

SQL Project on pizza sales

By Kumar Siddharth



Grand Bay | Port Louis | Flacq | Quatre Bornes | Curepipe


Appetisers

French Fries	59
Potato Wedges	73
Garlic Bread	
Classic	52
Supreme Cheese	73
Supreme Pepperoni	85

Lasagnas


Chicken	369
Beef	369
Vegetable	369

Choose Your Base

 CRISPY ON THE OUTSIDE
 SOFT AND
 CHEWY ON THE INSIDE

 A LIGHT FLAVOURFUL CRUST
 THAT IS HAND-STRETCHED
 TO ORDER AND FINISHED
 WITH FLAVOUR

 OUR WORLD FAMOUS PIZZA WITH
 POPPABLE CHEESE FILLED BITES
COOKING TIME MAY VARY -
IN LARGE ONLY - EXTRA RS 150

 A UNIQUE PIZZA WITH A RING OF SOFT
 AND YUMMY CHEESE STUFFED
 INTO THE CRUST
COOKING TIME MAY VARY -
IN LARGE ONLY - EXTRA RS 150

**Additional
Topping**

PERSONAL	35	Toppings Vegetarian
MEDIUM	45	Choice of : Mozzarella, Fresh Pepper, Sweet Pineapple, Mushroom, Fresh Onion, Sweet Corn, Fresh Tomato, Jalapenos
LARGE	55	Choice of : Chicken, Authentic Beef Pepperoni

Classic

PERSONAL	109	MEDIUM	179	LARGE	319
BBQ Chicken Classic Mozzarella, Chicken, BBQ Sauce					
Double Cheese Classic Mozzarella					
Hawaiian Classic Mozzarella, Sweet Corn, Sweet Pineapple					
Margherita Classic Mozzarella, Fresh Tomato					
Veggie Classic Mozzarella, Fresh Onion, Sliced Mushroom, Fresh Tomato					

Veggie Zone

PERSONAL	109	MEDIUM	179	LARGE	319
Margherita Classic Mozzarella, Fresh Tomato					
Veggie Classic Mozzarella, Fresh Onion, Sliced Mushroom, Fresh Tomato					

Lovers

PERSONAL	149	MEDIUM	259	LARGE	419
Garden Lovers Mozzarella, Mushroom, Fresh Pepper, Gutsy Jalapenos, Sweet Corn					
Garden Tandoori Lovers Mozzarella, Sliced Mushroom, Fresh Pepper, Sweet Corn, Tandoori Sauce					

Supreme

PERSONAL	169	MEDIUM	299	LARGE	489
Verde Tandoori Supreme Mozzarella, Sliced Mushroom, Fresh Pepper, Sweet Corn, Fresh Onion, Tandoori Sauce					



Welcome to
the Pizza
Sales Project
Presentation



HELLO!

My name is Kumar Siddharth and in this project, I have utilized SQL queries to solve questions that were related to pizza sales.

