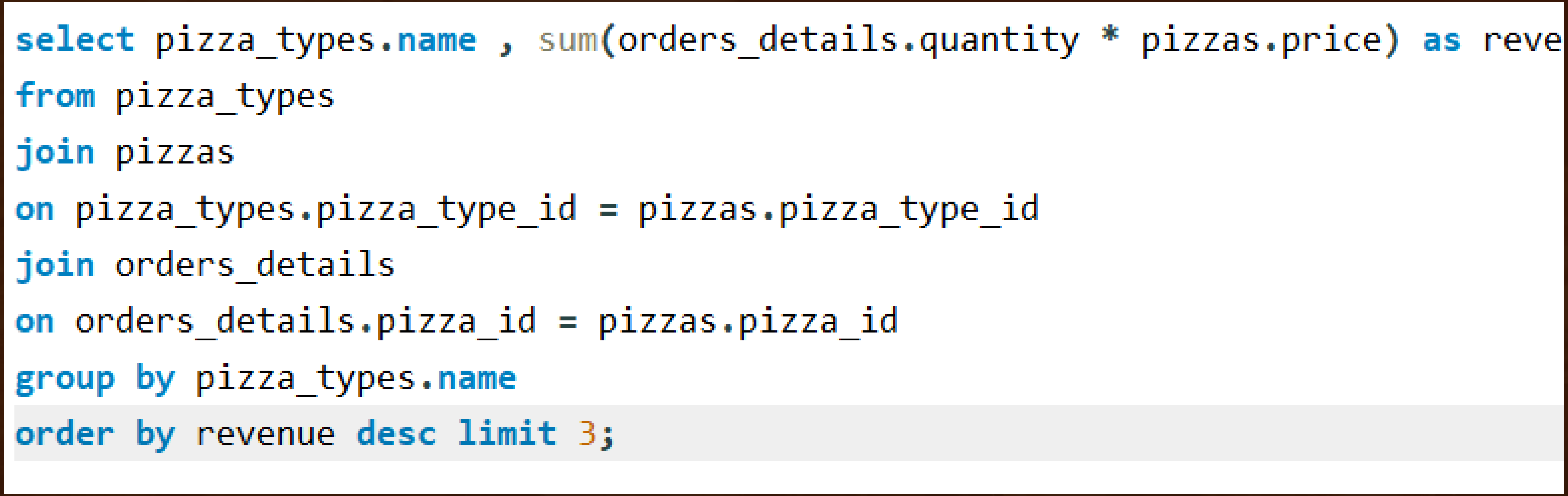
```sql
SELECT
ROUND(AVG(quantity), 0) AS avg_pizza_ordered_per_day
FROM
(SELECT
orders.order_date, SUM(orders_details.quantity) AS quantity
FROM orders
JOIN orders_details ON orders.order_id = orders_details.order_id
GROUP BY orders.order_date) AS order_quantity;
```

