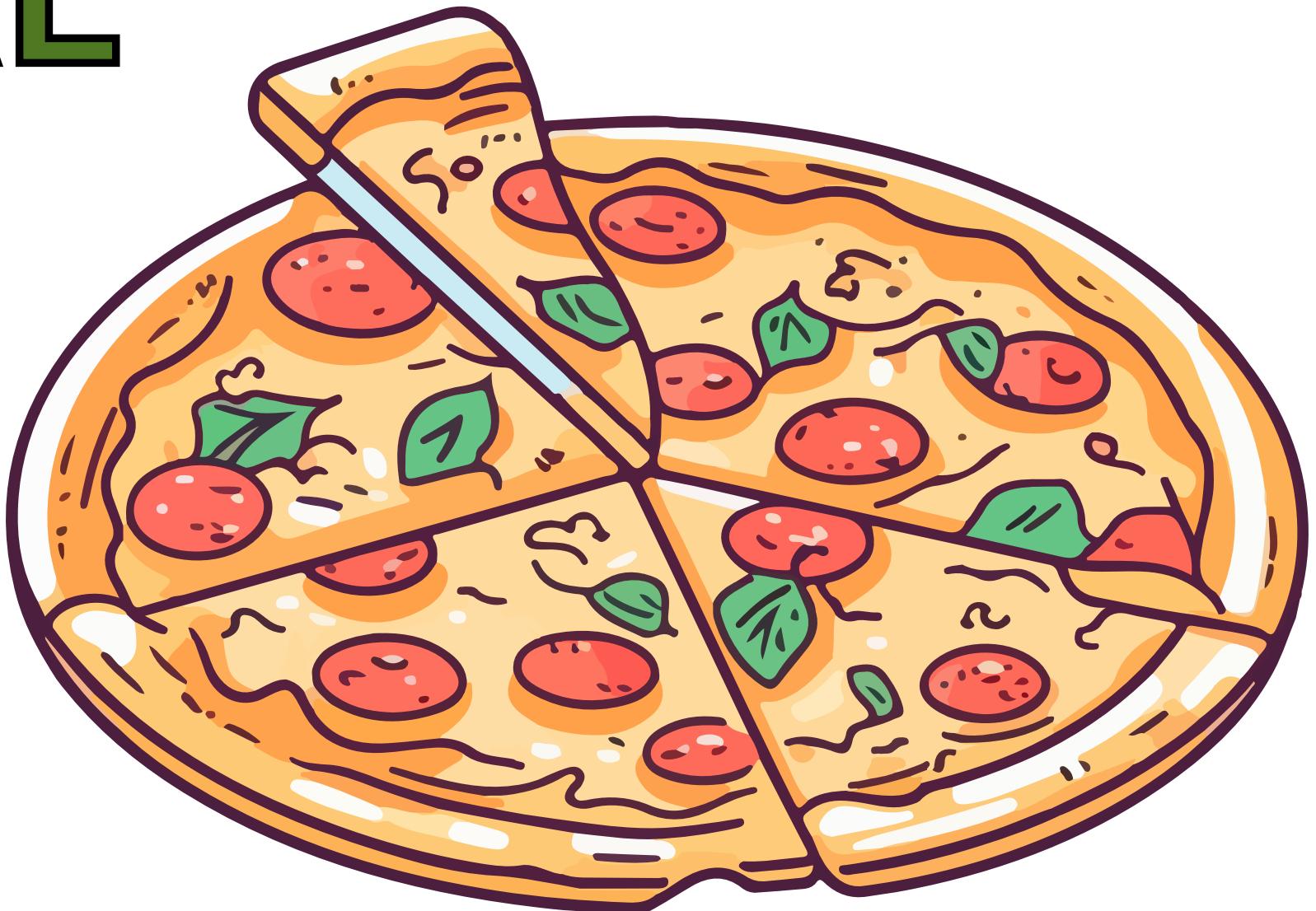
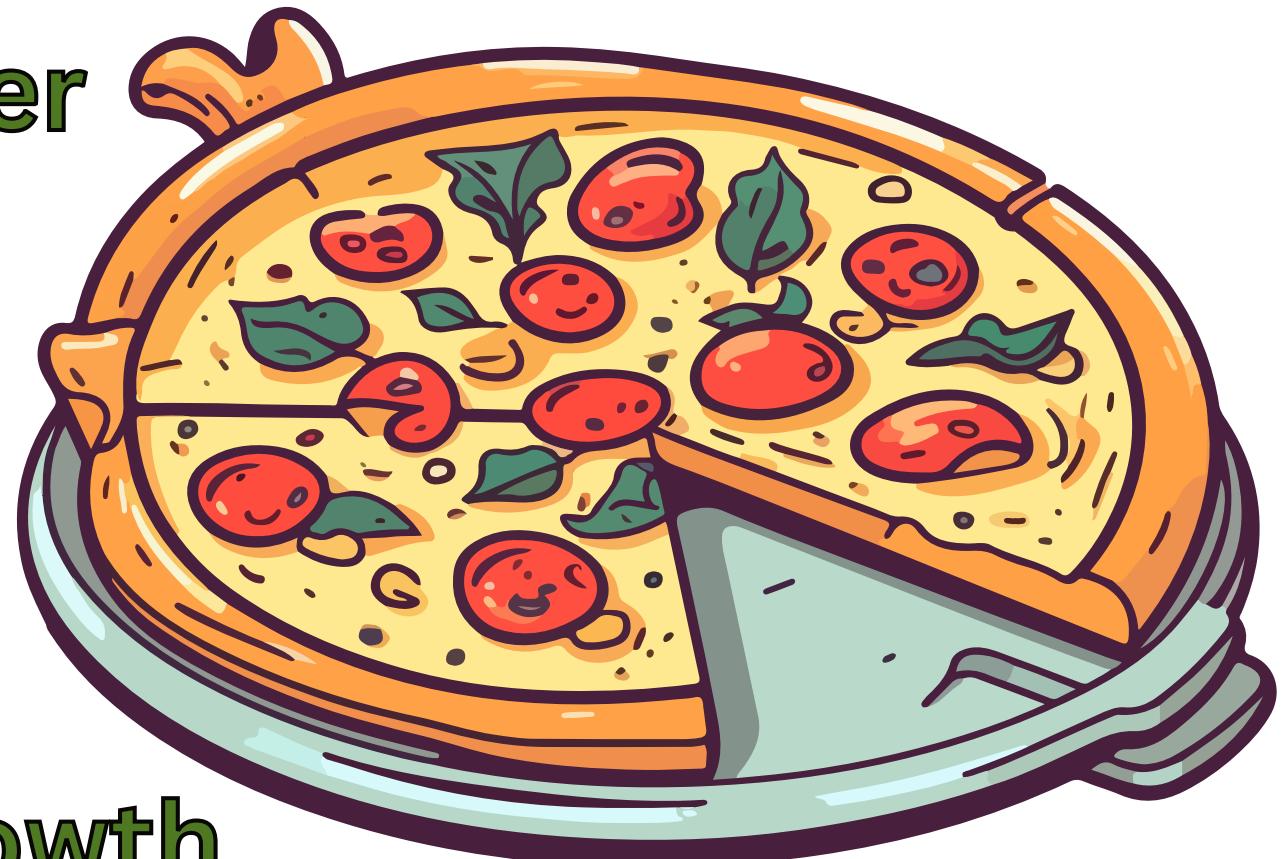