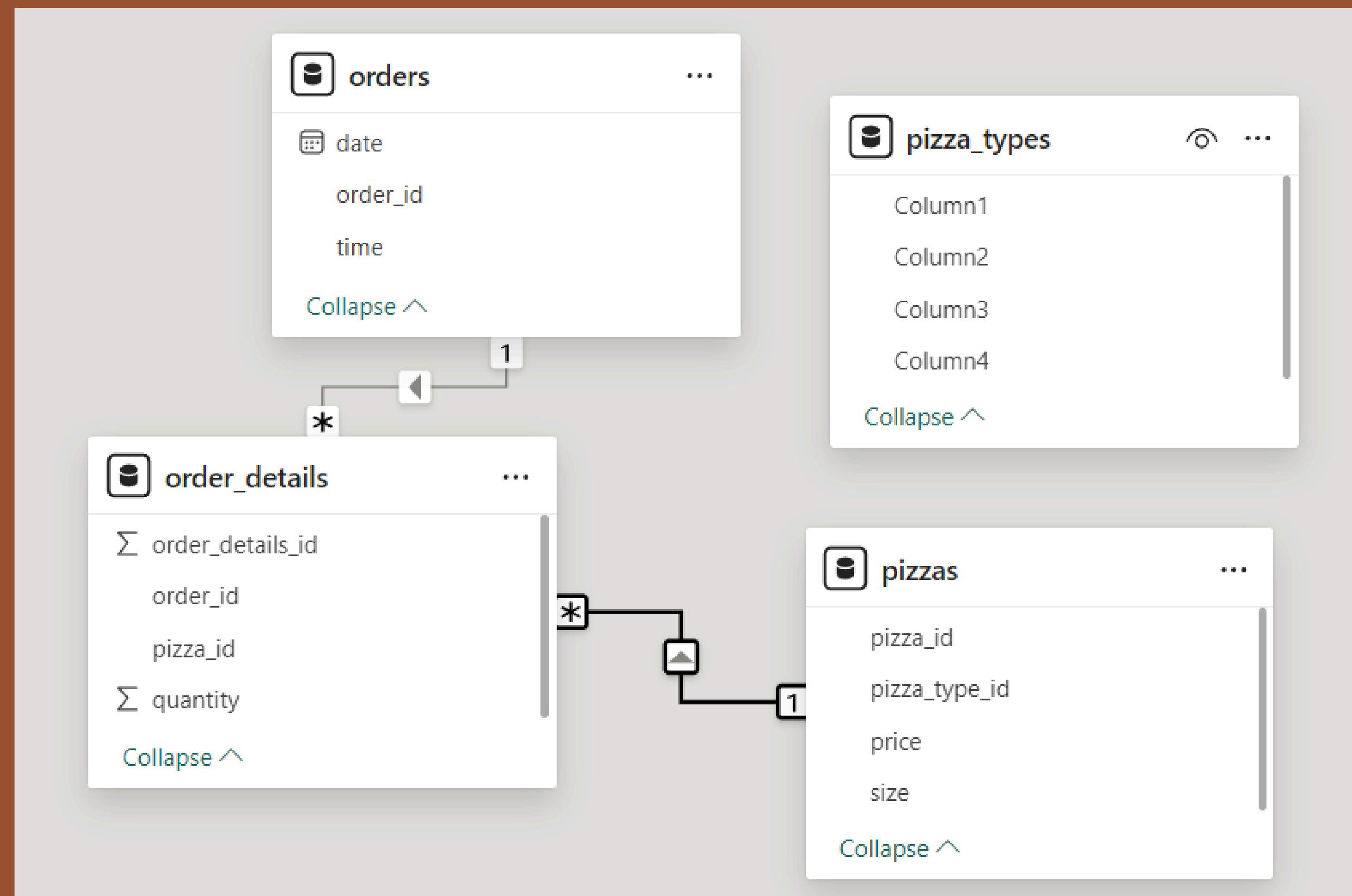


Project Overview

The Pizza Sales Optimization and Growth Strategy project aims to enhance sales performance and drive growth within the competitive pizza market. This project is initiated to address challenges in sales performance, customer engagement, and market positioning. By leveraging data analysis, innovative marketing strategies, and operational improvements, we aim to achieve significant increases in sales and customer satisfaction.



Pizza Sales



Questions

Q1:-Retrieve the total numbers of order placed.

Q2:-Calculate the total revenue generated from the sales.

Q3:-Identify the highest priced pizza.

Q4:-Identify the most common pizza size ordered.

Q5:-List the top 5 most ordered pizza types along with their quantities.

Q6:-Join the necessary table to find the total quantity of each pizza category ordered.

Q7:-Determine the distribution of orders by hour of the day.

Q8:-Join relevant tables to find the category wise distribution of pizzas.

Q9:-Group the orders by date and calculate the average number of pizzas ordered per day.

Q10:-Determine the top 3 most ordered pizza types based on revenue.

Q11:-Calculate the percentage contributin of each pizza type to total revenue.

Q12:-Analyze the cumulative revenue generated over time.

Q13:-Determine the top 3 most ordered pizza types based on revenue for each pizza category.

