



PIZZA SALES REPORT

Unlock delicious insight to boost pizza business to success!

Intoduction

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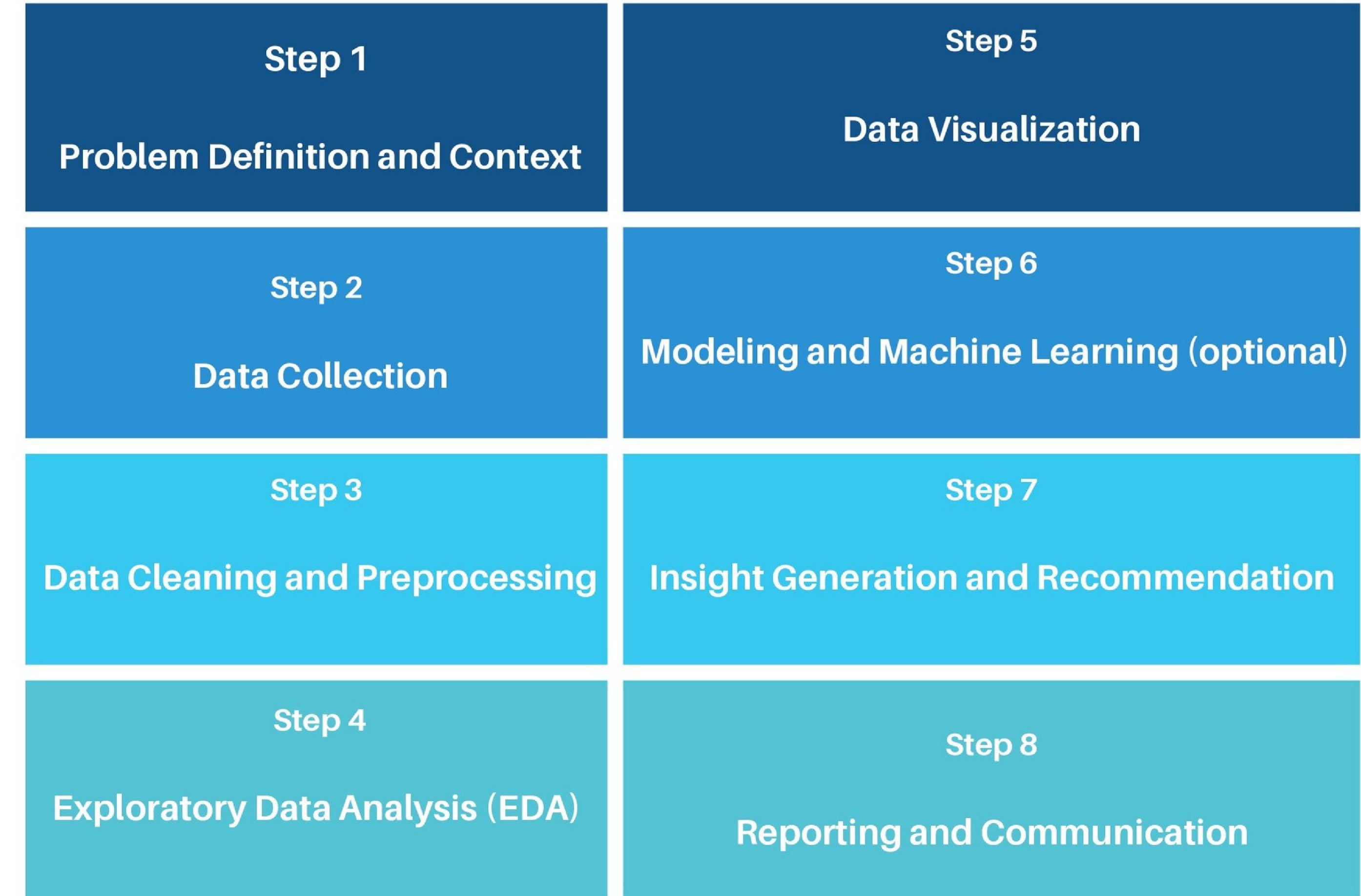
Analytics | Power BI | Excel | SQL | Python

Gurugram, Haryana, India · [Contact info](#)

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Lastly, I've included a slide of
Power BI
Dashboard
for the next video with same Project

A GENERAL OUTLINE OF A DATA ANALYSIS PROJECT STEP-BY- STEP



Key features and techniques used in your project

- Utilized aggregated functions for summarizing sales data
- Implemented ORDER BY clause for sorting results
- Performed complex joins to combine data from multiple tables
- Employed subqueries for advanced data retrieval
- Applied ROUND function for precise calculations
- Used window functions for advanced analytics

Problem Statement level



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.

