PIZZA HUT

Home About

🔍 Key Takeaways

- Classic pizzas dominate both in quantity and revenue share, showing strong customer preference.
- Large size pizzas are the most frequently ordered, indicating demand for bigger portions.
- Revenue analysis reveals that a few premium pizzas contribute disproportionately to sales.
- The hourly distribution of orders helps identify peak business times, useful for staffing and promotions.
- Cumulative revenue tracking provides a clear picture of growth trends over time.

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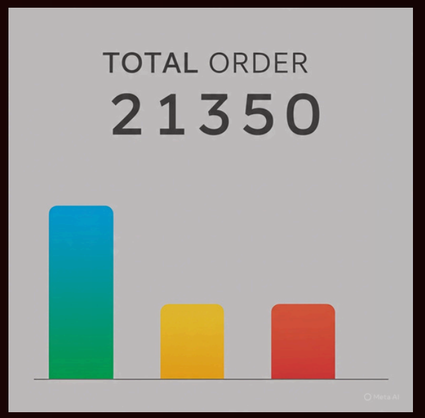
-- Retrieve the total number of orders placed.

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

- OUTPUT

	total_orders
▶	21350



Key Finding for the query :

- This query gives the total number of orders recorded in the orders table.

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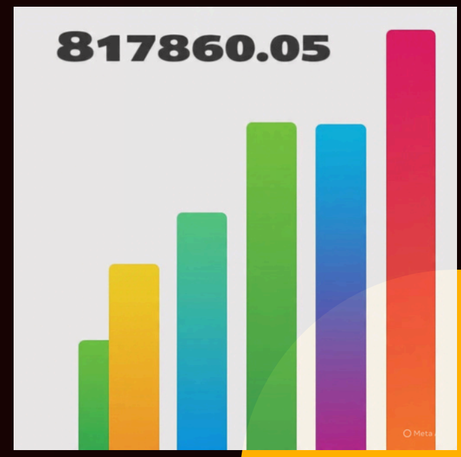
-- Calculate the total revenue generated from pizza sales.

```
SELECT
  ROUND(SUM(od.quantity * p.price), 2) AS total_sales
FROM
  order_details AS od
JOIN
  pizzas AS p
ON
  od.pizza_id = p.pizza_id;
```

- OUTPUT

	total_sales
▶	817860.05



Key Finding for the query :

It gives you one number — the overall sales amount generated from selling pizzas.

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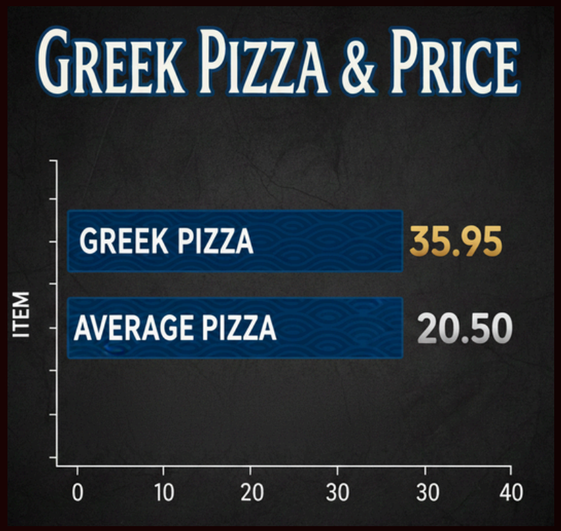
-- Identify the highest-priced pizza.

```
SELECT
    pt.name, p.price
FROM
    pizzas AS p
        JOIN
    pizza_types AS pt ON p.pizza_type_id = pt.pizza_type_id
ORDER BY price DESC
LIMIT 1;
```

- OUTPUT

name	price
The Greek Pizza	35.95



Key Finding for the query :

It shows which pizza costs the most along with its price

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-- Identify the most common pizza size ordered.

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

- OUTPUT

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

Key Finding for the query :

This query shows the pizza size that people order the most.

