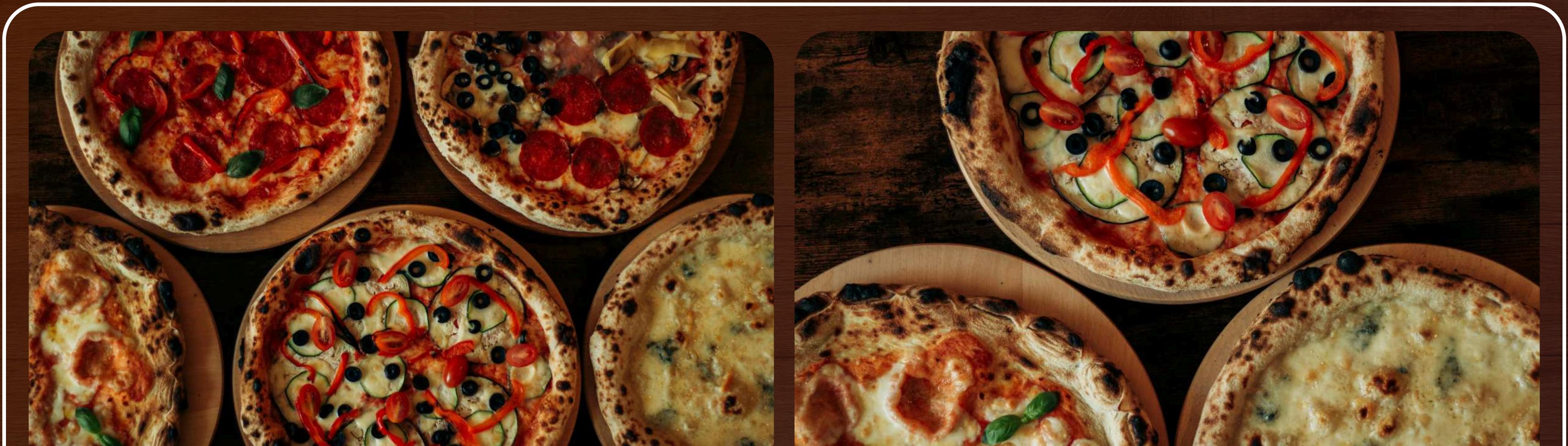PIZZA SALES ANALYSIS

PIZZA

PROJECT OBJECTIVE

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.

DATASET INFORMATION

Pizza sales dataset in csv - (W3Cube Tech Youtube)

WHICH PIZZA IS THE TOP-SELLING PRODUCT BASED ON THE TOTAL ORDERS?


```sql
select pizza_types.name, sum(pizzas.price * order_details.quantity) as revenue
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.

HOW ARE TOTAL ORDERS DISTRIBUTED ACROSS DIFFERENT PIZZA CATEGORIES?

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

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

WHAT IS THE AVERAGE COUNT OF ORDERS PER DAY?


```sql
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

WHAT IS THE TOTAL REVENUE OBTAINED FROM THE SALES?

```sql
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

HOW MANY ORDERS ARE PLACED?

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

total_orders
21350