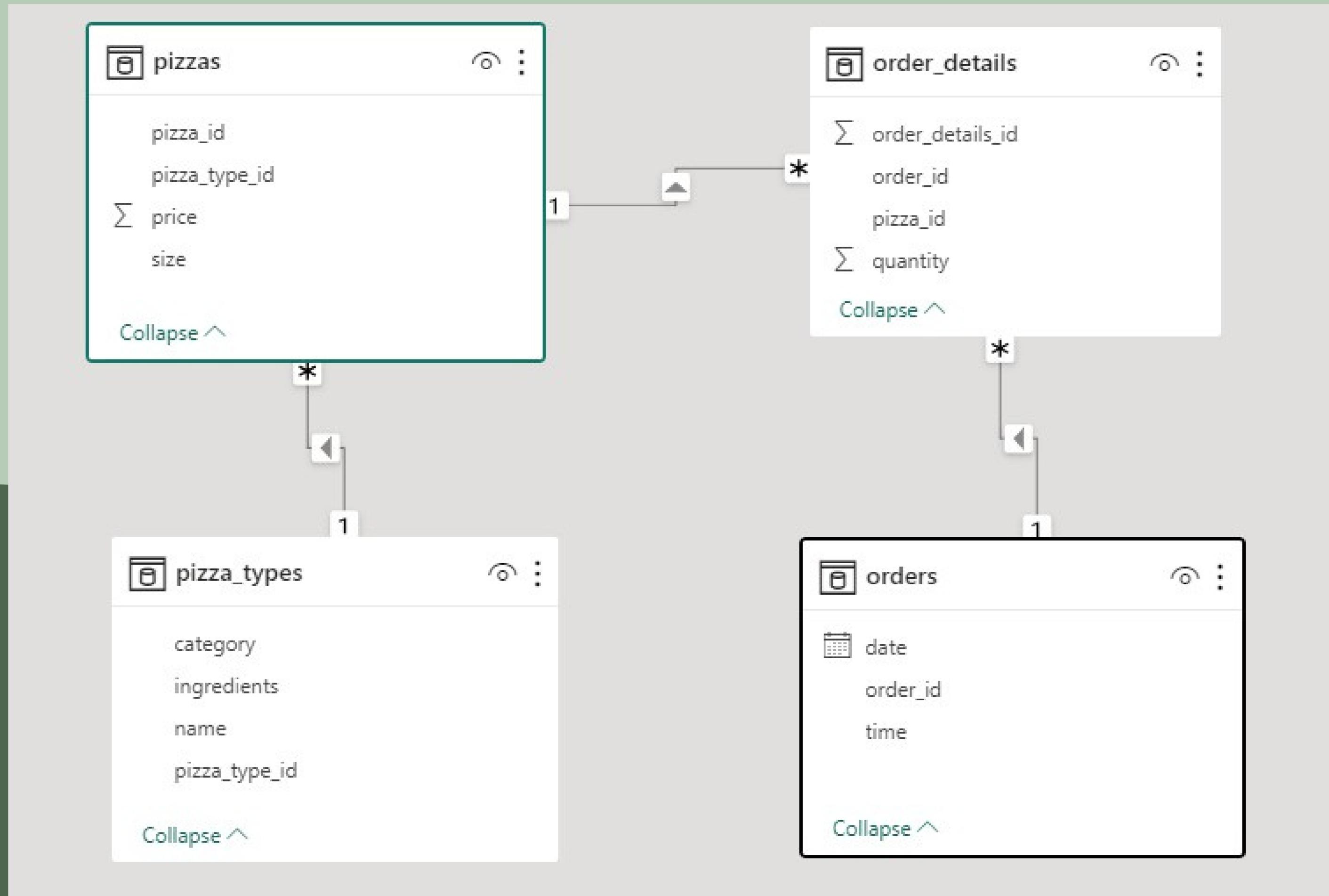
Intermediate:

- 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:

