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Pizza Resto

PIZZA RESTO SALES REPORT

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SALES

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I ANALYZED PIZZA SALES DATA USING !



- SQL → FOR QUERYING, JOINS, AGGREGATIONS, GROUPING, AND RANKING
- DATABASE CONCEPTS → MULTIPLE RELATED TABLES (ORDERS, ORDER_DETAILS, PIZZAS, PIZZA_TYPES)
- DATA ANALYSIS → SALES TRENDS, REVENUE CONTRIBUTION, TOP PRODUCTS, CUMULATIVE REVENUE
- VISUALIZATION → BAR CHARTS, PIE CHARTS FROM PYHTON LIBRARIES LIKE MATPLOTLIB
- PRESENTATION TOOLS → POWERPOINT / PDF FOR SHOWCASING RESULTS



QUESTIONS OF SALES REPORT

BASIC:

RETRIEVE THE TOTAL NUMBER OF ORDERS PLACED.

CALCULATE THE TOTAL REVENUE GENERATED FROM PIZZA SALES.

IDENTIFY THE HIGHEST-PRICED PIZZA.

IDENTIFY THE MOST COMMON PIZZA SIZE ORDERED.

LIST THE TOP 5 MOST ORDERED PIZZA TYPES ALONG WITH THEIR QUANTITIES.

INTERMEDIATE:

JOIN THE NECESSARY TABLES TO FIND THE TOTAL QUANTITY OF EACH PIZZA CATEGORY ORDERED.

DETERMINE THE DISTRIBUTION OF ORDERS BY HOUR OF THE DAY.

JOIN RELEVANT TABLES TO FIND THE CATEGORY-WISE DISTRIBUTION OF PIZZAS.

GROUP THE ORDERS BY DATE AND CALCULATE THE AVERAGE NUMBER OF PIZZAS ORDERED PER DAY.

DETERMINE THE TOP 3 MOST ORDERED PIZZA TYPES BASED ON REVENUE.

ADVANCED:

CALCULATE THE PERCENTAGE CONTRIBUTION OF EACH PIZZA TYPE TO TOTAL REVENUE.

ANALYZE THE CUMULATIVE REVENUE GENERATED OVER TIME.

DETERMINE THE TOP 3 MOST ORDERED PIZZA TYPES BASED ON REVENUE FOR EACH PIZZA CATEGORY.

- RETRIEVE THE TOTAL NUMBER OF ORDERS PLACED.

→ SELECT
 COUNT(ORDER_ID) AS TOTAL_ORDERS
 FROM
 ORDERS;

→ OUTPUT :-

Result Grid	
	total_orders
▶	21350

● CALCULATE THE TOTAL REVENUE GENERATED FROM PIZZA SALES.

→ SELECT

```
    ROUND(SUM(ORDER_DETAILS.QUANTITY * PIZZAS.PRICE),2) AS  
TOTAL_REVENUE  
FROM  
    ORDER_DETAILS  
    JOIN  
    PIZZAS ON PIZZAS.PIZZA_ID = ORDER_DETAILS.PIZZA_ID;
```

→ OUTPUT :-

Result Grid	
	Total_Revenue
▶	817860.05

● 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;

→ OUTPUT :-

	name	price
▶	The Greek Pizza	35.95

● IDENTIFY THE MOST COMMON PIZZA SIZE ORDERED.

→ SELECT
PIZZAS.SIZE,
COUNT(ORDER_DETAILS.ORDER_DETAILS_ID) AS ORDERS_COUNT
FROM PIZZAS
JOIN
ORDER_DETAILS ON PIZZAS.PIZZA_ID = ORDER_DETAILS.PIZZA_ID
GROUP BY PIZZAS.SIZE
ORDER BY ORDERS_COUNT DESC;

→ OUTPUT :-

	size	orders_count
▶	L	18526
	M	15385
	S	14137
	XL	544
	XXL	28

● 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;
```

→ OUTPUT :-

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

- 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 PIZZAS.PIZZA_ID = ORDER_DETAILS.PIZZA_ID
GROUP BY PIZZA_TYPES.CATEGORY
ORDER BY QUANTITY DESC;

→ OUTPUT :-

	category	quantity
▶	Classic	14888
	Supreme	11987
	Veggie	11649
	Chicken	11050



- DETERMINE THE DISTRIBUTION OF ORDERS BY HOUR OF THE DAY.

→ SELECT

