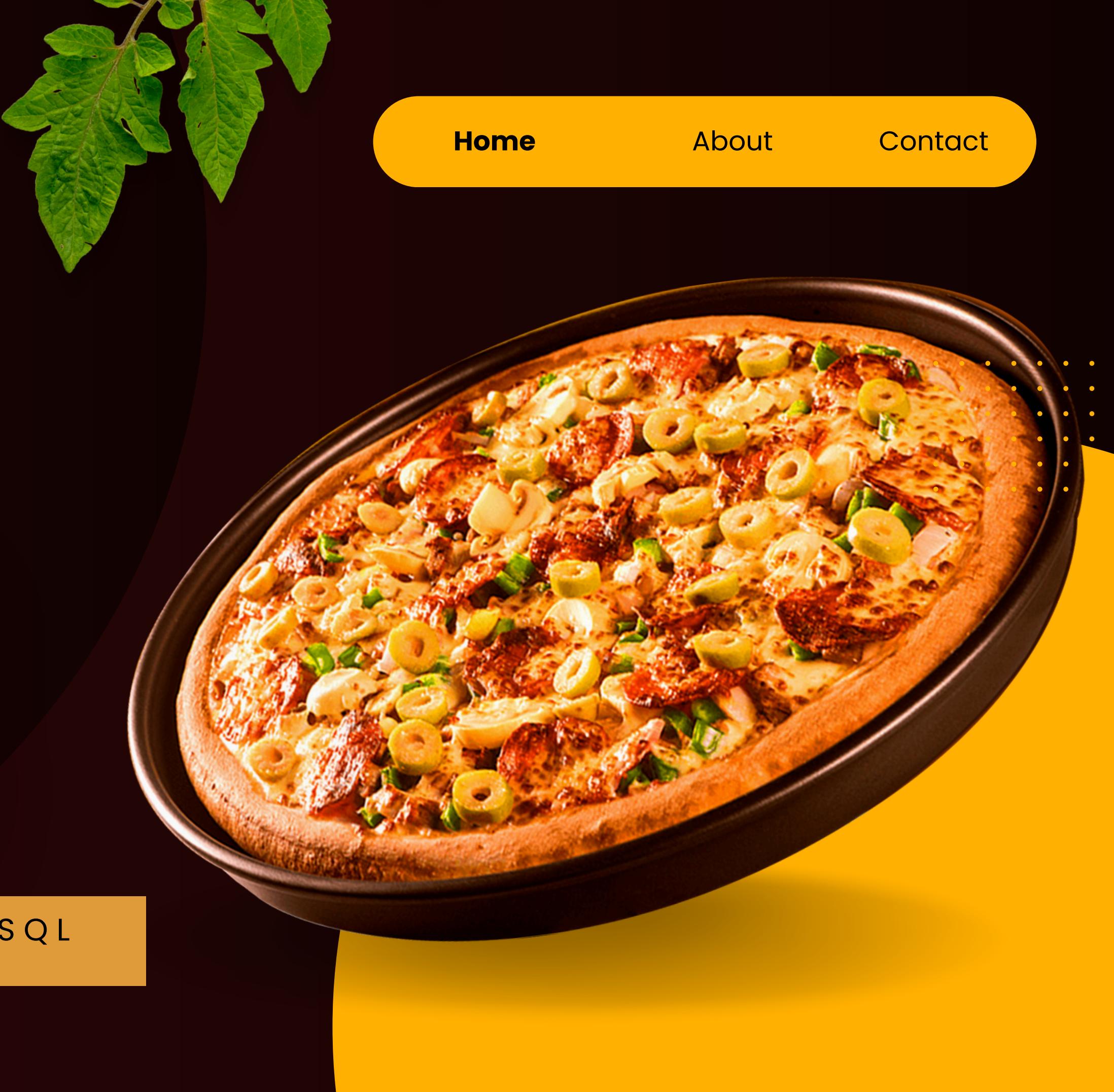




# PIZZA SALES

PIZZA SALES ANALYSIS USING SQL



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## PIZZA SALES ANALYSIS USING SQL

This project analyzes pizza sales data using SQL to gain insights into customer behavior, sales performance, and business trends. The goal is to help improve decision-making by identifying top-selling pizzas, peak order times, and overall revenue patterns.