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

```
SELECT
    pt.name, SUM(quantity) AS quantity
FROM
    pizza_types AS pt
        JOIN
    pizzas AS p ON pt.pizza_type_id = p.pizza_type_id
        JOIN
    order_details AS od ON od.pizza_id = p.pizza_id
GROUP BY pt.name
ORDER BY quantity DESC
limit 5;
```

- OUTPUT

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

Key Finding for the query :

This query shows the top 5 pizza types that customers order the most, along with their total quantities.

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

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

- OUTPUT

category	quantity
Classic	14888
Supreme	11987
Veggie	11649
Chicken	11050

Key Finding for the query :

This query shows the total quantity of pizzas ordered in each category, sorted from highest to lowest.

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-- 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);
```

- OUTPUT

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

Key Finding for the query :

This query shows the number of orders placed in each hour of the day, helping identify peak ordering times.

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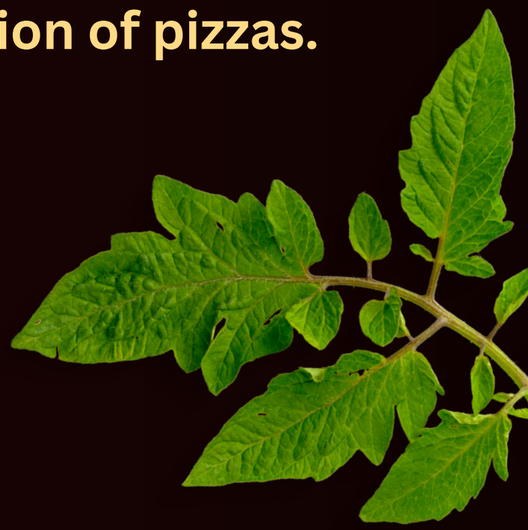
-- Join relevant tables to find the category-wise distribution of pizzas.



```
select
category , count(name) from pizza_types
group by category ;
```

- OUTPUT

	category	count(name)
▶	Chicken	6
	Classic	8
	Supreme	9
	Veggie	9

Key Finding for the query :

This query shows the number of different pizza types available in each category, giving a category-wise distribution.

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

```
SELECT
    ROUND(AVG(quantity), 0) as pizza_order_per_day
FROM
    (SELECT
        o.date, SUM(od.quantity) AS quantity
    FROM
        orders AS o
    JOIN order_details AS od ON o.order_id = od.order_id
    GROUP BY o.date) AS order_quantity;
```

- OUTPUT

	pizza_order_per_day
▶	138

Key Finding for the query :

This query calculates the average number of pizzas ordered per day, showing the typical daily demand.

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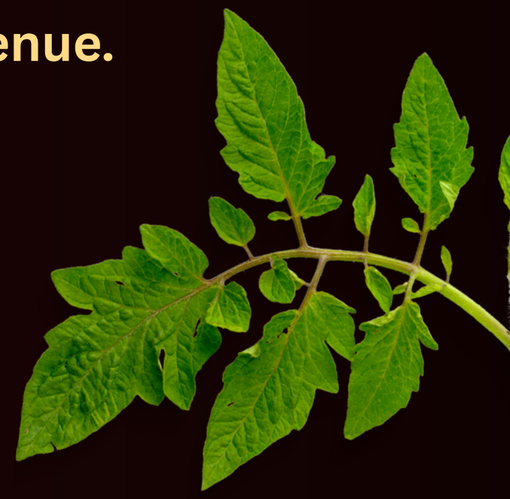
-- Determine the top 3 most ordered pizza types based on revenue.