```
HOUR(ORDERS.TIME) AS HOUR, COUNT(ORDER_ID)  
AS ORDER_COUNT  
FROM  
ORDERS  
GROUP BY HOUR(ORDERS.TIME);
```

→ OUTPUT :-

	Hour	Order_Count
▶	11	1231
	12	2520
	13	2455
	14	1472
	15	1468
	16	1920
	17	2336
	18	2399
	19	2009
	20	1642
	21	1198
	22	663
	23	28
	10	8
	9	1



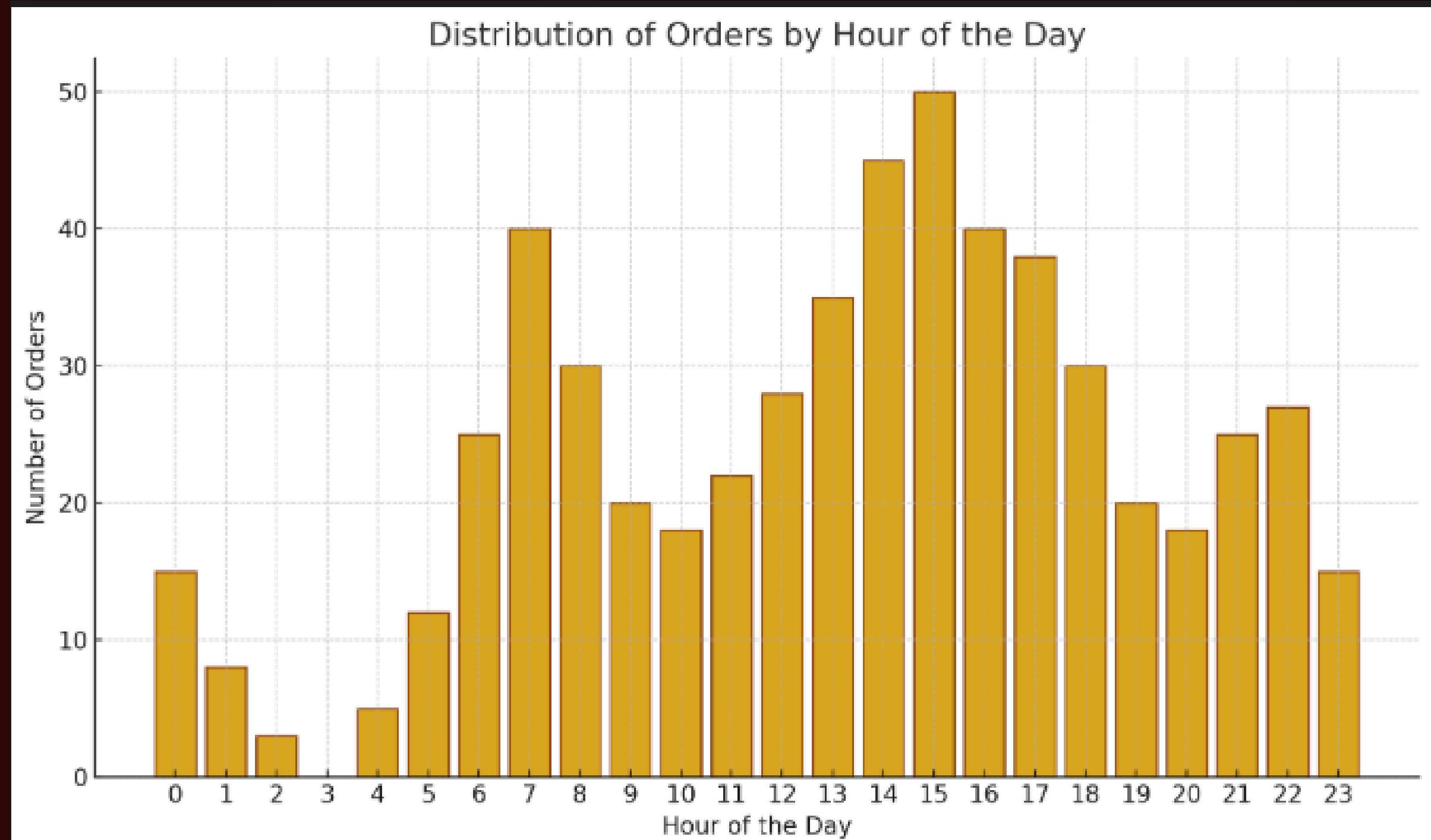
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DETERMINE THE DISTRIBUTION OF ORDERS BY HOUR OF THE DAY.

HERE'S THE PLOT SHOWING THE DISTRIBUTION OF ORDERS BY HOUR OF THE DAY



- JOIN RELEVANT TABLES TO FIND THE CATEGORY-WISE DISTRIBUTION OF PIZZAS.

→ SELECT
CATEGORY, COUNT(NAME) AS COUNT
FROM
PIZZA_TYPES
GROUP BY CATEGORY;

→ OUTPUT :-

	category	Count
▶	Chicken	6
	Classic	8
	Supreme	9
	Veggie	9

- GROUP THE ORDERS BY DATE AND CALCULATE THE AVERAGE NUMBER OF PIZZAS ORDERED PER DAY.

→ SELECT
ROUND(AVG(QUANTITY), 0) AS AVG_PERDAY
FROM (SELECT
ORDERS.DATE, SUM(ORDER_DETAILS.QUANTITY) AS QUANTITY
FROM ORDERS
JOIN ORDER_DETAILS ON ORDERS.ORDER_ID = ORDER_DETAILS.ORDER_ID
GROUP BY ORDERS.DATE) AS ORDER_QUNATITY;

→ OUTPUT :-

	category	Count
▶	Chicken	6
	Classic	8
	Supreme	9
	Veggie	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 PIZZAS.PIZZA_ID = ORDER_DETAILS.PIZZA_ID  
GROUP BY PIZZA_TYPES.NAME  
ORDER BY REVENUE DESC LIMIT 3;
```