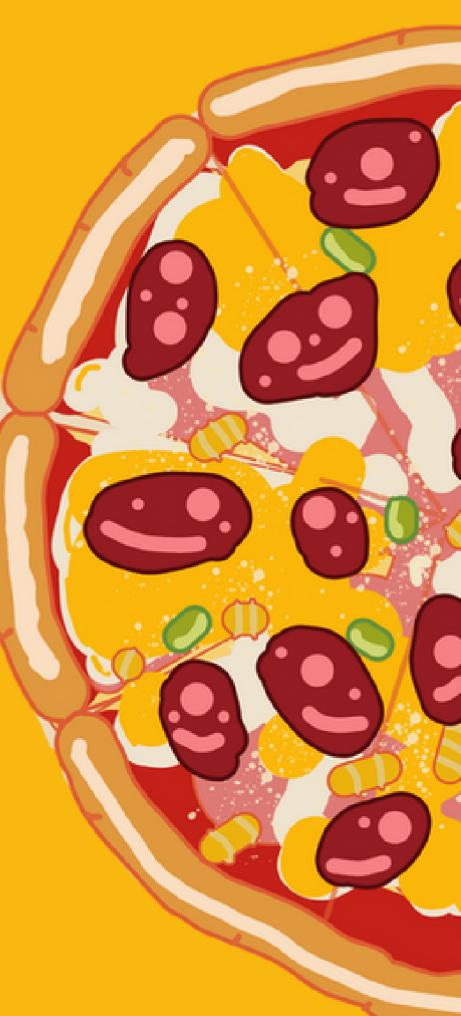
- Calculate the percentage contribution of each pizza type to total revenue.
- Analyze the cumulative revenue generated over time.
- Determine the top 3 most ordered pizza types based on revenue for each pizza category.

Schema





Retrieve the total number of order placed



```
use pizzahut;  
SELECT count(order_id) as total_orders  
FROM orders;
```

	total_orders
▶	21350



Calculate the total revenue generated from pizza sales

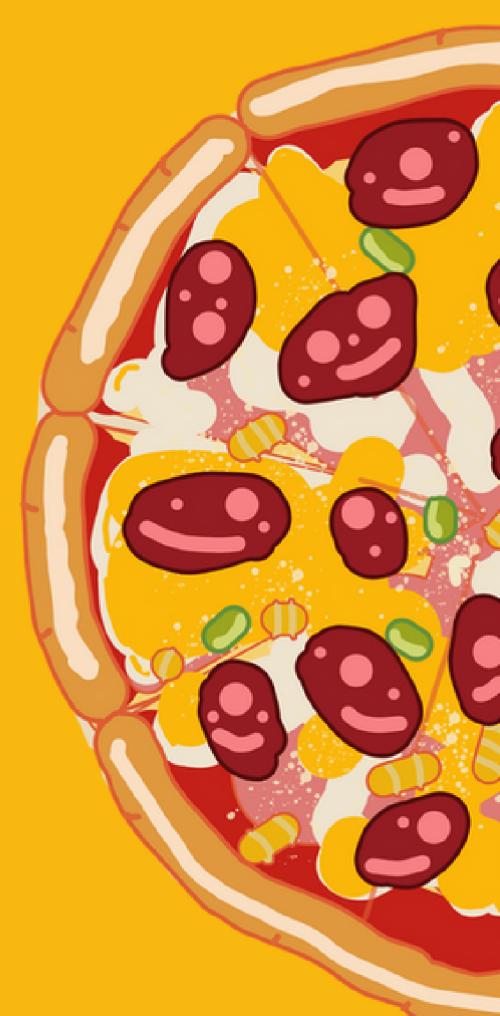


```
SELECT ROUND(sum(order_details.quantity * pizzas.price),2)  
as total_revenue  
FROM order_details  
JOIN pizzas  
ON order_details.pizza_id = pizzas.pizza_id;
```

	total_revenue
▶	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;
```

	name	price
▶	The Greek Pizza	35.95



Identify the most common pizza size ordered

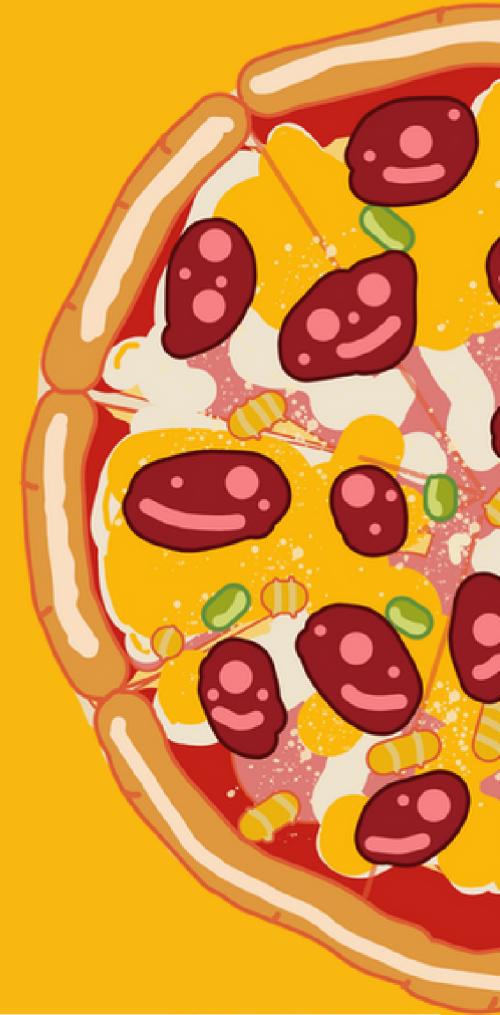


