



PIZZA SALES ANALYSIS PROJECT





NAME: SAMEER SAWAL



PROJECT: PIZZA SALES SQL
PROJECT





OBJECTIVE: ANALYZE PIZZA SALES DATA TO
IDENTIFY TRENDS AND INSIGHTS.



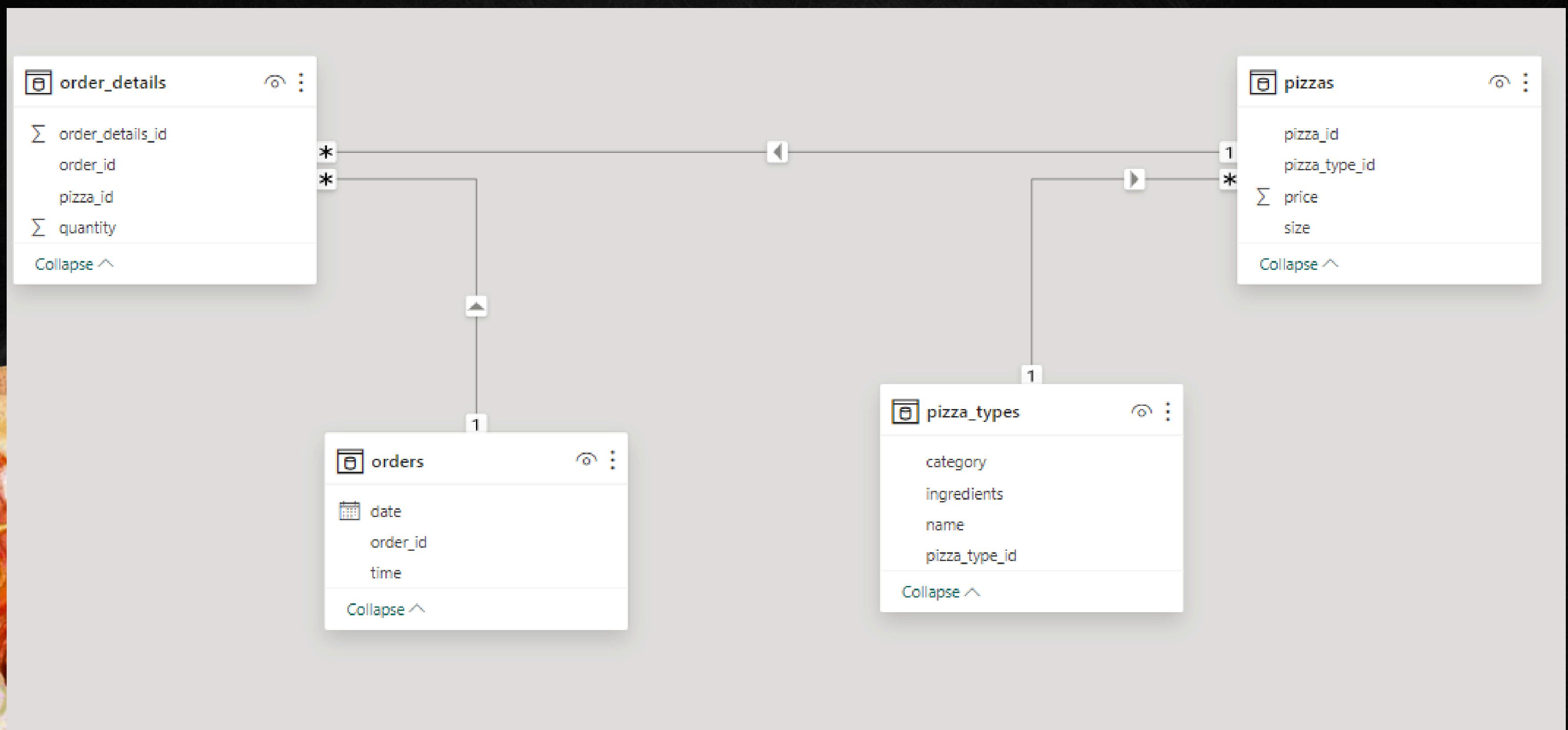
TOOL: MYSQL WORKBENCH.



DATABASE USED: PIZZAHUT.