Retrieve the total numbers of order placed.

```
3 • SELECT  
4      COUNT(order_id) AS total_orders  
5 FROM  
6 orders;
```

total_orders
42700

Calculate the total revenue generated from the sales.

```
3 • SELECT
4   ROUND(SUM(order_details.quantity * pizzas.price),
5         2) AS total_revenue
6 FROM
7   order_details
8   JOIN
9   pizzas ON pizzas.pizza_id = order_details.pizza_id;
```

total_revenue
817860.05

Identify the highest priced pizza.

```
3 • SELECT
4     pizza_types.name, pizzas.price
5 FROM
6     pizza_types
7     JOIN
8     pizzas ON pizza_types.pizza_type_id = pizzas.pizza_type_id
9 ORDER BY pizzas.price DESC
10 LIMIT 1;
```

name	price
The Greek Pizza	35.95

Identify the most common pizza size ordered.

```
4 • SELECT
5     pizzas.size,
6     COUNT(order_details.order_details_id) AS order_count
7 FROM
8     pizzas
9     JOIN
10    order_details ON pizzas.pizza_id = order_details.pizza_id
11 GROUP BY pizzas.size
12 ORDER BY order_count DESC;
```

size	order_count
L	18526
M	15385
S	14137
XL	544
XXL	28

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

```
3 • SELECT
4     pizza_types.name, SUM(order_details.quantity) AS quantity
5 FROM
6     pizza_types
7     JOIN
8     pizzas ON pizza_types.pizza_type_id = pizzas.pizza_type_id
9     JOIN
10    order_details ON order_details.pizza_id = pizzas.pizza_id
11   GROUP BY pizza_types.name
12   ORDER BY quantity DESC
13   LIMIT 5;
```

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 table to find the total quantity of each pizza category ordered.

```
3 • SELECT
4     pizza_types.category,
5         SUM(order_details.quantity) AS Quantity
6 FROM
7     pizza_types
8         JOIN
9     pizzas ON pizza_types.pizza_type_id = pizzas.pizza_type_id
10        JOIN
11     order_details ON order_details.pizza_id = pizzas.pizza_id
12 GROUP BY pizza_types.category
13 ORDER BY quantity DESC;
```

category	Quantity
Classic	14888
Supreme	11987
Veggie	11649
Chicken	11050

Determine the distribution of orders by hour of the day.

```
3 • SELECT  
4      HOUR(time) AS hour, COUNT(order_id) AS order_count  
5 FROM  
6 orders  
7 GROUP BY HOUR(time);
```

hour	order_count
11	2462
12	5040
13	4910
14	2944
15	2936
16	3840
17	4672
18	4798
19	4018
20	3284
21	2396
22	1326
23	56
10	16
9	2

Join relevant tables to find the category wise distribution of pizzas.

```
3 • SELECT  
4      category, COUNT(name)  
5 FROM  
6 pizza_types  
7 GROUP BY category;
```

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

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

3 • SELECT

```
4      ROUND(AVG(quantity), 0) AS avg_pizzas_ordered_per_day
5  FROM
6  (
7      SELECT
8          orders.date, SUM(order_details.quantity) AS quantity
9      FROM
10     orders
11    JOIN order_details ON orders.order_id = order_details.order_id
12    GROUP BY orders.date) AS order_quantity;
```

avg_pizzas_ordered_per_day

277

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

```
3 • SELECT
4     pizza_types.name,
5     ROUND(SUM(order_details.quantity * pizzas.price),
6             0) AS revenue
7 FROM
8     pizza_types
9     JOIN
10    pizzas ON pizzas.pizza_type_id = pizza_types.pizza_type_id
11    JOIN
12    order_details ON order_details.pizza_id = pizzas.pizza_id
13 GROUP BY pizza_types.name
14 ORDER BY revenue DESC
15 LIMIT 3;
```

name	revenue
The Thai Chicken Pizza	43434
The Barbecue Chicken Pizza	42768
The California Chicken Pizza	41410

Calculate the percentage contributin of each pizza type to total revenue.

```
3 • SELECT
4     pizza_types.category,
5     ROUND((SUM(order_details.quantity * pizzas.price) / (SELECT
6             ROUND(SUM(order_details.quantity * pizzas.price),
7             2) AS total_revenue
8
9             FROM
10            order_details
11            JOIN
12            pizzas ON pizzas.pizza_id = order_details.pizza_id)) * 100,
13            2) AS revenue
14
15            FROM
16            pizza_types
17            JOIN
18            pizzas ON pizza_types.pizza_type_id = pizzas.pizza_type_id
19            JOIN
20            order_details ON order_details.pizza_id = pizzas.pizza_id
21            GROUP BY pizza_types.category
22            ORDER BY revenue DESC;
```

