



"Hello, my name is Sahi Shukla. Today, I am excited to present my project on **Pizza Sales Analysis**. In the fast-paced food industry, understanding customer habits is crucial for success. This project dives into a comprehensive dataset of over 48,000 transactions to answer critical questions: What are our best-selling pizzas? When are our peak hours? And how can we optimize our menu to boost profitability? Using data visualization, I have identified key trends that can help a business grow from just 'selling pizza' to 'selling strategically.'



All
About
Pizza!

Retrieve the total number of orders placed

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

	total_orders
21350	



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Retrieve the total number of orders placed

```
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 totalSales
FROM
order_details
JOIN
pizzas ON pizzas.pizza_id = order_details.pizza_id;

totalSales
817860.05



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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;
```

SORT GRID | E E Filter Rows: □

name	price
The Greek Pizza	35.95



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Identify the most common pizza size ordered.

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

	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(order_details.quantity) AS quantity
FROM
    pizza_types
    JOIN
    pizzas ON pizza_types.pizza_type_id = pizzas.pizza_type_id
    JOIN
    order_details ON pizzas.pizza_id = order_details.pizza_id
GROUP BY 1
ORDER BY 2 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



Determine the distribution of orders by hour of the day.

```
SELECT  
    HOUR(order_time), COUNT(order_id)  
FROM  
    orders  
GROUP BY 1  
ORDER BY 2 DESC;
```

HOUR(order_time)	COUNT(order_id)
12	2520
13	2455
18	2399
17	2336
19	2009
16	1920



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

```
SELECT
    pizza_types.category,
    SUM(order_details.quantity) AS quantity
FROM
    pizza_types
        JOIN
    pizzas ON pizza_types.pizza_type_id = pizzas.pizza_type_id
        JOIN
    order_details ON pizzas.pizza_id = order_details.pizza_id
GROUP BY 1
ORDER BY 2 DESC;
```

category	quantity
Classic	14888
Supreme	11987
Veggie	11649
Chicken	11050



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

```
SELECT
    category, COUNT(name)
FROM
    pizza_types
GROUP BY 1;
```

	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_order_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 1) AS order_quantity;
```

	avg_pizza_order_per_day
	138



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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 pizzas.pizza_id= order_details.pizza_id  group by 1,2) 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



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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 pizzas.pizza_id= order_details.pizza_id join orders
on orders.order_id=order_details.order_id group by 1 ) as sales ;
```

result Grid | Filter Rows:

date	cum_revenue
2015-01-01 00:00:00	2713.85000000
2015-01-02 00:00:00	5445.75
2015-01-03 00:00:00	8108.15
2015-01-04 00:00:00	9863.6
2015-01-05 00:00:00	11929.55
2015-01-06 00:00:00	14358.5

result 27 ×



Calculate the percentage contribution of each pizza type to total revenue

```
④ select pizza_types.category,round(sum(order_details.quantity*pizzas.price)/(Select  
round(sum(order_details.quantity*pizzas.price),2) as total_sales from order_details join pizzas  
on pizzas.pizza_id= order_details.pizza_id )*100,2) as revenue from pizza_types join pizzas  
on pizza_types.pizza_type_id=pizzas.pizza_type_id join order_details  
on pizzas.pizza_id= order_details.pizza_id group by 1 order by revenue desc ;
```

category	revenue
Classic	26.91
Supreme	25.46
Chicken	23.96
Veggie	23.68



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

```
SELECT
    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 pizzas.pizza_id = order_details.pizza_id
GROUP BY 1
ORDER BY 2 DESC
LIMIT 3;
```

	name	revenue
1	The Thai Chicken Pizza	43434.25
2	The Barbecue Chicken Pizza	42768
3	The California Chicken Pizza	41409.5