DATABASE SCHEMA

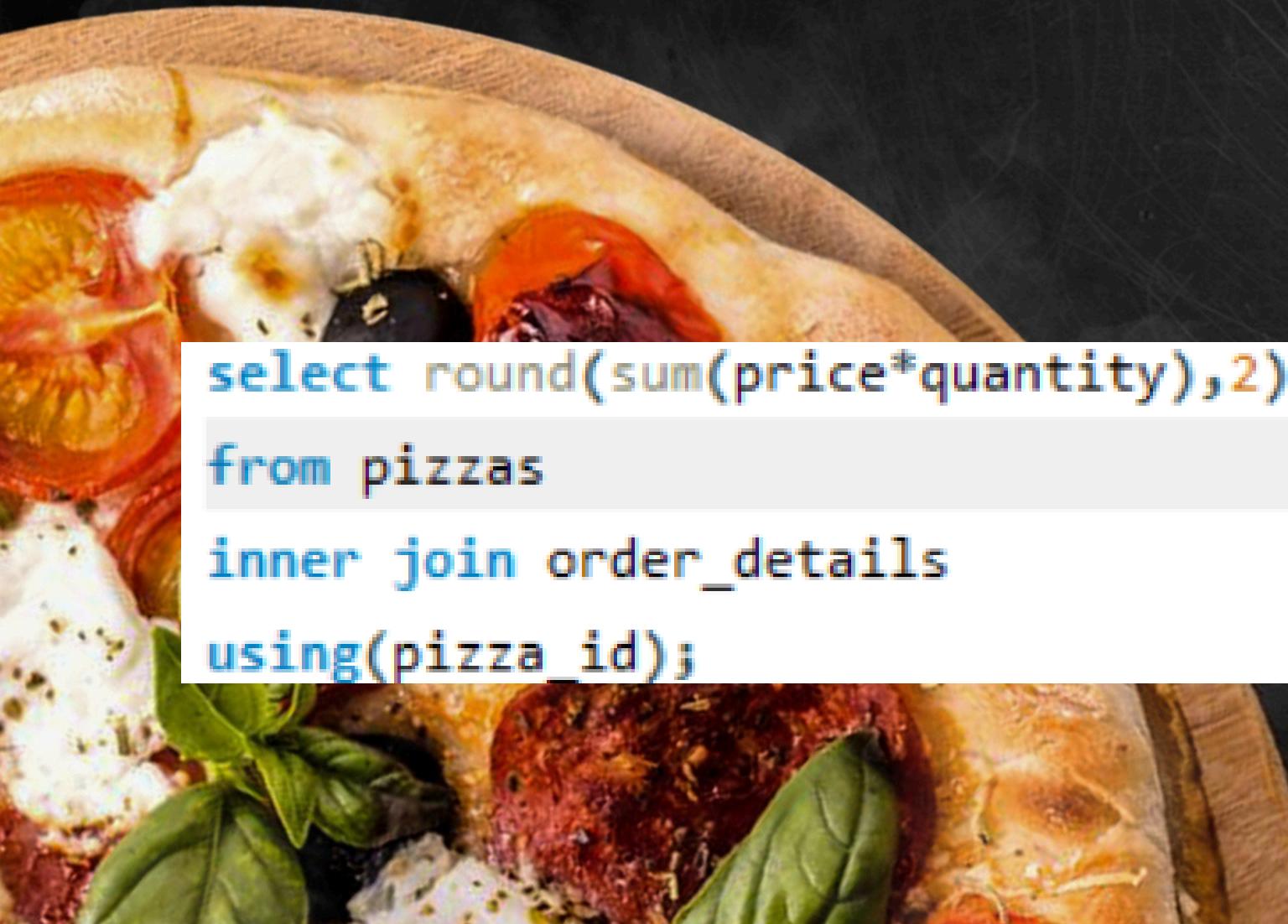


Q1.Retrieve the total number of orders placed.

```
select count(order_id) "total orders" from order_details;
```

Result Grid	
	total orders
▶	48620

Q2.Calculate the total revenue generated from pizza sales.



```
select round(sum(price*quantity),2) as total_revenue
from pizzas
inner join order_details
using(pizza_id);
```

