



PIZZAHUT SALES ANALYSIS 2015



INTRODUCTION



Welcome to the Pizza Hut Sales Report Presentation. Today, we embark on an in-depth analysis of Pizza Hut's sales performance for the year 2015, meticulously examining the peaks, obstacles, and strategic insights that have influenced our trajectory. This presentation transcends mere figures; it is a comprehensive narrative of our collaborative endeavors, illustrating the efficacy of our sales strategies and mapping the pathways to future success. Our analysis is grounded in robust data analytics, utilizing sophisticated MySQL and SQL queries to extract actionable insights from the sales data.



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RETRIEVE THE TOTAL NUMBER OF ORDERS PLACED

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

	total_orders
▶	21350





CALCULATE THE TOTAL REVENUE GENERATED FROM PIZZA SALES

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

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;
```

name	price
The Greek Pizza	35.95





IDENTIFY THE MOST COMMON PIZZA SIZE ORDERED

```
use pizzahut;  
SELECT  
    size, COUNT(order_details_id) AS order_count  
FROM  
    pizzas  
    JOIN  
    orders_details ON pizzas.pizza_id = orders_details.pizza_id  
GROUP BY size  
ORDER BY order_count DESC  
LIMIT 1;
```

size	order_count
L	18526





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

```
use pizzahut;
SELECT
    pizza_type_id, SUM(quantity) AS pizza_type_quantity
FROM
    pizzas
    JOIN
    orders_details ON pizzas.pizza_id = orders_details.pizza_id
GROUP BY pizza_type_id
ORDER BY pizza_type_quantity DESC
LIMIT 5;
```

pizza_type_id	pizza_type_quantity
classic_dlx	2453
bbq_ckn	2432
hawaiian	2422
pepperoni	2418
thai_ckn	2371





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

```
use pizzahut;
SELECT
    pizza_types.category AS pizza_category,
    SUM(orders_details.quantity) AS quantity_category
FROM
    pizza_types
    JOIN
    pizzas ON pizza_types.pizza_type_id = pizzas.pizza_type_id
    JOIN
    orders_details ON orders_details.pizza_id = pizzas.pizza_id
GROUP BY pizza_category
ORDER BY quantity_category DESC;
```

pizza_category	quantity_category
Classic	14888
Supreme	11987
Veggie	11649
Chicken	11050





DETERMINE THE DISTRIBUTION OF ORDERS BY HOUR OF THE DAY

```
use pizzahut;  
SELECT  
    HOUR(order_time) AS time_of_day, COUNT(order_id)  
FROM  
    orders  
GROUP BY time_of_day;
```

time_of_day	COUNT(order_id)
11	1231
12	2520
13	2455
14	1472
15	1468
16	1920





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

```
use pizzahut;  
SELECT  
    pizza_types.category AS pizza_category,  
    COUNT(pizza_types.name)  
FROM  
    pizza_types  
GROUP BY pizza_category;
```

pizza_category	COUNT(pizza_types.name)
Chicken	6
Classic	8
Supreme	9
Veggie	9

9





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

```
use pizzahut;
SELECT
    ROUND(AVG(quantity), 0) AS average_perday
FROM
    (SELECT
        orders.order_date, SUM(orders_details.quantity) AS quantity
    FROM
        orders
    JOIN orders_details ON orders.order_id = orders_details.order_id
    GROUP BY orders.order_date) AS quantity;
```

average_perday

138





DETERMINE THE TOP 3 MOST ORDERED PIZZA TYPES BASED ON REVENUE

```
use pizzahut;
SELECT
    pizza_types.name AS type,
    SUM(orders_details.quantity * pizzas.price) AS revenue
FROM
    pizza_types
    JOIN
    pizzas ON pizza_types.pizza_type_id = pizzas.pizza_type_id
    JOIN
    orders_details ON orders_details.pizza_id = pizzas.pizza_id
GROUP BY type
ORDER BY revenue DESC
LIMIT 3;
```

type	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 AS category,
    ((SUM(orders_details.quantity * pizzas.price)) / (SELECT
        ROUND(SUM(orders_details.quantity * pizzas.price),
            2)
    FROM
        orders_details
        JOIN
        pizzas ON pizzas.pizza_id = orders_details.pizza_id) * 100) AS revenue
FROM
    pizza_types
    JOIN
    pizzas ON pizza_types.pizza_type_id = pizzas.pizza_type_id
    JOIN
    orders_details ON orders_details.pizza_id = pizzas.pizza_id
GROUP BY category
ORDER BY revenue DESC;
```

category	revenue
Classic	26.90596025566967
Supreme	25.45631126009862
Chicken	23.955137556847287
Veggie	23.682590927384577





ANALYZE THE CUMULATIVE REVENUE GENERATED OVER TIME

```
select order_date,  
sum(revenue) over(order by order_date) as cum_revenue  
from  
(select orders.order_date,  
sum(orders_details.quantity * pizzas.price) as revenue  
from orders_details join pizzas  
on orders_details.pizza_id = pizzas.pizza_id  
join orders  
on orders.order_id = orders_details.order_id  
group by orders.order_date) as sum;
```

order_date	cum_revenue
2015-01-01	2713.8500000000004
2015-01-02	5445.75
2015-01-03	8108.15
2015-01-04	9863.6
2015-01-05	11929.55
2015-01-06	14358.5
2015-01-07	16560.7
2015-01-08	19399.05





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

```
select name, revenue
from
(select category, name, revenue, rank() over(partition by category order by revenue DESC) as rn
from
(SELECT
    pizza_types.category,pizza_types.name ,
    SUM(orders_details.quantity * pizzas.price) AS revenue
FROM
    pizza_types
    JOIN
    pizzas ON pizza_types.pizza_type_id = pizzas.pizza_type_id
    JOIN
    orders_details ON orders_details.pizza_id = pizzas.pizza_id
GROUP BY pizza_types.category, pizza_types.name) as a) as b
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



THANK YOU