OUTPUT



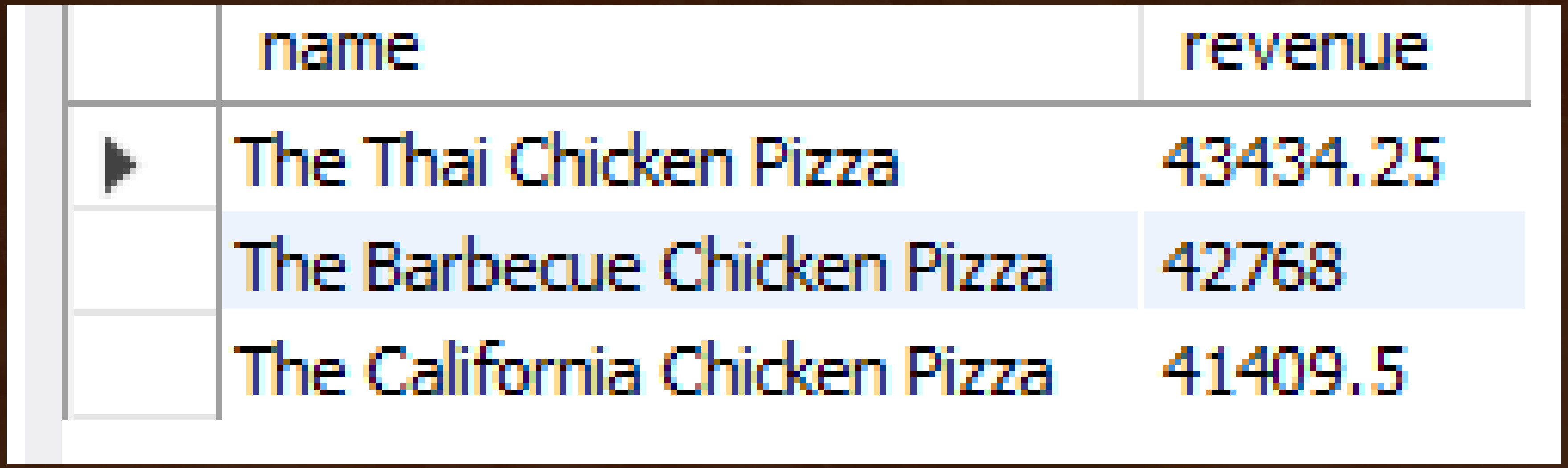
	avg_pizza_ordered_per_day
▶	138

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



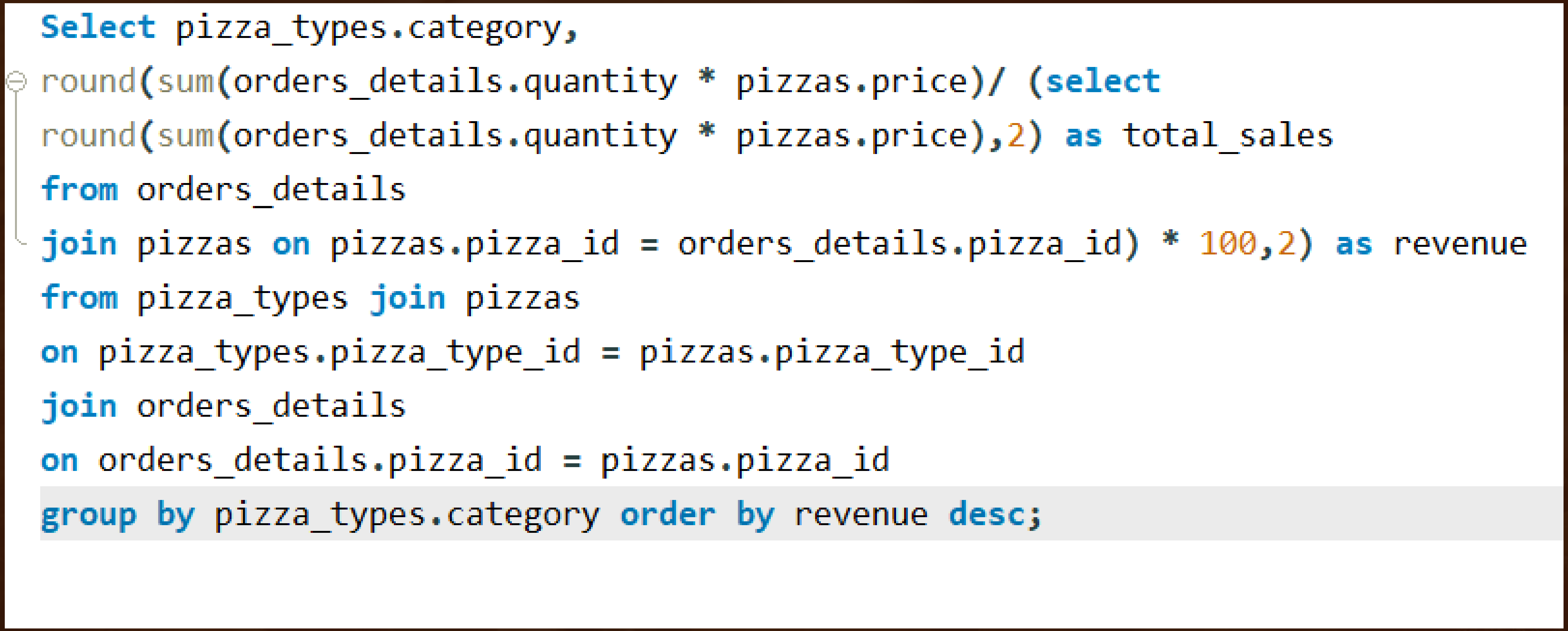
```sql
select pizza_types.name , sum(orders_details.quantity * pizzas.price) as reve
from pizza_types
join pizzas
on pizza_types.pizza_type_id = pizzas.pizza_type_id
join orders_details
on orders_details.pizza_id = pizzas.pizza_id
group by pizza_types.name
order by revenue desc limit 3;
```