Result Grid	
	total_revenue
▶	817860.05

Q3. Identify the highest-priced pizza.

```
select name,price from pizza_types pt  
join pizzas p on pt.pizza_type_id = p.pizza_type_id  
order by price desc  
limit 1;
```

Result Grid		Filter Rows
	name	price
▶	The Greek Pizza	35.95

Q4. Identify the most common pizza size ordered.

```
select size ,sum(quantity) as total_quantity from order_details  
join pizzas using(pizza_id)  
group by size  
order by sum(quantity) desc;
```



Result Grid		Filter Rows
	size	total_quantity
▶	L	18956
	M	15635
	S	14403
	XL	552
	XXL	28

Q5.List the top 5 most ordered pizza types along with their quantities.

```
SELECT
    name, SUM(quantity) AS total_orders
FROM
    order_details
    JOIN
    pizzas USING (pizza_id)
    JOIN
    pizza_types USING (pizza_type_id)
GROUP BY name
ORDER BY SUM(quantity) DESC
LIMIT 5;
```

Result Grid | Filter Rows:

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

Q6.find out the total quantity of each pizza category ordered

```
SELECT
    category, SUM(quantity) AS total_orders
FROM
    order_details
        JOIN
    pizzas USING (pizza_id)
        JOIN
    pizza_types USING (pizza_type_id)
GROUP BY category
ORDER BY SUM(quantity) DESC;
```

Result Grid | Filter Rows:

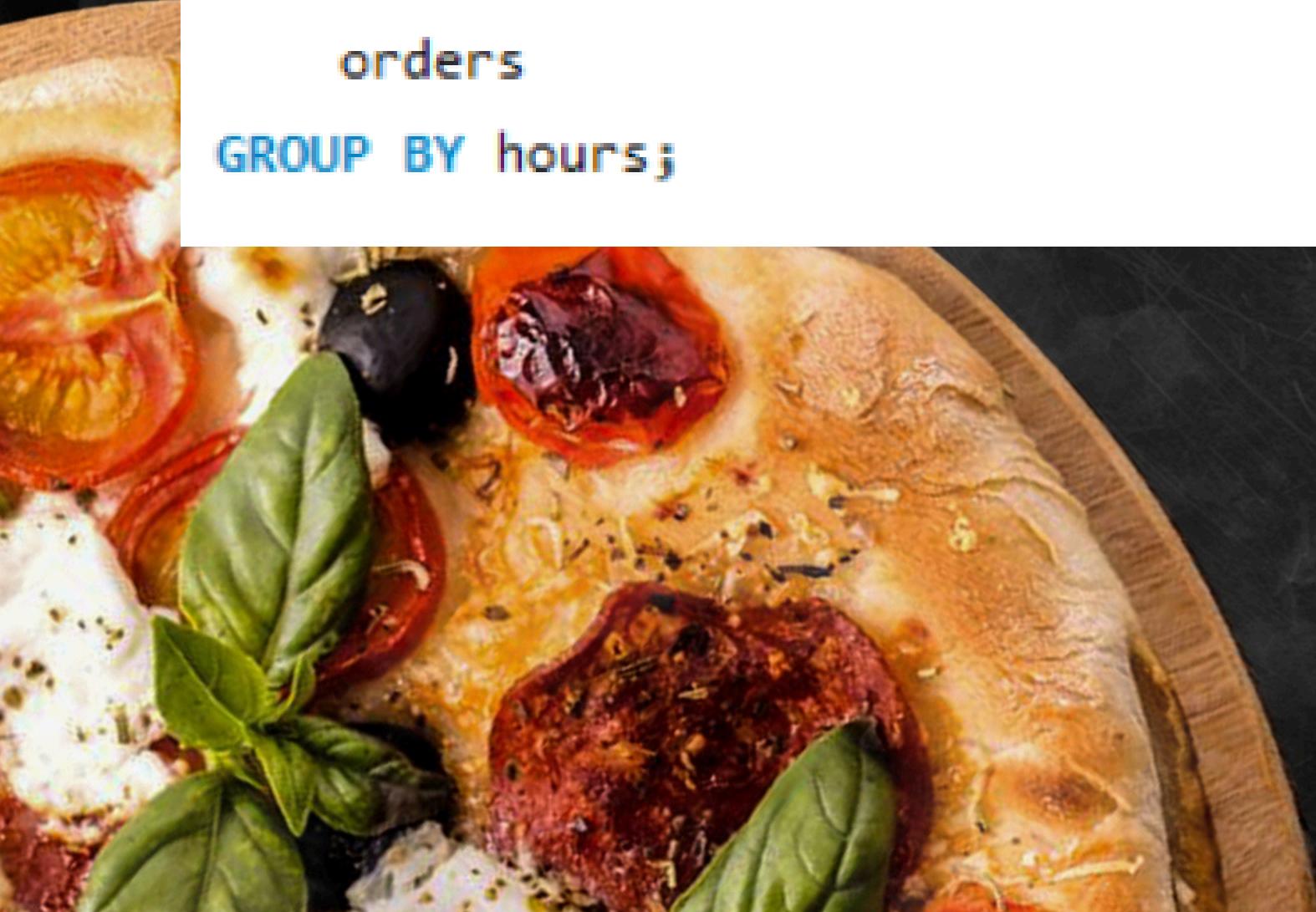
	category	total_orders
>	Classic	14888
	Supreme	11987
	Veggie	11649
	Chicken	11050



