



PIZZA SALES ANALYSIS

PIZZA

The objective of this project is to analyze pizza sales data to identify revenue-driving products, customer ordering patterns, and opportunities for business growth using SQL.





Pizza sales dataset in csv – (W3Cube Tech Youtube)





```
from pizza_types
inner join pizzas
on pizza_types.pizza_type_id = pizzas.pizza_type_id
inner join order_details
on pizzas.pizza_id = order_details.pizza_id
group by pizza_types.name
order by revenue desc
limit 1;
```

	name	revenue
►	The Thai Chicken Pizza	43434.25

Insight: The Thai Chicken Pizza emerges as the top-selling item, indicating strong and consistent customer demand.


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

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





```
SELECT  
    ROUND(AVG(count), 0)  
FROM  
    (SELECT  
        orders.date, SUM(order_details.quantity) AS count  
    FROM  
        orders  
    JOIN order_details ON orders.order_id = order_details.order_id  
    GROUP BY orders.date) AS pizzas_ordered;
```

	ROUND(AVG(count), 0)
▶	138



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

	total_revenue
▶	817860.05


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

	total_orders
▶	21350