OUTPUT



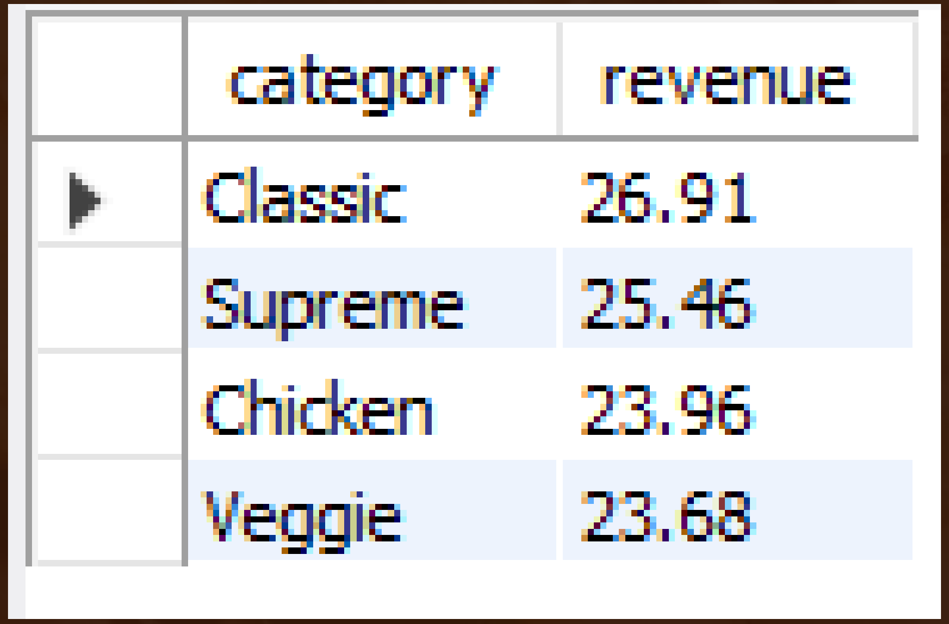
name	revenue
The Thai Chicken Pizza	43434.25
The Barbecue Chicken Pizza	42768
The California Chicken Pizza	41409.5

Calculate the percentage contribution of each pizza type of total revenue.