```
SELECT
    pt.name, SUM(od.quantity * p.price) AS revenue
FROM
    pizza_types AS pt
        JOIN
    pizzas AS p ON pt.pizza_type_id = p.pizza_type_id
        JOIN
    order_details AS od ON p.pizza_id = od.pizza_id
GROUP BY pt.name
ORDER BY revenue DESC
LIMIT 3;
```

- OUTPUT

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

Key Finding for the query :

This query shows the top 3 pizza types that generated the highest revenue, listing them in order from the most profitable to the least among those three

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-- Analyze the cumulative revenue generated over time.

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```
SELECT
    o.date,
    SUM(SUM(od.quantity * p.price))
        OVER (ORDER BY o.date) AS cum_revenue
FROM orders AS o
JOIN order_details AS od
    ON o.order_id = od.order_id
JOIN pizzas AS p
    ON od.pizza_id = p.pizza_id
GROUP BY o.date
ORDER BY o.date;
```

• OUTPUT

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
2015-01-10	23990.350000000002
2015-01-11	25862.65
2015-01-12	27781.7
2015-01-13	29831.300000000003
2015-01-14	32358.700000000004

Key Finding for the query :

This query shows the cumulative revenue growth over time,
meaning it adds up daily sales step by step to display how total revenue increases as days progress.

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-- Calculate the percentage contribution of each pizza type to total revenue.

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```
WITH total_sales AS (
   SELECT  SUM(od.quantity * p.price) AS total_revenue
   FROM  order_details AS od
   JOIN
      pizzas AS p ON p.pizza_id = od.pizza_id
)
SELECT pt.category,
   ROUND(SUM(od.quantity * p.price) * 100.0 /
ts.total_revenue,2)revenue
FROM pizza_types AS pt
JOIN
   pizzas AS p ON pt.pizza_type_id = p.pizza_type_id
JOIN
   order_details AS od ON p.pizza_id = od.pizza_id
CROSS JOIN total_sales ts
GROUP BY pt.category, ts.total_revenue
ORDER BY  revenue DESC;
```

- OUTPUT

	category	revenue
▶	Classic	26.91
	Supreme	25.46
	Chicken	23.96
	Veggie	23.68

Key Finding for the query :

This query shows the percentage of total revenue contributed by each pizza category, highlighting which categories earn the most.

PIZZA HUT - Determine the top 3 most ordered pizza types based on revenue for each pizza category.

```
WITH pizza_revenue AS (
   SELECT  pt.category,  pt.name,
      SUM(od.quantity * p.price) AS revenue,
      RANK() OVER (PARTITION BY pt.category ORDER BY SUM(od.quantity
* p.price) DESC ) AS rn
   FROM  pizza_types AS pt
   JOIN
      pizzas AS p ON pt.pizza_type_id = p.pizza_type_id
   JOIN
      order_details AS od ON od.pizza_id = p.pizza_id
   GROUP BY
      pt.category, pt.name )
SELECT
   category,name,revenue
FROM pizza_revenue
WHERE  rn <= 3
ORDER BY category, revenue DESC;
```

- OUTPUT

category	name	revenue
Chicken	The Thai Chicken Pizza	43434.25
Chicken	The Barbecue Chicken Pizza	42768
Chicken	The California Chicken Pizza	41409.5
Classic	The Classic Deluxe Pizza	38180.5
Classic	The Hawaiian Pizza	32273.25
Classic	The Pepperoni Pizza	30161.75
Supreme	The Spicy Italian Pizza	34831.25
Supreme	The Italian Supreme Pizza	33476.75
Supreme	The Sicilian Pizza	30940.5
Veggie	The Four Cheese Pizza	32265.70000000065
Veggie	The Mexicana Pizza	26780.75
Veggie	The Five Cheese Pizza	26066.5

Key Finding for the query :

This query lists the top 3 revenue-generating pizza types within each category,
showing which pizzas are the biggest earners in their respective groups.

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Conclusion

- **Order Trends:**
  - Total number of orders placed.
  - Distribution of orders by hour of the day.
  - Average number of pizzas ordered per day.
- **Revenue Insights:**
  - Total revenue generated from pizza sales.
  - Identification of the highest-priced pizza.
  - Top 3 pizza types contributing the most revenue.
  - Category-wise revenue share using CTEs.
  - Cumulative revenue growth over time.
- **Customer Preferences:**
  - Most common pizza size ordered.
  - Top 5 most ordered pizza types by quantity.
  - Category-wise distribution of pizzas.
  - Total quantity ordered per category.
  - Top 3 pizzas by revenue within each category.

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THANK YOU

FOR ATTENTION