category	revenue
Classic	26.91
Supreme	25.46
Chicken	23.96
Veggie	23.68

Analyze the cumulative revenue generated over time.

```
3 • select date,  
4   round(sum(revenue) over (order by date),1) as cum_revenue  
5   from  
6   (select orders.date,  
7     sum(order_details.quantity * pizzas.price) as revenue  
8     from order_details join pizzas  
9       on order_details.pizza_id = pizzas.pizza_id  
10    join orders  
11      on orders.order_id = order_details.order_id  
12    group by orders.date) as sales;
```

date	cum_revenue
2015-01-01	5427.7
2015-01-02	10891.5
2015-01-03	16216.3
2015-01-04	19727.2
2015-01-05	23859.1
2015-01-06	28717
2015-01-07	33121.4
2015-01-08	38798.1
2015-01-09	43052.8
2015-01-10	47980.7
2015-01-11	51725.3
2015-01-12	55563.4
2015-01-13	59662.6
2015-01-14	64717.4
2015-01-15	68687
2015-01-16	73875.3
2015-01-17	78003.5
2015-01-18	81957.2
2015-01-19	86731.5

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

```
3 • select name, revenue from
4   (select category, name, revenue,
5    rank() over(partition by category order by revenue desc) as rn
6    from
7    (select pizza_types.category, pizza_types.name,
8     sum((order_details.quantity) * pizzas.price) as revenue
9     from pizza_types join pizzas
10    on pizza_types.pizza_type_id = pizzas.pizza_type_id
11   join order_details
12  on order_details.pizza_id = pizzas.pizza_id
13  group by pizza_types.category, pizza_types.name) as a) as b
14 where rn <= 3;
```

name	revenue
The Thai Chicken Pizza	43434.25
The Barbecue Chicken Pizza	42768
The California Chicken Pizza	41409.5
The Classic Deluxe Pizza	38180.5
The Hawaiian Pizza	32273.25
The Pepperoni Pizza	30161.75
The Spicy Italian Pizza	34831.25
The Italian Supreme Pizza	33476.75
The Sicilian Pizza	30940.5
The Four Cheese Pizza	32265.7010040
The Mexicana Pizza	26780.75
The Five Cheese Pizza	26066.5

The SUPREME FESTIVAL

YOUR FAVORITE SUPREME. NOW IN FOUR NEW FLAVORS!

Chicken Supreme

Check out our chicken delight! Get your fill of delicious grilled chicken breast strips, breaded chicken tenders, red onion and green peppers drizzled with a special BBQ sauce.

S - Dhs.22	M - Dhs.32	L - Dhs.46
------------	------------	------------

Vegetarian Supreme

A mouthwatering veggie delight with zucchini, eggplant, red onion, three peppers and a hint of hot and spicy seasoning.

S - Dhs.22	M - Dhs.32	L - Dhs.46
------------	------------	------------

Super Supreme

The original, all-time favorite... with our famous combination of pepperoni, beef, mushroom, green peppers, black olives and red onions.

S - Dhs.22	M - Dhs.32	L - Dhs.46
------------	------------	------------

Meaty Supreme

For those who want it all. Bite into juicy meatballs, delicious pepperoni and salami slices, red onion, crunchy peppers and oh-so-good black olives.

S - Dhs.22	M - Dhs.32	L - Dhs.46
------------	------------	------------

SeaFood Supreme

Surprise your taste buds with succulent crab meat, calamari and shrimp tossed in a rich, lemon and dill laced Alfredo sauce.

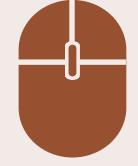
S - Dhs.22	M - Dhs.32	L - Dhs.46
------------	------------	------------

For Delivery Please Call:  **Pizza Hut**

UAE, ABU DHABI, SHARJAH, AJMAN, FUJEIRAH AND RAS AL KHAIMAH: **600 56 9999**
AL AIN: Khalifa St. 03 7666 166, Al Khobeissi 03 7633 866, Al Maqam 03 7685 900



GET IN TOUCH WITH ME



www.linkedin.com/in/kumar-siddharth-3858aa199



kumarsiddharth1032@gmail.com