→ OUTPUT :-

	name	revenue
▶	The Thai Chicken Pizza	43434.25
	The Barbecue Chicken Pizza	42768
	The California Chicken Pizza	41409.5

- CALCULATE THE PERCENTAGE CONTRIBUTION OF EACH PIZZA TYPE TO TOTAL REVENUE.

→ SELECT

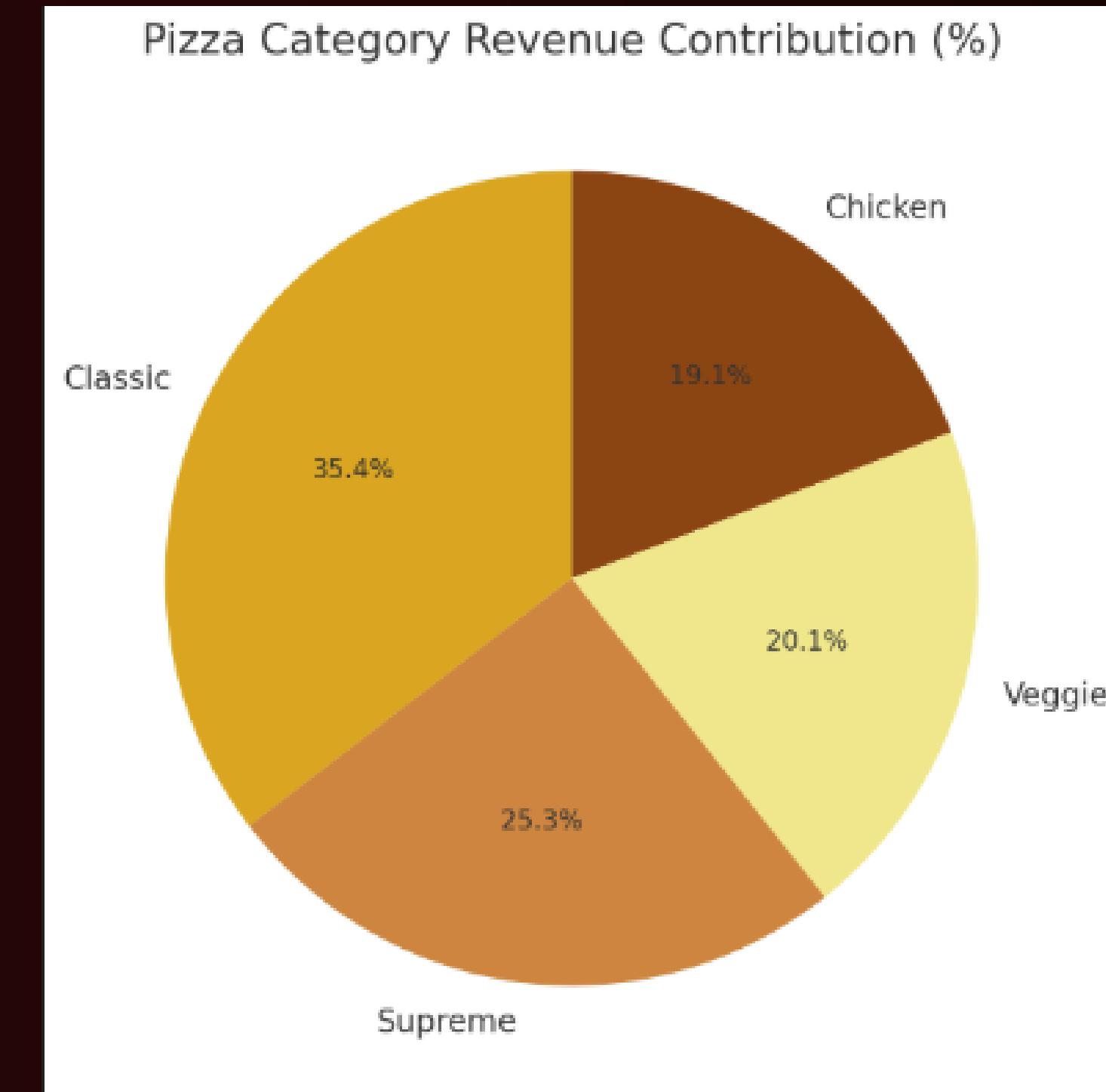
```
PIZZA_TYPES.CATEGORY,  
ROUND(SUM(ORDER_DETAILS.QUANTITY * PIZZAS.PRICE) / (SELECT  
ROUND(SUM(ORDER_DETAILS.QUANTITY * PIZZAS.PRICE),2) AS TOTAL_REVENUE  
FROM ORDER_DETAILS JOIN  
PIZZAS ON PIZZAS.PIZZA_ID = ORDER_DETAILS.PIZZA_ID) * 100, 2) AS  
REVENUE  
FROM PIZZA_TYPES JOIN  
PIZZAS ON PIZZA_TYPES.PIZZA_TYPE_ID = PIZZAS.PIZZA_TYPE_ID  
JOIN  
ORDER_DETAILS ON ORDER_DETAILS.PIZZA_ID = PIZZAS.PIZZA_ID  
GROUP BY PIZZA_TYPES.CATEGORY;
```