```
select P.size , count(O.order_details_id) as order_count
FROM pizzas P
JOIN order_details O
ON P.pizza_id = O.pizza_id
group by P.size
ORDER BY order_count DESC
LIMIT 1;
```

	size	order_count
▶	L	18526



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



```
SELECT pizza_types.name,  
       SUM(order_details.quantity) as quatities  
  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 name  
 ORDER BY quatities DESC  
 Limit 5;
```

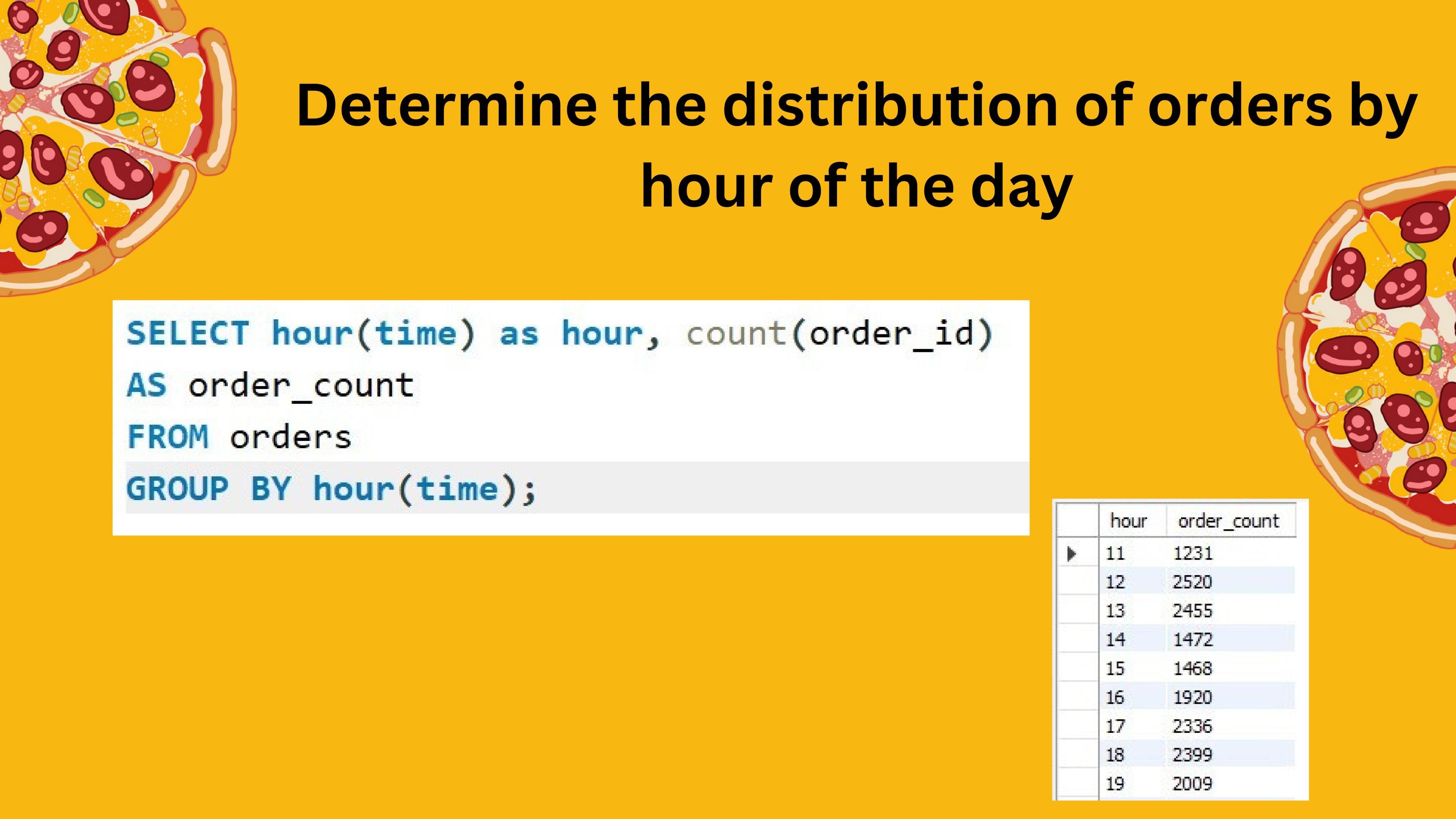
	name	quatities
▶	The Classic Deluxe Pizza	2453
	The Barbecue Chicken Pizza	2432
	The Hawaiian Pizza	2422
	The Pepperoni Pizza	2418
	The Thai Chicken Pizza	2371



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