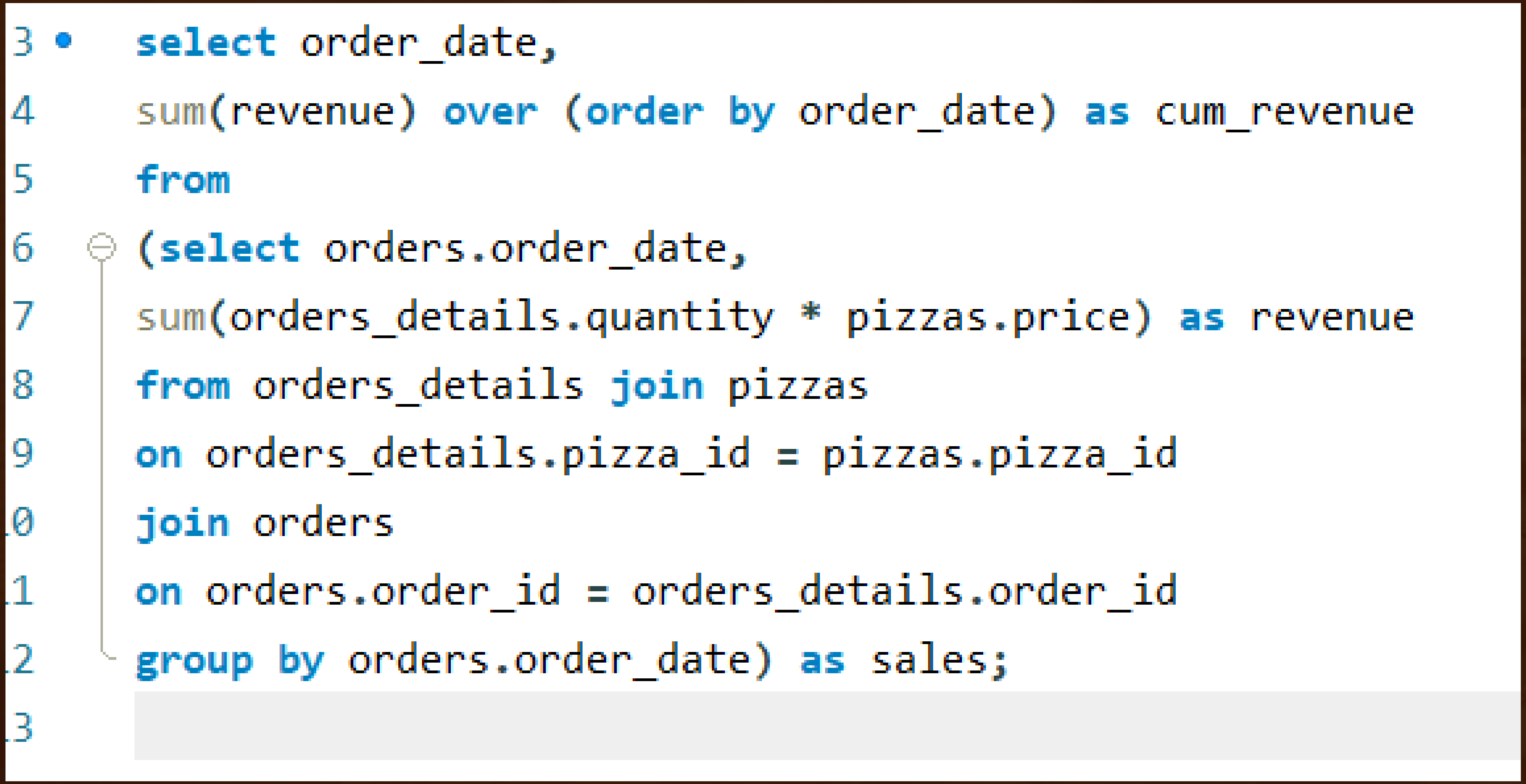
```
Select pizza_types.category,
round(sum(orders_details.quantity * pizzas.price)/ (select
round(sum(orders_details.quantity * pizzas.price),2) as total_sales
from orders_details
join pizzas on pizzas.pizza_id = orders_details.pizza_id) * 100,2) as revenue
from pizza_types join pizzas
on pizza_types.pizza_type_id = pizzas.pizza_type_id
join orders_details
on orders_details.pizza_id = pizzas.pizza_id
group by pizza_types.category order by revenue desc;
```

