

WHERE EVERY SLICE IS A TASTE OF PERFECTION

WELCOME TO PIZZA RESTO ANALYSIS PROJECT

MySQL®

ORDER
NOW





ABOUT OUR PIZZA RESTO

OUR PASSION FOR PIZZA

Our Pizza Resto is a fast-growing pizzeria dedicated to serving high-quality, freshly made pizzas with a variety of toppings and crust options. We focus on quick service, a seamless ordering experience, and excellent customer satisfaction. Our database system is designed to manage customer orders, track inventory, handle employee details, and generate sales reports efficiently.



PROBLEM STATEMENT

1. Calculate the total revenue generated from pizza sales.
2. Identify the highest-priced pizza and lowest priced pizza.
3. Identify the most common pizza size ordered.
4. List the top 5 most ordered pizza types along with their quantities.
5. Join the necessary tables to find the total quantity of each pizza category ordered.
6. Join relevant tables to find the category-wise distribution of pizzas.
7. Group the orders by date and calculate the average number of pizzas ordered per day.
8. Determine the top 3 most ordered pizza types based on revenue.
9. Calculate the percentage contribution of each pizza type to total revenue.
10. Analyze the cumulative revenue generated over time.
11. Determine the top 3 most ordered pizza types based on revenue for each pizza category.



ORDER
NOW

TOTAL REVENUE GENERATED – PIZZA SALES

Total Revenue generated Quantity
sold is : **817860**

```
SELECT
    ROUND(SUM(od.quantity * p.price)) AS total_pizza_types_revenue
FROM
    pizza_db.orders_details od
    JOIN
    pizza_db.pizzas p ON od.pizza_id = p.pizza_id;
```

HIGHEST PRICED PIZZA & LOWEST PRICED PIZZA



THE GREEK PIZZA

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



\$ 35.5

THE PEPPERONI PIZZA

\$ 9.75



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

MEET OUR MOST COMMON SIZED ORDERED

```
SELECT pizzas.size AS pizza_size,
       COUNT(pizzas.size) AS ordered_by_people,
       SUM(od.quantity) AS total_qty_ordered
FROM orders_details od
JOIN pizzas ON pizzas.pizza_id = od.pizza_id
GROUP BY pizzas.size
ORDER BY total_qty_ordered DESC limit 1;
```



LARGE SIZED PIZZA WITH 18526 HAPPY CUSTOMER & 18956 ORDERS SERVED

CUSTOMERS PREFER LARGE PIZZAS FOR GROUP DINING,
PARTIES, AND FAMILY MEALS, MAKING THEM A POPULAR
CHOICE FOR BULK ORDERS.