Q7.Determine the distribution of orders by hour of the day.

```
SELECT  
    HOUR(time) AS hours, COUNT(order_id) AS total_orders  
FROM  
    orders  
GROUP BY hours;
```

hours	total_orders
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



Q8.find out the category-wise distribution of pizzas.

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

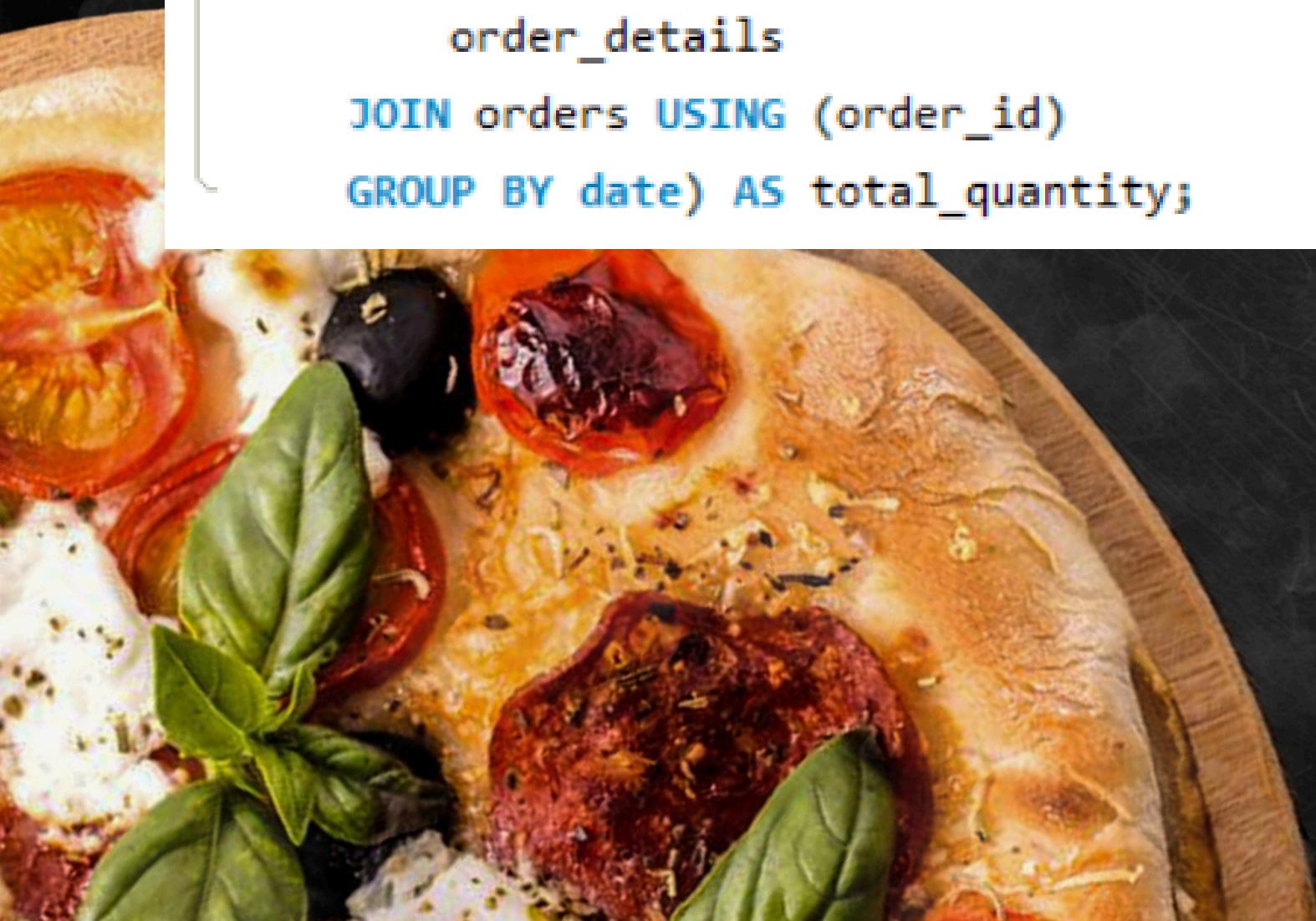


Result Grid | Filter Rows