SQL SALES ANALYSIS FOR PIZZA PAL



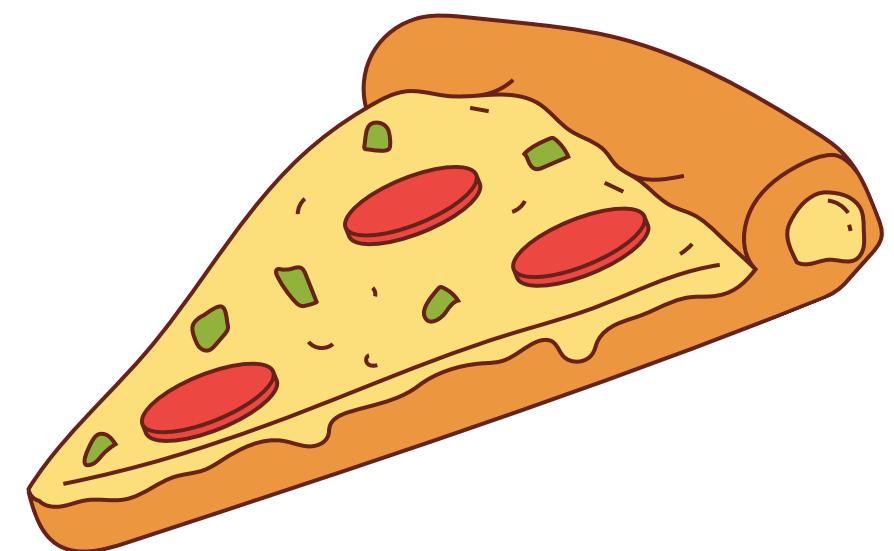
In this project, I conducted a comprehensive data analysis for Pizza Pal using SQL to derive insights into sales performance and customer behavior. The analysis addresses 11 key questions. By leveraging SQL queries, I extracted and analyzed data to provide actionable insights that can help improve operational efficiency and drive revenue growth for Pizza Pal.