TOP 5 MOST ORDERED PIZZA TYPES

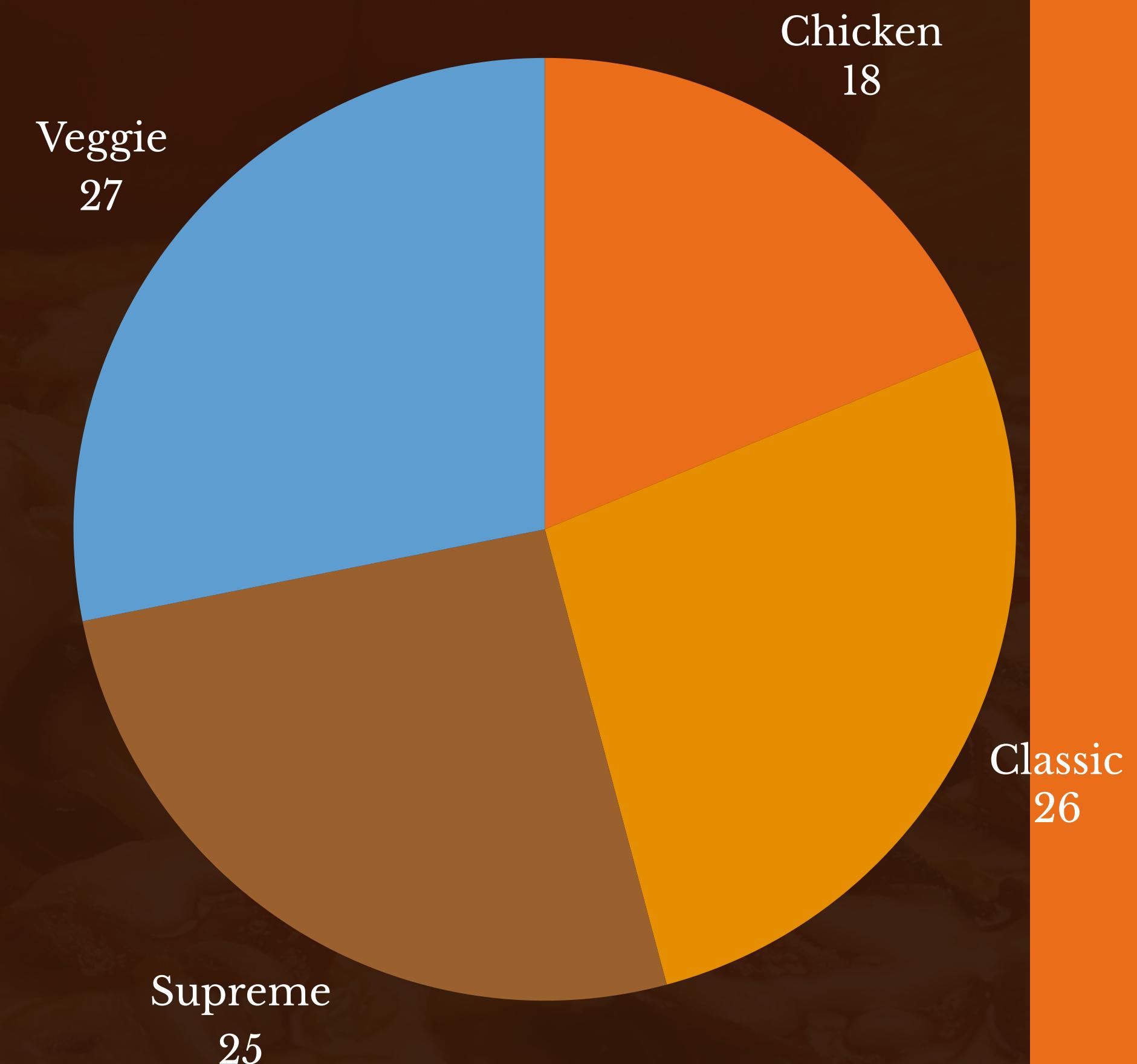
```
SELECT  
    ptypes.pizza_type_id, SUM(od.quantity) AS total_qty_ordered  
FROM  
    orders_details od  
        JOIN  
            pizzas p ON od.pizza_id = p.pizza_id  
                JOIN  
                    pizza_types ptypes ON p.pizza_type_id = ptypes.pizza_type_id  
GROUP BY ptypes.pizza_type_id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

- **CLASSIC DELUXE IS THE TOP-SELLING PIZZA WITH 2,453 ORDERS.**
- **BBQ CHICKEN AND HAWAIIAN ARE CLOSE CONTENDERS IN POPULARITY.**
- **THE DEMAND FOR DIFFERENT PIZZA TYPES IS FAIRLY BALANCED, SHOWING A DIVERSE CUSTOMER PREFERENCE.**

PIZZA TYPE	TOTAL QUANTITY ORDERED
CLASSIC DELUXE	2,453
BBQ CHICKEN	2,432
HAWAIIAN	2,422
PEPPERONI	2,418
THAI CHICKEN	2,371

CATEGORY-WISE DISTRIBUTION OF PIZZAS.

```
SELECT  
    ptypes.category, count(p.pizza_id)  
FROM pizza_types ptypes  
JOIN pizzas p  
ON ptypes.pizza_type_id = p.pizza_type_id  
GROUP BY ptypes.category;
```



OUR SIGNATURE PIZZAS WITH HIGHEST REVENUE

```
• SELECT
    ptypes.pizza_type_id,
    ptypes.name AS pizza_type_name,
    round(SUM(p.price * od.quantity),0) AS total_revenue
FROM
    orders_details od
    JOIN
        pizzas p ON od.pizza_id = p.pizza_id
    JOIN
        pizza_types ptypes ON p.pizza_type_id = ptypes.pizza_type_id
GROUP BY ptypes.pizza_type_id , ptypes.name
ORDER BY total_revenue DESC
LIMIT 3;
```



\$43434

THE THAI CHICKEN PIZZA



\$42768

THE BBQ CHICKEN PIZZA



\$41409

THE CALIFORNIA PIZZA

TOTAL REVENUE GENERATED FROM PIZZA SALES WITH DIFFERENT TYPES OF PIZZAS.