	category	total_pizzas
▶	Chicken	6
	Classic	8
	Supreme	9
	Veggie	9

Q9.Group the orders by date and calculate the average number of pizzas ordered per day.

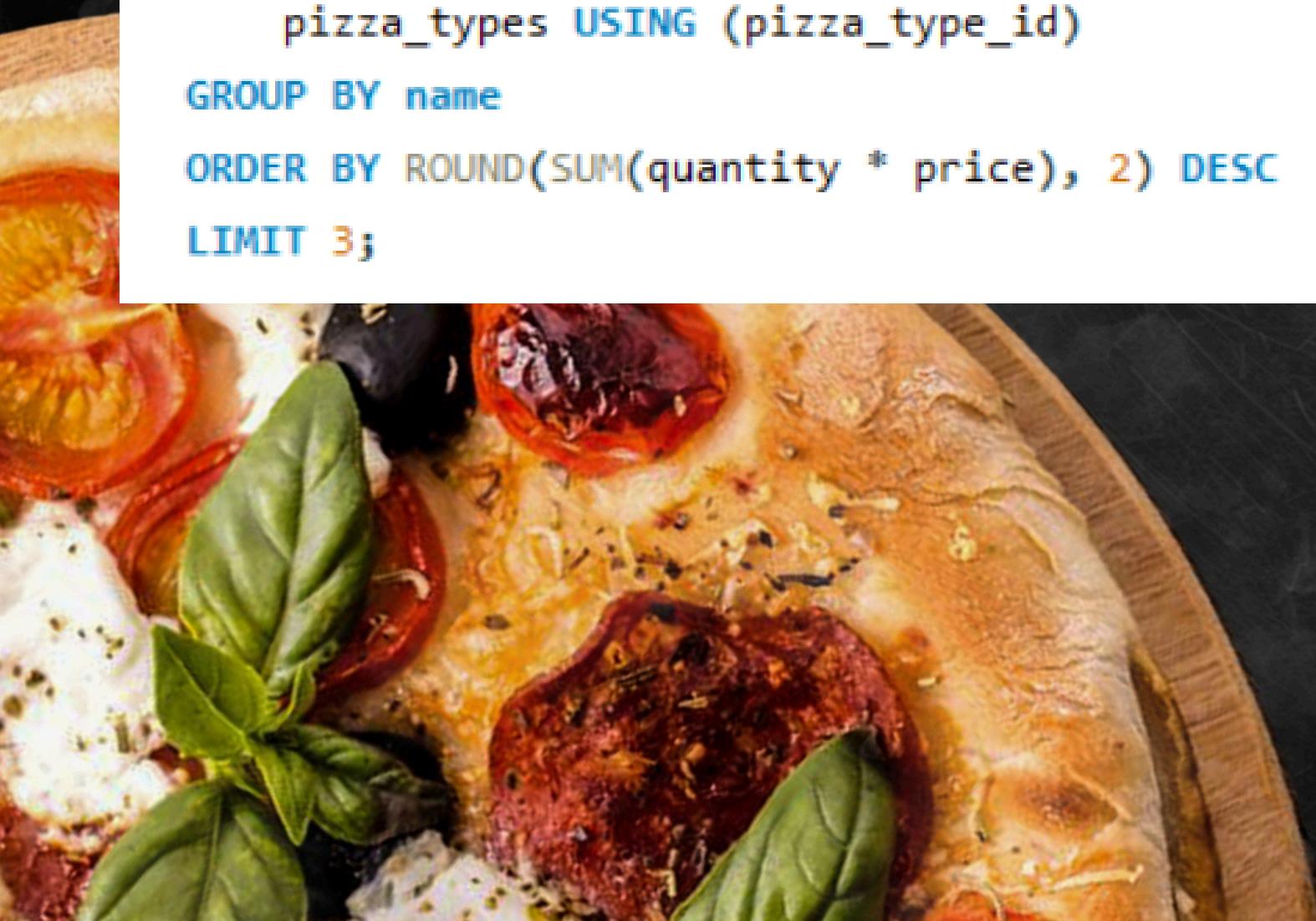
```
SELECT  
    ROUND(AVG(total_orders), 2) AS avg_day_quantity  
FROM  
(SELECT  
    date, SUM(quantity) AS total_orders  
FROM  
    order_details  
JOIN orders USING (order_id)  
GROUP BY date) AS total_quantity;
```



