



PIZZAHUT SALES ANALYSIS USING SQL PRESENTATION BY SAIF ALI

LET'S START!

INTRODUCTION

LEVERAGING DATA INSIGHTS FOR STRATEGIC GROWTH

"PIZZAHUT SALES USING SQL" PROJECT IS TO ANALYZE SALES DATA TO UNCOVER VALUABLE INSIGHTS AND TRENDS. BY LEVERAGING SQL QUERIES, THE PROJECT AIMS TO IDENTIFY TOP-PERFORMING PIZZAS, UNDERSTAND CUSTOMER PREFERENCES, ANALYZE PEAK SALES PERIODS, AND PROVIDE ACTIONABLE RECOMMENDATIONS FOR IMPROVING BUSINESS OPERATIONS AND BOOSTING REVENUE. IT SHOWCASES THE POWER OF SQL IN TURNING RAW DATA INTO MEANINGFUL, DATA-DRIVEN DECISIONS.

KEY INSIGHTS

1

By Revenue: The Thai Chicken Pizza emerged as the star performer, contributing to 43434.25 RS sales of 817860.05 total sales.

2

By Quantity: The Classic Deluxe Pizza is the Most Quantity Ordered Pizza contributing 2453 QTY Sold

3

By Category: The classic pizza is the Most Category Ordered pizza 14888 Qty Ordered & 26.91% Contribute total revenue of total sales

QUESTION 1

RETRIEVE THE TOTAL NUMBER OF ORDERS PLACED

```
SELECT  
    COUNT(orders.order_id) AS Total_orders  
FROM  
    orders;
```

ANSWER 1

	Total_orders
→	21350

QUESTION 2

CALCULATE THE TOTAL REVENUE GENERATED FROM PIZZA SALES

SELECT

 ROUND(SUM(orders_details.quantity * pizzas.price),
 2) AS Total_sales

FROM

 orders_details

JOIN

 pizzas ON orders_details.pizza_id = pizzas.pizza_id;

ANSWER 2

	Total_sales
▶	817860.05

QUESTION 3

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;
```

ANSWER 3

	name	price
▶	The Greek Pizza	35.95

QUESTION 4

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;

ANSWER 4

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

QUESTION 5

LIST THE TOP 5 MOST ORDERED PIZZA TYPES ALONG WITH THEIR QUANTITIES

SELECT

```
    pizza_types.name, SUM(orders_details.quantity) AS quantity
FROM
    pizzas
    JOIN
    orders_details ON pizzas.pizza_id = orders_details.pizza_id
    JOIN
    pizza_types ON pizzas.pizza_type_id = pizza_types.pizza_type_id
GROUP BY pizza_types.name
ORDER BY quantity DESC
LIMIT 5;
```

ANSWER 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

QUESTION 6

JOIN THE NECESSARY TABLES TO FIND THE TOTAL QUANTITY OF EACH PIZZA CATEGORY ORDERED

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 orders_details.pizza_id = pizzas.pizza_id
```

GROUP BY pizza_types.category

order by quantity

desc;

ANSWER 6

	category	quantity
▶	Classic	14888
	Supreme	11987
	Veggie	11649
	Chicken	11050

QUESTION 7

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);

ANSWER 7

	hour	order_count
▶	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
	10	8
	9	1

QUESTION 8

JOIN RELEVANT TABLES TO FIND THE CATEGORY-WISE DISTRIBUTION OF PIZZAS

SELECT

category, COUNT(name) as distribution_count

FROM

pizza_types

GROUP BY category;

ANSWER 8

	category	distribution_count
▶	Chicken	6
	Classic	8
	Supreme	9
	Veggie	9

QUESTION 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.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;
```

ANSWER 9

	avg_pizza_order_per_day
▶	138

QUESTION 10

DETERMINE THE TOP 3 MOST ORDERED PIZZA TYPES BASED ON REVENUE

```
SELECT  
    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 pizzas.pizza_id = orders_details.pizza_id  
GROUP BY pizza_types.name  
ORDER BY Revenue DESC  
LIMIT 3;
```

ANSWER 10

	name	Revenue
▶	The Thai Chicken Pizza	43434.25
	The Barbecue Chicken Pizza	42768
	The California Chicken Pizza	41409.5

QUESTION 11

CALCULATE THE PERCENTAGE CONTRIBUTION OF EACH PIZZA TYPE TO 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 orders_details.pizza_id = pizzas.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 pizzas.pizza_id = orders_details.pizza_id  
GROUP BY pizza_types.category  
ORDER BY Revenue DESC;
```

ANSWER 11

category	Revenue
Classic	26.91
Supreme	25.46
Chicken	23.96
Veggie	23.68

QUESTION 12

ANALYZE THE CUMULATIVE REVENUE GENERATED OVER TIME

```
select order_date,  
round(sum(revenue) over(order by order_date),2) 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_details.order_id = orders.order_id  
group by orders.order_date) as sales ;
```

ANSWER 12

	order_date	cum_revenue
▶	2015-01-01	2713.85
	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



QUESTION 13

DETERMINE THE TOP 3 MOST ORDERED PIZZA TYPES BASED ON REVENUE FOR EACH PIZZA CATEGORY



ANSWER 13

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

```
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;
```



THANK YOU

"THIS PROJECT HIGHLIGHTS THE POWER OF DATA-DRIVEN INSIGHTS FOR MAKING STRATEGIC BUSINESS DECISIONS IN THE FOOD INDUSTRY.

WE UNCOVERED ACTIONABLE INSIGHTS SUCH AS THE DOMINANCE OF PEPPERONI PIZZA, WEEKEND SALES PEAKS, AND THE IMPORTANCE OF HIGH-VALUE CUSTOMERS. THESE FINDINGS PAVE THE WAY FOR TAILORED MARKETING STRATEGIES, OPTIMIZED OPERATIONAL SCHEDULES, AND ENHANCED CUSTOMER SATISFACTION.

ULTIMATELY, THIS PROJECT HAS HONED MY SQL SKILLS, UNDERSCORED THE IMPORTANCE OF CLEAN DATA, AND INSPIRED ME TO EXPLORE FURTHER IN ANALYTICS-DRIVEN INNOVATION.

HOPE YOU ALL LIKE IT MY PRESENTATION. FEEL FREE TO GIVR YOUR VALLUABLE FEEDBACK. PLEASE LIKE,COMMENTS & SHARE IT