The Pizza Company

PIZZA SALES REPORT

USING SQL

By Shree Priya Singh

The Pizza Company

INTRODUCTION

Welcome to our Pizza Sales Report Presentation. Today, we delve into a comprehensive overview of our sales performance of different type of pizzas, exploring the highs, challenges, and strategic insights that have shaped our journey. This presentation is more than just numbers, it's a narrative of our collective efforts, showcasing our sales strategies and the pathways to future success.

The Pizza Company

AGENDA

01 Evaluate Overall Sales Performance

02 Identify Key Revenue Drivers

03 Understand Customer Preferences

04 Assess Category and Time-Based Trends

05 Analyze Revenue Distribution and Contribution

06 Compare Category Performance and Optimize Offerings

The Pizza Company

EXECUTIVE SUMMARY

This executive summary of the pizza company provides a concise snapshot of sales performance. Highlighting key factor about revenue based on various type of pizzas, we'll delve into the details of our journey. The report offers insights into the factors shaping our sales outcomes and outlines strategic initiatives for future success. Join us as we navigate through the highlights and challenges, setting the stage for an insightful discussion on our sales and revenue landscape.

1. **Evaluate Overall Sales Performance**: It Calculate the total number of orders placed and the total revenue generated from pizza sales to understand the overall sales volume and financial success.

1. Retrieve the total number of orders placed.

```
select count(order_id) as Total_Orders from orders;
```

	Total_Orders
▶	21350

2. Calculate the total revenue generated from pizza sales.

```
select
round (SUM(pizzas.price * orders_details.quantity),2) as Total_Revenue
from pizzas
join orders_details
on pizzas.pizza_id = orders_details.pizza_id;
```

	Total_Revenue
▶	817860.05

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

```
select round(avg(Sum_Order),0) as Avg_Pizza_Order_per_day
from (select orders.order_date as Order_Date, sum(orders_details.quantity) as Sum_Order
FROM orders
join orders_details on orders.order_id = orders_details.order_id
group by Order_Date) as Order_Quantity;
```

Avg_Pizza_Order_per_day
138

2. Identify Key Revenue Drivers: It Analyzes the highest-priced pizza and determine which pizza types and sizes contribute most significantly to revenue, helping to guide pricing and marketing strategies.

4. Identify the highest-priced pizza.

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

	name	price
▶	The Greek Pizza	35.95

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

```
select pizza_types.name as category, round(SUM(pizzas.price * orders_details.quantity),2) as Total_Revenue
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 Total_Revenue desc limit 3;
```

category	Total_Rev
The Thai Chicken Pizza	43434.25
The Barbecue Chicken Pizza	42768
The California Chicken Pizza	41409.5

3. Understand Customer Preferences: It identify the most commonly ordered pizza size and the top 5 most ordered pizza types, providing insights into customer preferences and trends in pizza consumption.

6. Identify the most common pizza size ordered.

```
select pizzas.size, sum(orders_details.quantity) as Quantity
from pizzas join orders_details on pizzas.pizza_id = orders_details.pizza_id
group by pizzas.size
order by Quantity desc;
```

size	Quantity
L	18956
M	15635
S	14403
XL	552
XXL	28

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

```
select pizza_types.name, sum(orders_details.quantity) as orders
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 orders desc limit 5;
```

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

4. Assess Category and Time-Based Trends: It Determine the distribution of orders by hour to identify peak times for pizza sales, and analyze the total quantity of pizzas ordered by category to understand category-wise popularity.

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

```
select hour(order_time) as Hour, count(order_id) as Total_Orders from orders
group by Hour;
```

Hour	Total_Orders
12	2520
13	2455
18	2399
17	2336
19	2009
16	1920
20	1642
14	1472
15	1468

9. 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 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.category
order by Quantity desc;
```

category	Quantity
Classic	14888
Supreme	11987
Veggie	11649
Chicken	11050

5. Analyze Revenue Distribution and Contribution: It calculate the percentage contribution of each pizza type to the total revenue and assess the cumulative revenue over time, which helps in evaluating long-term sales patterns and strategic growth.

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

```
select pizza_types.Category,
round(SUM(pizzas.price * orders_details.quantity)
/(select round(SUM(pizzas.price * orders_details.quantity),2) as Total_Sales
from pizzas
join orders_details on pizzas.pizza_id = orders_details.pizza_id)
*100,2) as revenue
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.Category
order by revenue desc;
```

Category	revenue
Classic	26.91
Supreme	25.46
Chicken	23.96
Veggie	23.68

11. 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 pizzas
join orders_details on pizzas.pizza_id = orders_details.pizza_id
join orders on orders.order_id = orders_details.order_id
group by orders.order_date) as cal_revenue;
```

order_date	cum_reve
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
2015-01-08	19399.05
2015-01-09	21526.4

6. Compare Category Performance and Optimize Offerings: It identify the top 3 most ordered pizza types based on revenue within each category to optimize menu offerings and focus on high-performing pizza categories.

12. Determine the top 3 most ordered pizza types based on revenue for each pizza category.

```
select name, Total_Revenue, ranks
from
(select category, name, Total_Revenue, rank() over(partition by category order by Total_Revenue desc) as ranks
from
(select pizza_types.category, pizza_types.name, SUM(pizzas.price * orders_details.quantity) as Total_Revenue
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.category, pizza_types.name
order by Total_Revenue desc) as a) as b where ranks <=3;
```

name	Total_Revenue	ranks
The Thai Chicken Pizza	43434.25	1
The Barbecue Chicken Pizza	42768	2
The California Chicken Pizza	41409.5	3
The Classic Deluxe Pizza	38180.5	1
The Hawaiian Pizza	32273.25	2

The Pizza Company

THANK YOU