```
3
4 •  SELECT
5     p.pizza_id,
6     p.pizza_type_id,
7     p.price,
8     SUM(od.quantity) AS total_quantity,
9     SUM(p.price * od.quantity) AS total_revenue
10    FROM pizza_db.pizzas p
11    JOIN pizza_db.orders_details od
12    ON p.pizza_id = od.pizza_id
13    GROUP BY p.pizza_id, p.pizza_type_id, p.price;
14
```

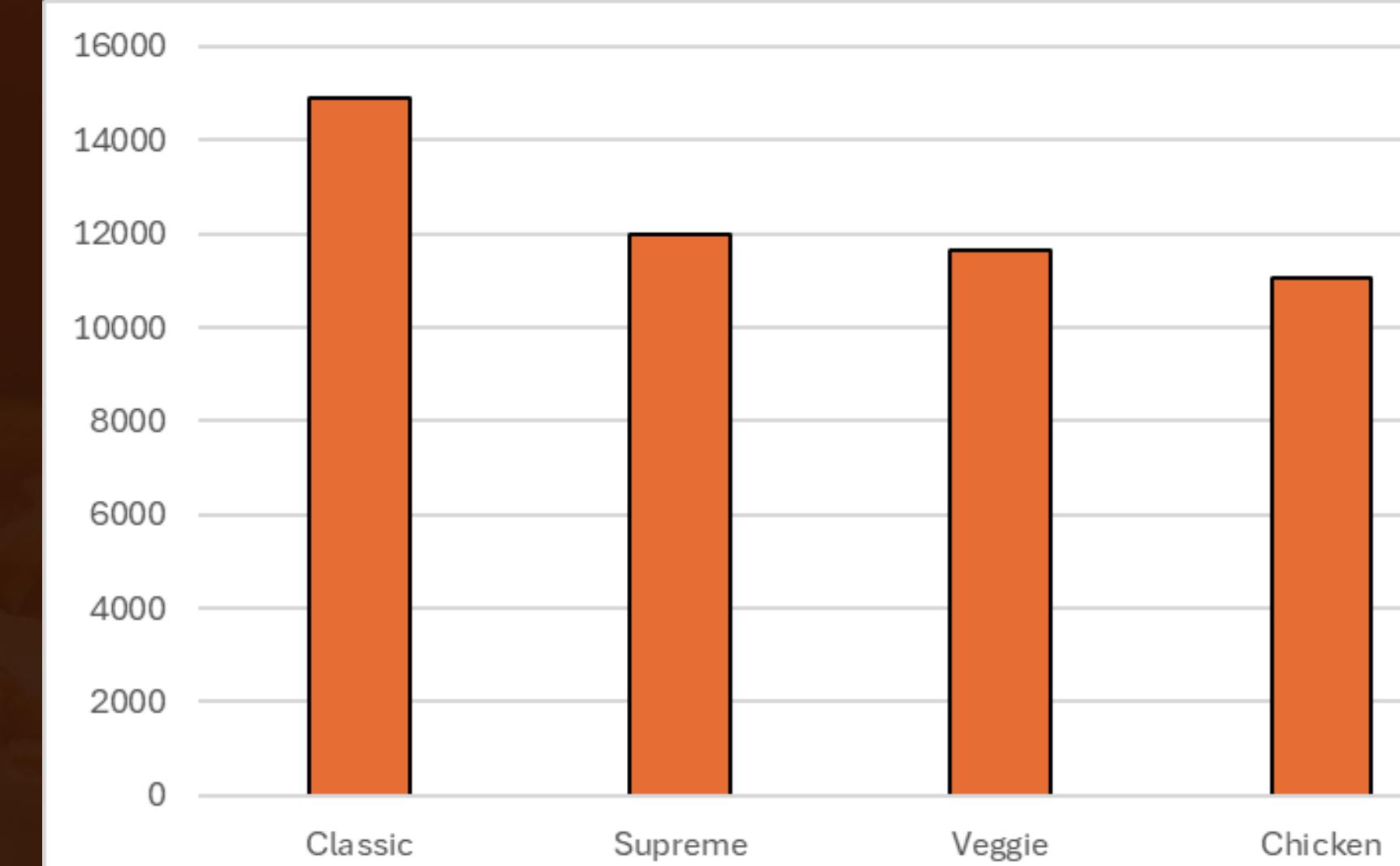
Result Grid | Filter Rows: | Export: | Wrap Cell Content: | Result Grid | Form Editor | Active Grid | Read Only

	pizza_id	pizza_type_id	price	total_quantity	total_revenue
▶	hawaiian_m	hawaiian	13.25	483	6399.75
	classic_dlx_m	classic_dlx	16	1181	18896
	five_cheese_l	five_cheese	18.5	1409	26066.5
	ital_supr_l	ital_supr	20.75	747	15500.25
	mexicana_m	mexicana	16	455	7280
	thai_ckn_l	thai_ckn	20.75	1410	29257.5
	ital_supr_m	ital_supr	16.5	941	15526.5
	prsc_argla_l	prsc_argla	20.75	435	9026.25

Result 1 × Output

TOTAL QTY OF PIZZA PER CATEGORY

- Classic pizzas were the most ordered category, with 14,888 orders.
- Supreme pizzas followed closely, indicating high customer preference for premium options.
- Veggie and Chicken pizzas had similar order volumes, suggesting a balanced demand for vegetarian and non-vegetarian options.
- This data can help optimize call center order predictions, ensuring efficient stock management and delivery fulfillment.



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

PIZZAS ORDERED PER DAY.

From the total order quantities extracted, we calculated that an average of **138.47** pizzas were ordered per day.



PERCENTAGE CONTRIBUTION OF EACH PIZZA TYPE TO TOTAL REVENUE.