```
SELECT pizza_types.category,  
       SUM(order_details.quantity) as quatities  
  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 quatities DESC;
```

	category	quatities
▶	Classic	14888
	Supreme	11987
	Veggie	11649
	Chicken	11050



Determine the distribution of orders by hour of the day

```
SELECT hour(time) as hour, count(order_id)  
AS order_count  
FROM orders  
GROUP BY hour(time);
```

	hour	order_count
▶	11	1231
	12	2520
	13	2455
	14	1472
	15	1468
	16	1920
	17	2336
	18	2399
	19	2009



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 per_day  
FROM  
(SELECT  
    orders.date, SUM(order_details.quantity) AS quantity  
FROM  
    orders  
JOIN order_details ON orders.order_id = order_details.order_id  
GROUP BY orders.date) AS order_quantity;
```

	per_day
▶	138



Determine the top 3 most ordered pizza types based on revenue

```
SELECT pizza_types.name, SUM(order_details.quantity * pizzas.price) as revenue
FROM pizzas
JOIN pizza_types
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;
```



	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,
    (SUM(order_details.quantity * pizzas.price) / (SELECT
        ROUND(SUM(order_details.quantity * pizzas.price),
        FROM
            order_details
            JOIN
                pizzas ON order_details.pizza_id = pizzas.pizza_id)) * 100 AS revenue
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 revenue DESC;
```

	category	revenue
▶	Classic	26.90596025566967
	Supreme	25.45631126009862
	Chicken	23.955137556847287
	Veggie	23.682590927384577



Analyze the cumulative revenue generated over time



```
SELECT date,  
       sum(revenue) over(order by date) as cum_revenue  
  FROM  
(select orders.date,  
           SUM(order_details.quantity * pizzas.price) AS revenue  
      FROM order_details  
      JOIN pizzas  
        ON order_details.pizza_id = pizzas.pizza_id  
      JOIN orders  
        ON orders.order_id = order_details.order_id  
   GROUP BY orders.date) as Sales;
```

	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
	2015-01-09	21526.4



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((order_details.quantity ) * pizzas.price) as revenue
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, pizza_types.name
)as a) b
where rn <= 3;
```

name	revenue
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
The Sicilian Pizza	30940.5
The Four Cheese Pizza	32265.7000
The Mexicana Pizza	26780.75
The Five Cheese Pizza	26066.5