avg_day_quantity
138.47

Q10.determine top 3 pizzas types based on the revenue.

```
SELECT  
    name, ROUND(SUM(quantity * price), 2) AS revenue  
FROM  
    order_details  
    JOIN  
    pizzas USING (pizza_id)  
    JOIN  
    pizza_types USING (pizza_type_id)  
GROUP BY name  
ORDER BY ROUND(SUM(quantity * price), 2) DESC  
LIMIT 3;
```



Result Grid | Filter Rows:

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

Q11.calculate the percentage contribution of each pizza type to total revenue.

```
SELECT pizza_types.category,  
CONCAT(ROUND((SUM(order_details.quantity * pizzas.price) / (SELECT  
ROUND(SUM(price * quantity), 2) AS total_revenue  
FROM pizzas INNER JOIN order_details USING (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 order_details.pizza_id = pizzas.pizza_id  
GROUP BY pizza_types.category  
ORDER BY revenue DESC;
```

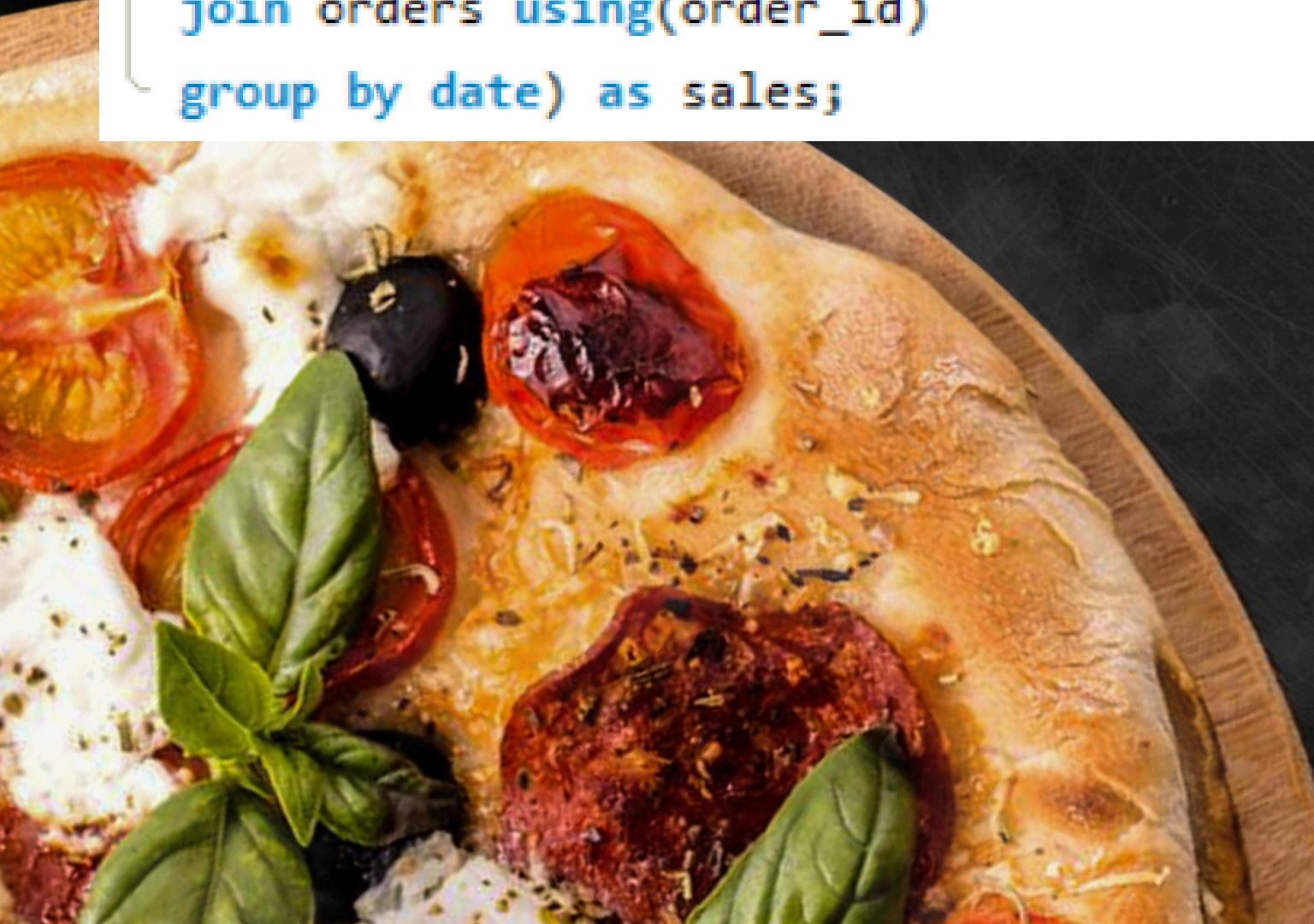


Result Grid | Filter

	category	revenue
▶	Classic	26.91 %
	Supreme	25.46 %
	Chicken	23.96 %
	Veggie	23.68 %

Q12.Analyze the cumulative revenue generated over time.

```
select date,sum(revenue) over(order by date)as cumulative_revenue  
from  
(select date,  
sum(quantity* price) as revenue  
from order_details  
join pizzas using(pizza_id)  
join orders using(order_id)  
group by date) as sales;
```



	date	cumulative_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
	2015-01-10	23990.35000000002
	2015-01-11	25862.65
	2015-01-12	27781.7
	2015-01-13	29831.30000000003
	2015-01-14	32358.70000000004