```

SELECT
    ptypes.pizza_type_id,
    ptypes.name AS pizza_type_name,
    SUM(p.price * od.quantity) AS total_revenue,
    ROUND((SUM(p.price * od.quantity) / (SELECT
        SUM(p.price * od.quantity)
    FROM
        orders_details od
        JOIN
            pizzas p ON od.pizza_id = p.pizza_id)) * 100,
    2) AS percentage_contribution
FROM
    orders_details od
    JOIN
        pizzas p ON od.pizza_id = p.pizza_id
    JOIN
        pizza_types ptypes ON p.pizza_type_id = ptypes.pizza_type_id
GROUP BY ptypes.pizza_type_id , ptypes.name
ORDER BY total_revenue DESC;
  
```

PIZZA TYPE	PIZZA TYPE NAME	TOTAL REVENUE	PERCENTAGE CONTRIBUTION
Thai_ckn	The Thai Chicken Pizza	43434.25	5.31
Bbq_ckn	The Barbecue Chicken Pizza	42768	5.23
Cali_ckn	The California Chicken Pizza	41409.5	5.06
Classic_dlx	The Classic Deluxe Pizza	38180.5	4.67

PERCENTAGE CONTRIBUTION OF EACH PIZZA TYPE TO TOTAL REVENUE.

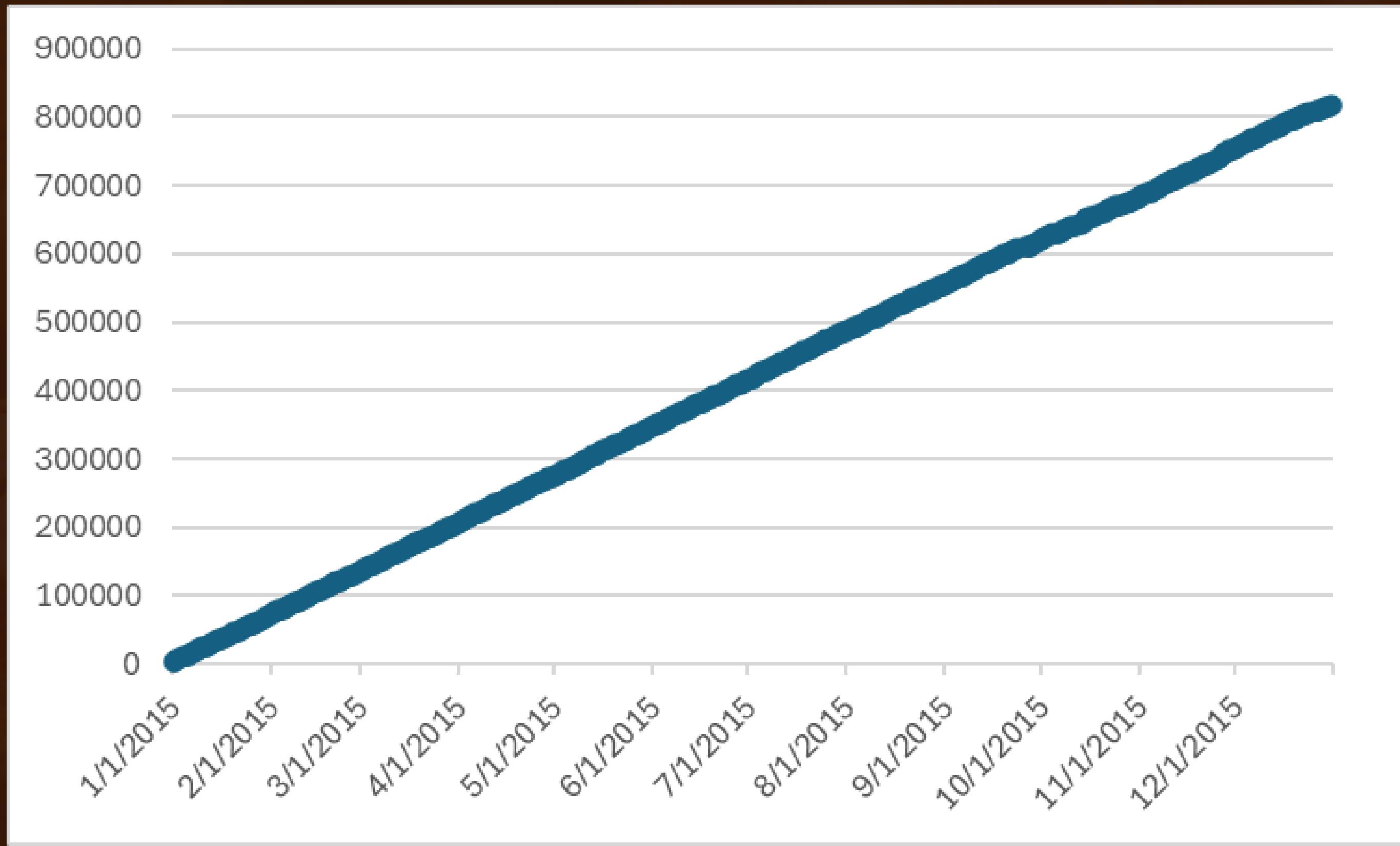


