



30%
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PIZZA SALES SQL ANALYSIS

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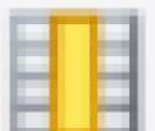
OBJECTIVE

To leverage SQL for comprehensive analysis of pizza sales data, aiming to uncover key insights that drive business decisions. This includes identifying sales trends, understanding customer preferences, optimizing inventory management, and improving overall sales performance.



1. Retrieve the total number of orders placed

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

Result Grid 	
	total_orders
▶	21350



2. Calculate the total revenue generated from pizza sales.

```
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
```

Result Grid	
	total_sales
▶	356723.85

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;
```

Result Grid   Filter Rows:		
	name	price
▶	The Greek Pizza	35.95

4. 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;
```

Result Grid			Filter
	size	order_count	
▶	L	7893	
	M	6827	
	S	6507	
	XL	115	
	XXL	8	

5. 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 order_details.pizza_id = pizzas.pizza_id
GROUP BY pizza_types.name
ORDER BY quantity DESC
LIMIT 5;
```

Result Grid			Filter Rows:
	name	quantity	
▶	The Barbecue Chicken Pizza	2329	
	The California Chicken Pizza	1721	
	The Big Meat Pizza	1695	
	The Classic Deluxe Pizza	1506	
	The Hawaiian Pizza	1166	

6. 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 order_details.pizza_id = pizzas.pizza_id
GROUP BY pizza_types.category
ORDER BY quantity DESC;
```

Result Grid			Filter
	category	quantity	
▶	Classic	6975	
	Chicken	6238	
	Veggie	4357	
	Supreme	4134	

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)
```

Result Grid			Filter
	hour	order_count	
▶	11	1231	
	12	2520	
	13	2455	
	14	1472	
	15	1468	

8. Group the order by date and calculate the average number of pizza ordered per day.

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

Result Grid		Filter Rows:
	avg_pizza_ordered_per_day	
▶	61	

9. 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 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;
```

Result Grid			Filter Rows:
	name	revenue	
▶	The Barbecue Chicken Pizza	41230.75	
	The California Chicken Pizza	30102.75	
	The Classic Deluxe Pizza	23548	

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

```
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 order_details.pizza_id = pizzas.pizza_id
GROUP BY pizza_types.category
ORDER BY revenue;
```

Result Grid				Filter
	category	revenue		
▶	Veggie	20.51		
	Supreme	20.63		
	Classic	28.06		
	Chicken	30.8		

11. Analyze the cumulative revenue generated over time

```
select order_date,  
sum(revenue) over (order by order_date) as cum_revenue  
from  
(select orders.order_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.order_date) as sales;
```

Result Grid			Filter Rows:
	order_date	cum_revenue	
▶	2015-01-01	1136.35000000000001	
	2015-01-02	2245.85000000000004	
	2015-01-03	3374.85000000000004	
	2015-01-04	4260.15000000000001	
	2015-01-05	5159.1	
	2015-01-06	6232.3	
	2015-01-07	7195.25	
	2015-01-08	8352.4	

12. 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) as b
where rn <=3;
```

Result Grid			Filter Rows:
	name	revenue	
▶	The Barbecue Chicken Pizza	41230.75	
	The California Chicken Pizza	30102.75	
	The Chicken Alfredo Pizza	11606	
	The Classic Deluxe Pizza	23548	
	The Big Meat Pizza	20340	
	The Hawaiian Pizza	15546.5	
	The Italian Supreme Pizza	14359.75	
	The Calabrese Pizza	12463.5	

INSIGHTS

1. This Analysis identify the revenue generated by all category pizza is **\$356723.85**
2. The **Most Expensive Pizza** is **Greek Pizza** Worth **\$35.95**
3. The **Large Size Pizza** is **Most Commonly** Ordered by the Customer (count order) **7893**
4. The Average Number Of Pizzas Ordered Per Day Is **61**.
5. **The Barbecue Chicken Pizza, The California Chicken Pizza and The Classic Deluxe Pizza**
These are Top 3 Pizzas Which is Generate Highest revenue
6. There are 4 Pizza Category, Which is contribute the Revenue by Percentage.
Veggie = **20.51%**, Supreme = **20.60%**, Classic = **20.06%** and Chicken = **30.8%**.

The image features a light peach background with watercolor-style floral and leaf illustrations in the corners. The top-left corner has green and orange washes. The top-right corner shows a green leaf and an orange flower. The bottom-left corner has a green leaf and an orange flower. The bottom-right corner features a blue and green flower. In the center, the text "THANK YOU!" is written in a large, dark blue, serif font. Below it, the website address "www.pizza_live.com" is written in a smaller, dark blue, serif font.

THANK YOU!

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