→ OUTPUT :-

	category	revenue
▶	Classic	26.91
	Veggie	23.68
	Supreme	25.46
	Chicken	23.96

- CALCULATE THE PERCENTAGE CONTRIBUTION OF EACH PIZZA TYPE TO TOTAL REVENUE.

HERE ARE THE VISUALIZATIONS OF PIZZA CATEGORY REVENUE CONTRIBUTION:



● ANALYZE THE CUMULATIVE REVENUE GENERATED OVER.

→ SELECT DATE, SUM(REVENUE) OVER(ORDER BY DATE) AS CUM_REVENUE
FROM
(SELECT ORDERS.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 ORDER_DETAILS.ORDER_ID = ORDERS.ORDER_ID
GROUP BY ORDERS.DATE) AS SALES LIMIT 5;

→ OUTPUT :-

	date	cum_revenue
▶	2015-01-01 00:00:00	2713.8500000000004
	2015-01-02 00:00:00	5445.75
	2015-01-03 00:00:00	8108.15
	2015-01-04 00:00:00	9863.6
	2015-01-05 00:00:00	11929.55

- DETERMINE THE TOP 3 MOST ORDERED PIZZA TYPES BASED ON REVENUE FOR EACH PIZZA CATEGORY.

→

```

SELECT RANKS, CATEGORY, NAME, REVENUE FROM
(SELECT CATEGORY,NAME, REVENUE, RANK() OVER(PARTITION BY CATEGORY ORDER BY REVENUE
DESC ) AS RANKS 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 RANKS <= 3;

```

→ OUTPUT :-

	ranks	category	name	revenue
▶	1	Chicken	The Thai Chicken Pizza	43434.25
	2	Chicken	The Barbecue Chicken Pizza	42768
	3	Chicken	The California Chicken Pizza	41409.5
	1	Classic	The Classic Deluxe Pizza	38180.5
	2	Classic	The Hawaiian Pizza	32273.25
	3	Classic	The Pepperoni Pizza	30161.75
	1	Supreme	The Spicy Italian Pizza	34831.25
	2	Supreme	The Italian Supreme Pizza	33476.75
	3	Supreme	The Sicilian Pizza	30940.5
	1	Veggie	The Four Cheese Pizza	32265.70000000065
	2	Veggie	The Mexicana Pizza	26780.75
	3	Veggie	The Five Cheese Pizza	26066.5



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