1. Retrieve the total number of orders placed.

```
SELECT  
    COUNT(*) AS Total_Orders  
FROM  
    orders;
```

Total_Orders
21350



2. Calculate the total revenue generated from pizza sales.

SELECT

ROUND(SUM(p.price * o.quantity), 2) AS Total_Revenue

FROM

pizzas p,

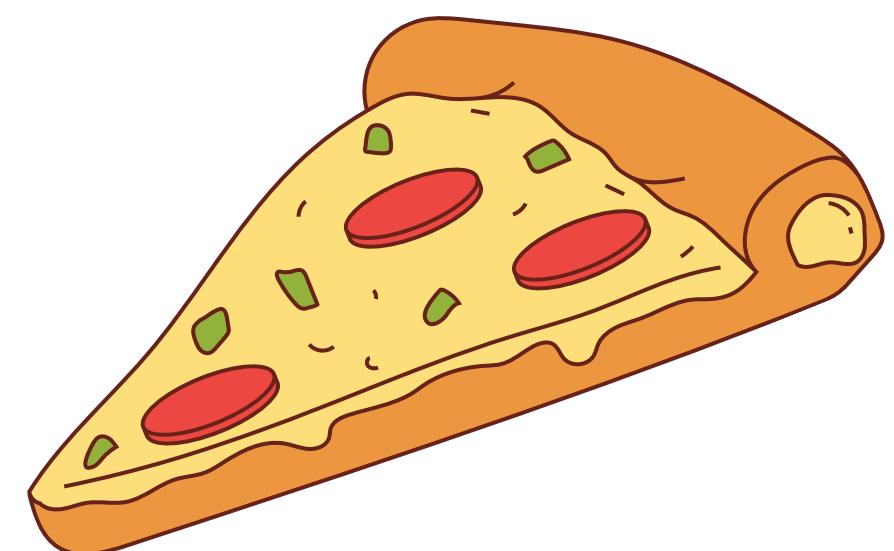
order_details o

WHERE

p.pizza_id = o.pizza_id

Total_Revenue

817860.05



3. Identify the highest-priced pizza.

SELECT

pt.name AS Pizza_Name, p.price AS Price

FROM

pizzas p,

pizza_types pt

WHERE

p.pizza_type_id = pt.pizza_type_id

ORDER BY price **DESC**

LIMIT 1;

Pizza_Name	Price
The Greek Pizza	35.95

4. Identify the most common pizza size ordered.

```
SELECT  
    p.size AS Pizza_Size,  
    COUNT(o.order_details_id) AS Order_Count  
FROM  
    pizzas p  
        JOIN  
    order_details o ON p.pizza_id = o.pizza_id  
GROUP BY p.size;
```

Pizza_Size	Order_Count
L	18526
M	15385
S	14137
XL	544
XXL	28

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

SELECT

```
pt.name AS Pizza_Name, SUM(o.quantity) AS Order_Count
```

FROM

```
pizzas p
```

JOIN

```
pizza_types pt ON p.pizza_type_id = pt.pizza_type_id
```

JOIN

```
order_details o ON o.pizza_id = p.pizza_id
```

GROUP BY pt.name

ORDER BY order_count **DESC**

LIMIT 5;

Pizza_Name	Order_Count
The Classic Deluxe Pizza	2453
The Barbecue Chicken Pizza	2432
The Hawaiian Pizza	2422
The Pepperoni Pizza	2418
The Thai Chicken Pizza	2371

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

SELECT

pt.category **AS** Category, SUM(o.quantity) **AS** Order_Count

FROM

pizzas p

JOIN

pizza_types pt **ON** p.pizza_type_id = pt.pizza_type_id

JOIN

order_details o **ON** p.pizza_id = o.pizza_id

GROUP BY pt.category

ORDER BY order_count **DESC**;

Category	Order_Count
Classic	14888
Supreme	11987
Veggie	11649
Chicken	11050

7. Determine the distribution of orders by hour of the day.

```
SELECT  
    HOUR(order_time) AS Hours, COUNT(order_id) AS Order_by_Hours  
FROM  
    orders  
GROUP BY HOUR(order_time)  
ORDER BY 2 DESC;
```

Hours	Order_by_Hours
9	1
10	8
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

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

SELECT

category AS Category, COUNT(name) AS Pizza

FROM

pizza_types

GROUP BY category

Category	Pizza
Chicken	6
Classic	8
Supreme	9
Veggie	9

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

SELECT

ROUND(AVG(total_quantity), 0) AS Average_Pizza_Ordered_Per_Day

FROM

(**SELECT**

order_date, SUM(od.quantity) AS total_quantity

FROM

orders o

JOIN order_details od **ON** o.order_id = od.order_id

GROUP BY order_date) AS order_quantity;