## PROJECT DETAILS

- Objective:
- To analyze sales data and answer business questions related to revenue, orders, and customer preferences.
- Dataset Used:
  - orders.csv
  - order\_details.csv
  - pizzas.csv
  - pizza\_types.csv

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ADD A RETRIEVE THE TOTAL  
NUMBER OF ORDERS PLACED.

```
1 • SELECT
2   COUNT(order_id) AS total_orders
3 FROM
4   orders;
```

total_orders
21350

## CALCULATE THE TOTAL REVENUE GENERATED FROM PIZZA SALES.

```
1 •  SELECT
2      sum(orders_details.QUANTITY * pizzas.PRICE)
3  FROM
4      orders_details
5      JOIN
6          PIZZAS ON PIZZAS.pizza_id = orders_details.PIZZA_ID;
```

```
sum(orders_details.QUANTITY *
pizzas.PRICE)
```

```
729361.6499999983
```





## IDENTIFY THE HIGHEST-PRICED PIZZA.



```
1 • SELECT
2     pizza_types.name, pizzas.price
3
4     FROM
5
6     pizza_types
7
8     JOIN
9     pizzas ON pizza_types.pizza_type_id = pizzas.pizza_type_id
10    ORDER BY pizzas.price DESC
11    LIMIT 2;
```

name	price
The Greek Pizza	35.95
The Greek Pizza	25.5



## IDENTIFY THE MOST COMMON PIZZA SIZE ORDERED.

```
1 •   SELECT
2     pizzas.size,
3       COUNT(orders_details.ORDER_DETAILS_ID) AS order_cout
4   FROM
5     PIZZAS
6       JOIN
7     orders_details ON pizzas.PIZZA_ID = orders_details.PIZZA_ID
8   GROUP BY pizzas.size
9   ORDER BY order_cout DESC;
```

size	order_cout
L	16518
M	13716
S	12610
XL	490
XXL	27



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

```
1 •  SELECT
2      pizza_types.name, SUM(orders_details.QUANTITY) AS QUANTITY
3  FROM
4      pizza_types
5          JOIN
6      pizzas ON pizza_types.pizza_type_id = pizzas.pizza_type_id
7          JOIN
8      orders_details ON orders_details.PIZZA_ID = pizzas.pizza_id
9  GROUP BY pizza_types.name
10 ORDER BY QUANTITY DESC
11 LIMIT 5;
```

name	QUANTITY
The Pepperoni Pizza	2183
The Barbecue Chicken Pizza	2180
The Classic Deluxe Pizza	2175
The Hawaiian Pizza	2142
The California Chicken Pizza	2100



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

```
1 •   SELECT
2       pizza_types.category,
3           SUM(orders_details.QUANTITY) AS QUANTITY
4   FROM
5       pizza_types
6       JOIN
7           pizzas ON pizza_types.pizza_type_id = pizzas.pizza_type_id
8       JOIN
9           orders_details ON orders_details.PIZZA_ID = pizzas.pizza_id
10      GROUP BY pizza_types.category
11      ORDER BY QUANTITY DESC;
```

category	QUANTITY
Classic	13273
Supreme	10713
Veggie	10370
Chicken	9852



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

```
1 •   SELECT  
2       HOUR(order_time), COUNT(order_id)  
3   FROM  
4       orders  
5   GROUP BY HOUR(order_time);
```

18	2399
19	2009
20	1642
21	1198
22	663
23	28
10	8
9	1





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

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

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



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## **CONCLUSION**

### **THIS SQL PROJECT DEMONSTRATES STRONG SKILLS IN:**

- DATA MODELING**
- TABLE RELATIONSHIPS**
- JOINS & AGGREGATIONS**
- BUSINESS-DRIVEN DATA ANALYSIS**