OUTPUT



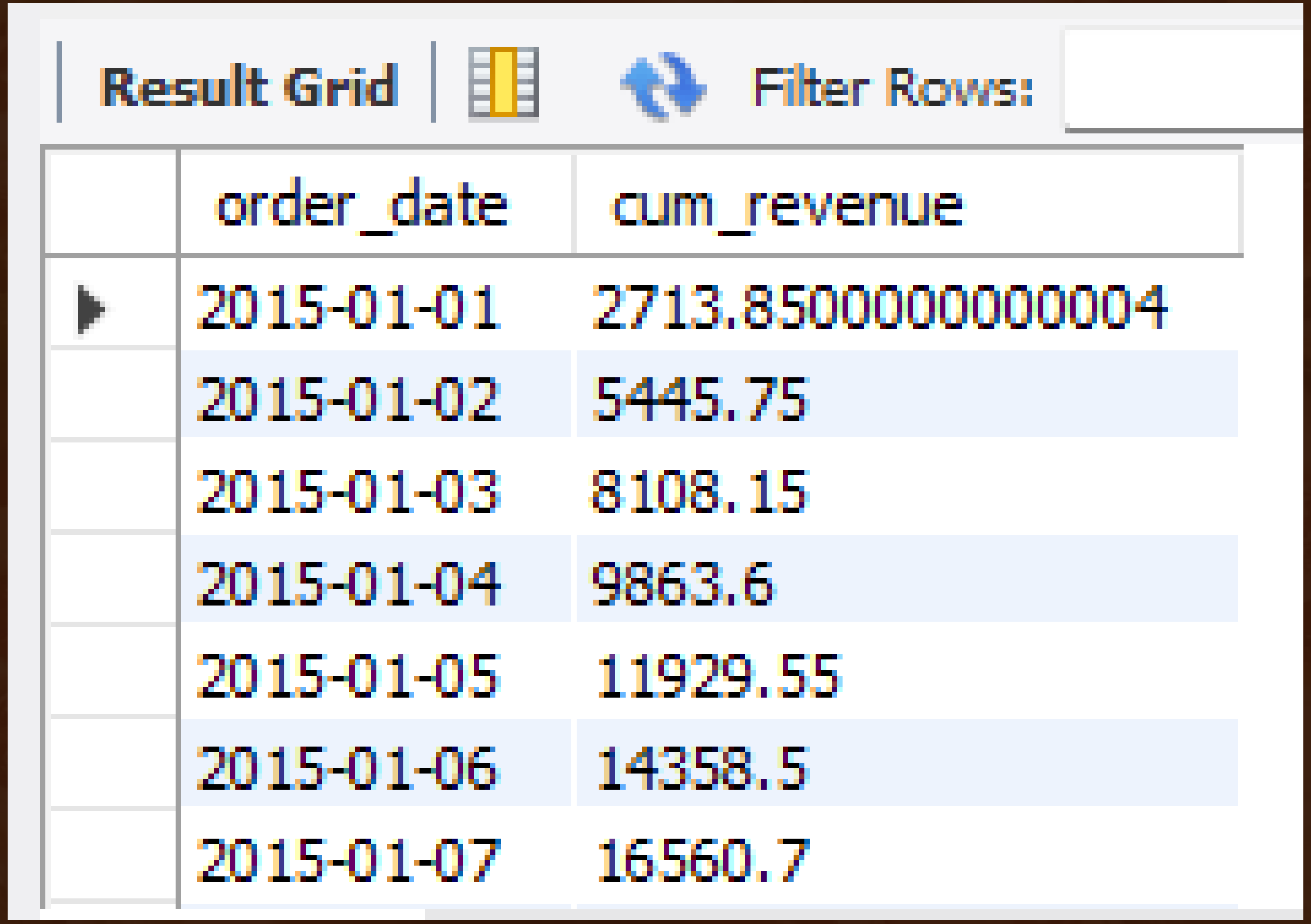
category	revenue
Classic	26.91
Supreme	25.46
Chicken	23.96
Veggie	23.68

Analyze the cumulative revenue generated over time.