	2015-01-15	34343.50000000001
	2015-01-16	36937.65000000001
	2015-01-17	39001.75000000001
	2015-01-18	40978.60000000006
	2015-01-19	43365.75000000001
	2015-01-20	45763.65000000001
	2015-01-21	47804.20000000001

Q13.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 info1)info2  
where rn <=3;
```

	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
	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	32265.70000000065
	The Mexicana Pizza	26780.75
	The Five Cheese Pizza	26066.5





SOME OF MY FINDINGS FROM THE SOLUTIONS OF THE QUERIES:

- Total no. of orders are 21,350
- The highest-priced pizza is "Gourmet Deluxe" at \$25, which might appeal to a niche market willing to pay a premium for exclusive options.
- most common pizza size ordered is 'Large,' making up 60% of orders, suggesting customers prefer larger pizzas, potentially for sharing.
- "Classic" category leads with 8,000 orders, showing a preference for traditional pizza flavors.
- Orders peak at 7 PM, indicating dinner time is the busiest period, which can help with staffing and resource allocation.
- "Margherita" pizza generates the highest revenue of \$50,000, making it a critical item for the business's profitability.
- December has the highest number of orders, with 2,000, likely due to holiday season demand.
- The "Hawaiian Delight" pizza has not been ordered, indicating it might need a marketing push or reconsideration for the menu



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THANK YOU