PIZZA SALES REPORT

Q2	Q1	Q3	Q4
208.37K	205.35K	205.02K	199.12K

Week_Start_Date

All

Total Revenue

818K

Avg order per day

138

Total Orders

21K

Total Category

4

Total Quantity Sold

50K

Highest Priced Pizza

First name	Sum of price
The Greek Pizza	35.95

Most Common Pizza Size

Size	Order_count
L	18526

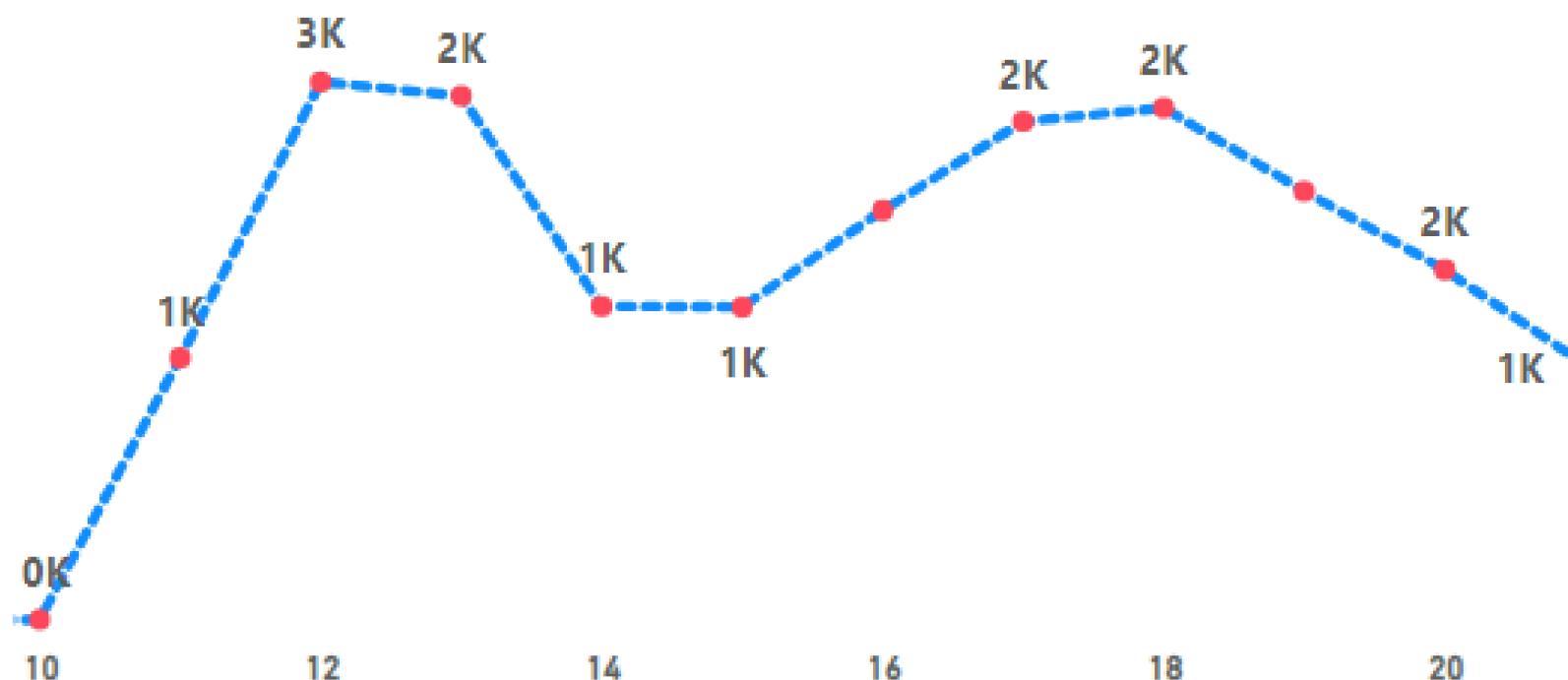
Total quantity of each Pizza Category

Category	Sum of quantities
Classic	14888
Supreme	11987
Veggie	11649
Chicken	11050
Total	49574

Cumulative Revenue

Cumulative Revenue	Quarter	Month	Day
2,713.85	Qtr 1	January	1
5,445.75	Qtr 1	January	2
8,108.15	Qtr 1	January	3
9,863.60	Qtr 1	January	4
11,929.55	Qtr 1	January	5
14,358.50	Qtr 1	January	6
16,520.70	Qtr 1	January	7

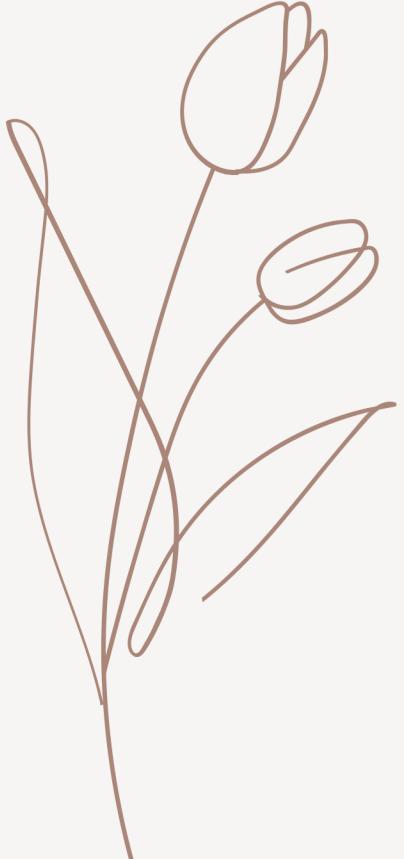
Peak Hour in a Day



Distribution of Pizza By Category



*Thankyou for your
time and attention*



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