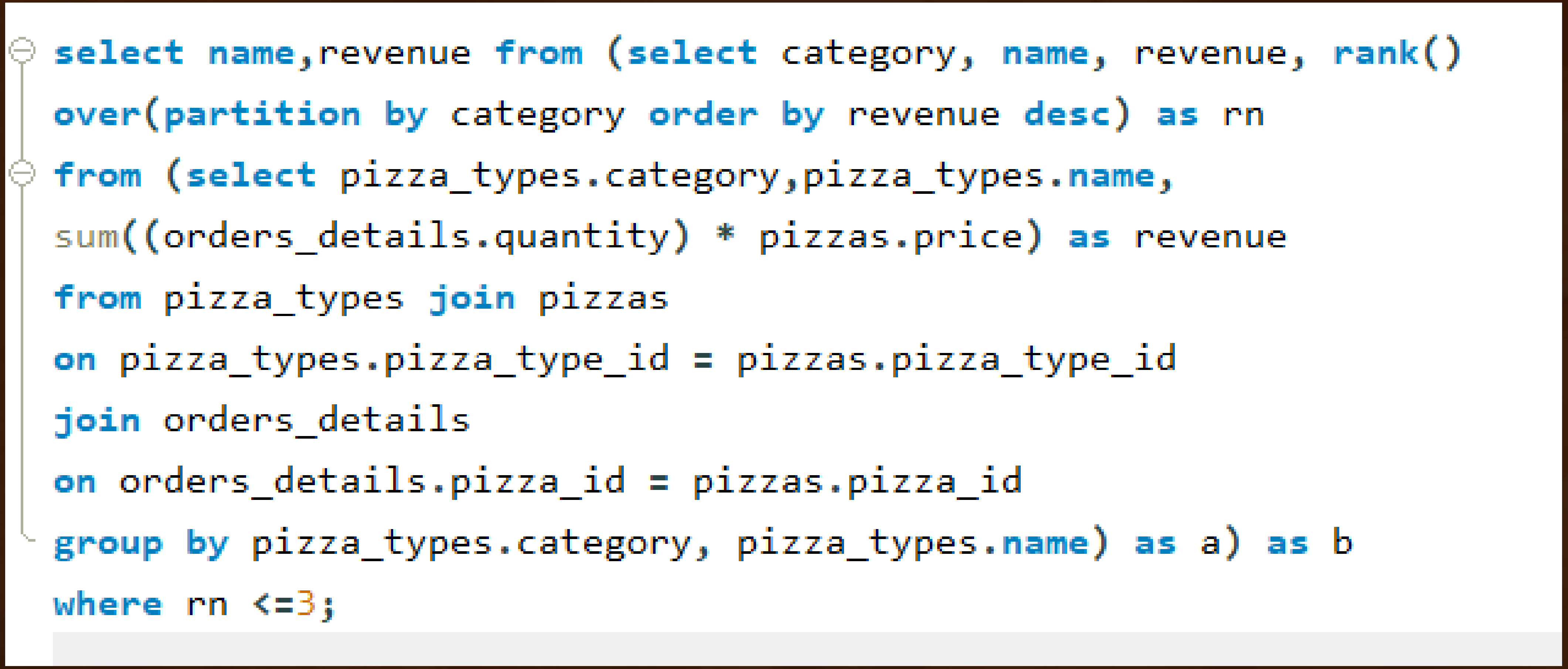
```sql
select order_date,
sum(revenue) over (order by order_date) as cum_revenue
from
(select orders.order_date,
sum(orders_details.quantity * pizzas.price) as revenue
from orders_details join pizzas
on orders_details.pizza_id = pizzas.pizza_id
join orders
on orders.order_id = orders_details.order_id
group by orders.order_date) as sales;
```