Average_Pizza_Ordered_Per_Day
138

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

SELECT

pt.name AS Pizza_Name, SUM(p.price * o.quantity) AS Revenue

FROM

pizzas p

JOIN

order_details o ON p.pizza_id = o.pizza_id

JOIN

pizza_types pt ON p.pizza_type_id = pt.pizza_type_id

GROUP BY pt.name

ORDER BY Revenue **DESC**

LIMIT 3

Pizza_Name	Revenue
The Thai Chicken Pizza	43434.25
The Barbecue Chicken Pizza	42768
The California Chicken Pizza	41409.5

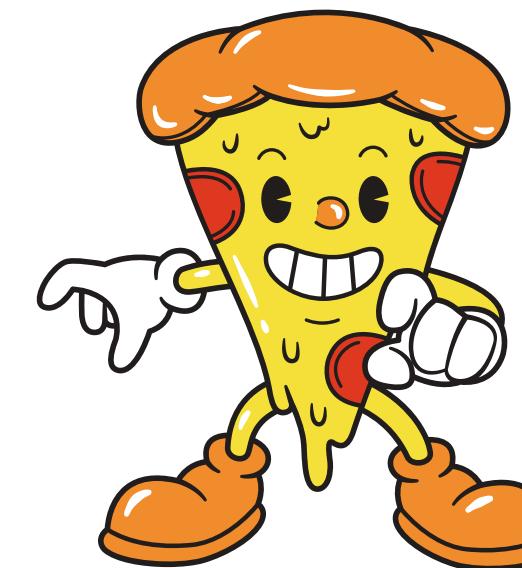
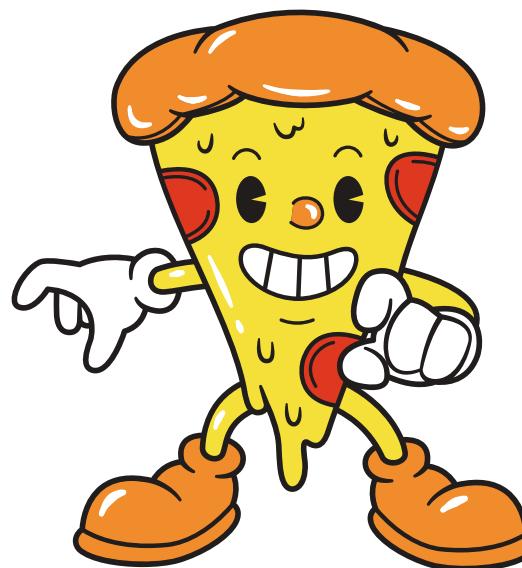
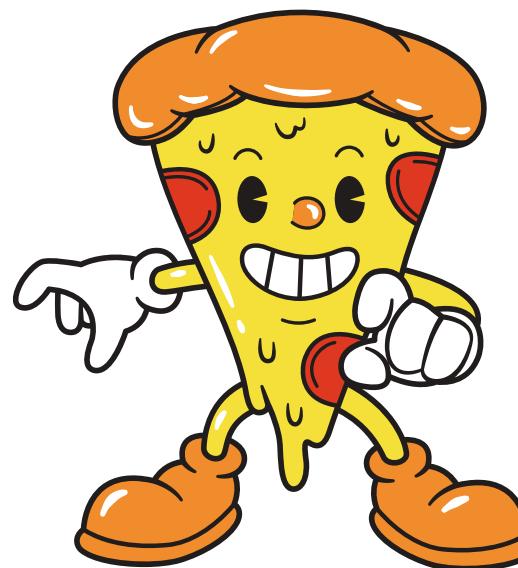
11. Calculate the percentage contribution of each pizza type to total revenue.

SELECT

```
pt.category,  
ROUND((SUM(o.quantity * p.price) / (SELECT  
    ROUND(SUM(p.price * o.quantity), 2) AS Total_Revenue  
FROM  
    pizzas p,  
    order_details o  
WHERE  
    p.pizza_id = o.pizza_id)) * 100,  
2) AS revenue  
FROM  
pizzas p  
JOIN  
pizza_types pt ON p.pizza_type_id = pt.pizza_type_id  
JOIN  
order_details o ON p.pizza_id = o.pizza_id  
GROUP BY pt.category  
ORDER BY revenue DESC;
```

category	revenue
Classic	26.91
Supreme	25.46
Chicken	23.96
Veggie	23.68

THANK YOU



[Source](#)