



PIZZA

sales analysis

S

Pizza Sales Analysis Using MySQL

Leveraging SQL to uncover
valuable insights from sales
data

● SAEED KHAN: DATA ANALYST

Home

About

Contact





PIZZA

sales analysis



Project Goals

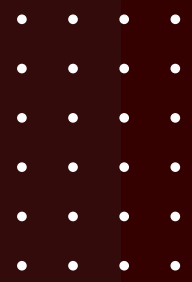
- **Analyze sales trends and performance.**
- **Identify customer preferences.**
- **Generate actionable insights to drive business decisions**



PIZZA

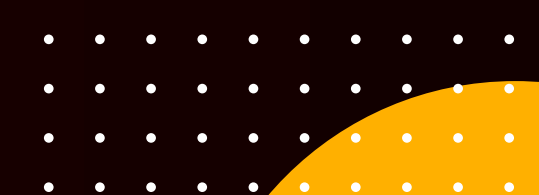
sales analysis

DATA SOURCES AND TOOLS



data sets: pizzas, pizzas_type,
orders, orders details

tools used: MY SQL for analysis





PIZZA

sales analysis

Retrieve the total number of orders placed

```
SELECT
```

```
    COUNT(order_id) AS 'total_orders'
```

```
FROM
```

```
pizza_sale.orders;
```





PIZZA

sales analysis

Calculate the total revenue generated from pizza sales



```
SELECT  
    ROUND(SUM(price * quantity), 2) 'total_sales'  
FROM  
    piza_sale.pizzas t1  
    JOIN  
    piza_sale.order_details t2 ON t1.pizza_id = t2.pizza_id;
```




PIZZA

sales analysis

Identify the highest-priced pizza

Contact



```
SELECT
```

```
  name, price
```

```
FROM
```

```
  piza_sale.pizzas t1
```

```
  JOIN
```

```
  piza_sale.pizza_types t2 ON t1.pizza_type_id = t2.pizza_type_id
```

```
ORDER BY price DESC
```

```
LIMIT 1
```




PIZZA

sales analysis

Identify the most common pizza size ordered



```
SELECT
    size, COUNT(*) AS 'total_orders'
FROM
    piza_sale.pizzas t1
    JOIN
    piza_sale.order_details t2 ON t1.pizza_id = t2.pizza_id
GROUP BY size
ORDER BY total_orders DESC;
```




PIZZA

sales analysis

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



```
SELECT
    name, sum(quantity) AS 'Quantity'
FROM
    piza_sale.pizzas t1
    JOIN
    piza_sale.pizza_types t2 ON t1.pizza_type_id = t2.pizza_type_id
    JOIN
    piza_sale.order_details t3 ON t1.pizza_id = t3.pizza_id
GROUP BY name
ORDER BY Quantity DESC
LIMIT 5;
```




PIZZA

sales analysis

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



```
SELECT
    category, sum(quantity) AS 'Quantity'
FROM
    piza_sale.pizzas t1
    JOIN
    piza_sale.pizza_types t2 ON t1.pizza_type_id = t2.pizza_type_id
    JOIN
    piza_sale.order_details t3 ON t1.pizza_id = t3.pizza_id
GROUP BY category
ORDER BY Quantity
```




PIZZA

sales analysis

Determine the distribution of orders by hour of the day



```
SELECT
    HOUR(order_time) as "hour", COUNT(order_id) AS 'total_orders'
FROM
    piza_sale.orders
GROUP BY hour
```




PIZZA

sales analysis

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



```
SELECT
    category, COUNT(quantity) AS 'quantity of orders'
FROM
    piza_sale.pizza_types t1
    JOIN
    piza_sale.pizzas t2 ON t1.pizza_type_id = t2.pizza_type_id
    JOIN
    piza_sale.order_details t3 ON t2.pizza_id = t3.pizza_id
GROUP BY category
```




PIZZA

sales analysis

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



```
SELECT
    AVG(Total_quantity) AS 'per_day_avg_orders'
FROM
    (SELECT
        order_date, SUM(quantity) AS 'Total_quantity'
    FROM
        piza_sale.orders t1
    JOIN piza_sale.order_details t2 ON t1.order_id = t2.order_id
    GROUP BY order_date) AS order_quantity
```




PIZZA

sales analysis

Determine the top 3 most ordered pizza types based on revenue



```
SELECT
    name, SUM(price * quantity) AS 'total_revenue'
FROM
    piza_sale.pizza_types t1
    JOIN
    piza_sale.pizzas t2 ON t1.pizza_type_id = t2.pizza_type_id
    JOIN
    piza_sale.order_details t3 ON t2.pizza_id = t3.pizza_id
GROUP BY name
ORDER BY total_revenue DESC
limit 3;
```




PIZZA

sales analysis

Calculate the percentage contribution of each pizza type to total revenue



```
SELECT
  category,
  100 * (round(SUM(price * quantity) / (SELECT
    ROUND(SUM(price * quantity), 2) 'total_sales'
  FROM
    piza_sale.pizzas t1
    JOIN
      piza_sale.order_details t2 ON t1.pizza_id = t2.pizza_id),2)) AS 'revenue_percentage'
FROM
  piza_sale.pizza_types t1
  JOIN
    piza_sale.pizzas t2 ON t1.pizza_type_id = t2.pizza_type_id
  JOIN
    piza_sale.order_details t3 ON t2.pizza_id = t3.pizza_id
GROUP BY category
```




PIZZA

sales analysis

Analyze the cumulative revenue generated over time.



```
select order_date ,  
sum(revenue) over(order by order_date asc) as cum_revenue from  
  (select order_date,sum(price*quantity) as "revenue" from piza_sale.pizzas t1  
join piza_sale.order_details t2  
on t1.pizza_id = t2.pizza_id  
join piza_sale.orders t3  
on t2.order_id = t3.order_id  
group by order_date) as sales_per_day
```




PIZZA

sales analysis

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



```
select category,name,total_revenue,each_rank from (SELECT
  name,category, SUM(price * quantity) AS 'total_revenue',
  dense_rank() over(partition by category order by SUM(price * quantity) ) as "each_rank"
FROM
  piza_sale.pizza_types t1
  JOIN
  piza_sale.pizzas t2 ON t1.pizza_type_id = t2.pizza_type_id
  JOIN
  piza_sale.order_details t3 ON t2.pizza_id = t3.pizza_id
GROUP BY name,category)as t where each_rank <= 3
```




PIZZA

Sales analysis

Home

About

Contact



THANK YOU

FOR ATTENTION

● Pizza sales analysis