OUTPUT



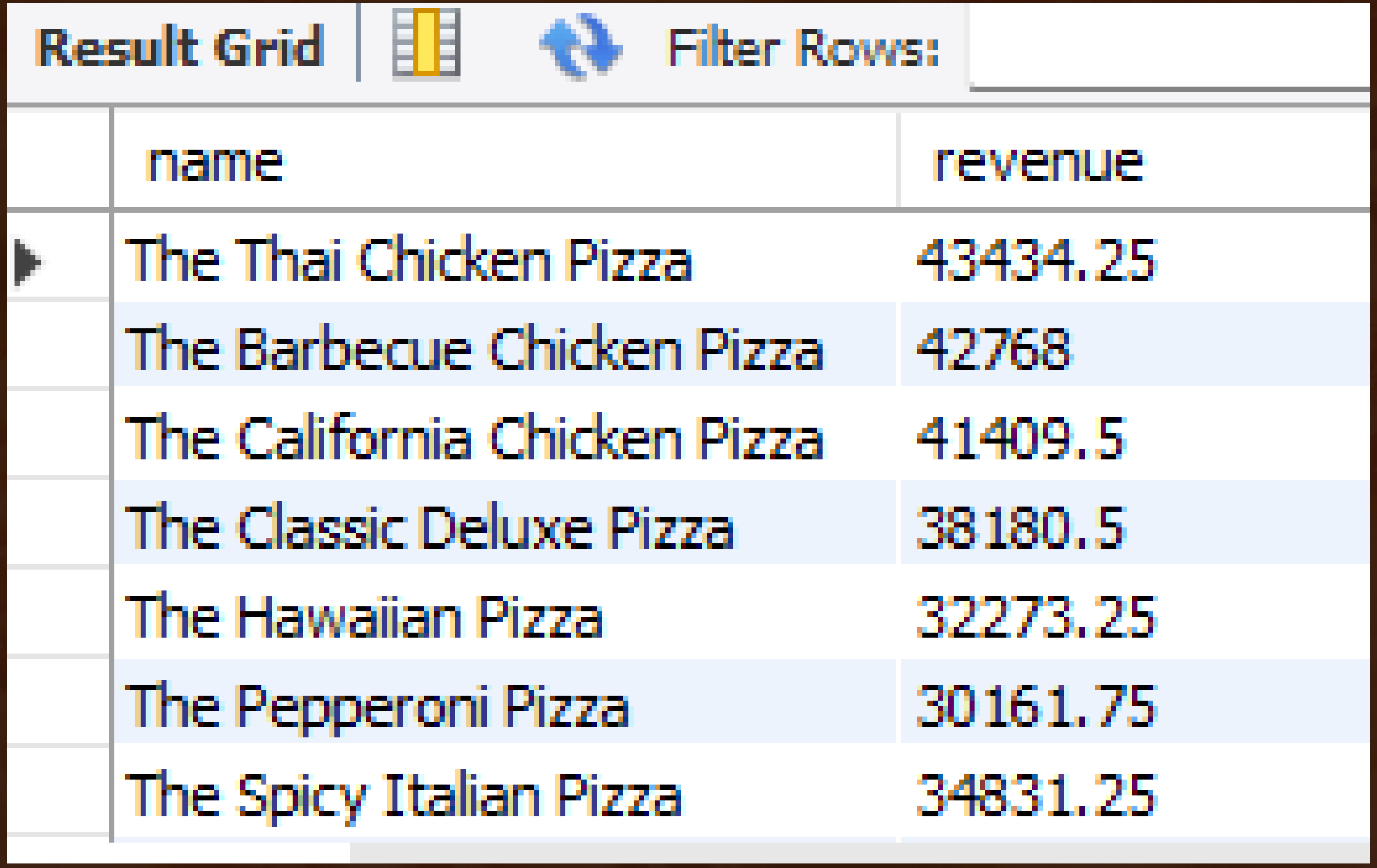
order_date	cum_revenue
2015-01-01	2713.8500000000004
2015-01-02	5445.75
2015-01-03	8108.15
2015-01-04	9863.6
2015-01-05	11929.55
2015-01-06	14358.5
2015-01-07	16560.7

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



```
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;
```

OUTPUT



Result Grid | Filter Rows:

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

THANK YOU FOR ATTENTION