```
SELECT
    order_date,
    ROUND(SUM(revenue) OVER (ORDER BY order_date), 2) AS cumulative_revenue
FROM (
    SELECT
        orders.order_date,
        SUM(pizzas.price * orders_details.quantity) AS revenue
    FROM orders_details
    JOIN pizzas ON pizzas.pizza_id = orders_details.pizza_id
    JOIN orders ON orders.order_id = orders_details.order_id
    GROUP BY orders.order_date
) AS sales;
```

PERCENTAGE CONTRIBUTION OF EACH PIZZA TYPE TO TOTAL REVENUE.



```
SELECT
    order_date,
    ROUND(SUM(revenue) OVER (ORDER BY order_date), 2) AS cumulative_revenue
FROM (
    SELECT
        orders.order_date,
        SUM(pizzas.price * orders_details.quantity) AS revenue
    FROM orders_details
    JOIN pizzas ON pizzas.pizza_id = orders_details.pizza_id
    JOIN orders ON orders.order_id = orders_details.order_id
    GROUP BY orders.order_date
) AS sales;
```



The represents cumulative revenue growth over time, showing a steady upward trend throughout the year 2015. The linear increase suggests consistent revenue generation, indicating stable sales performance. This visualization helps in tracking overall business growth and forecasting future revenue trends.

KEY LEARNINGS & INSIGHTS

- **Customer Behavior Insights** – Identified top-selling pizzas, order frequency, and preferred pizza sizes.
- **Revenue Trends** – Cumulative revenue analysis showed steady growth, supporting business forecasting.
- **Operational Efficiency** – Insights into peak ordering hours and category-wise demand to improve stock management and staffing.
- **Business Impact** – Data-driven decision-making can enhance customer satisfaction and profitability.



PIZZA RESTO PRESENTATION

THANK YOU

BY SHREYA SINGH RATHORE

