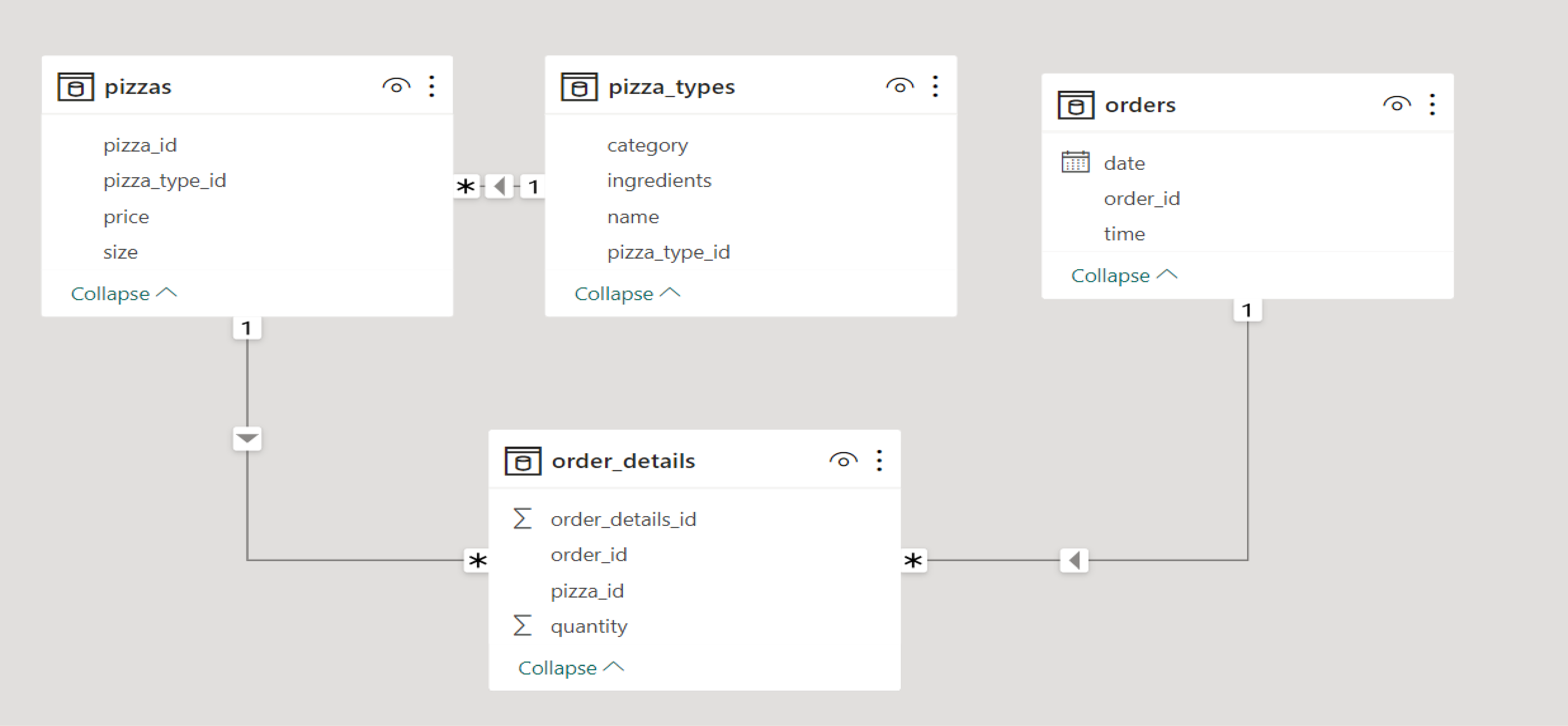
PIZZA SALES PROJECT

HELLO !

“My name is Sunil Vishwakarma, and in this project, I have utilized SQL queries to solve questions related to pizza sales."

SCHEMA



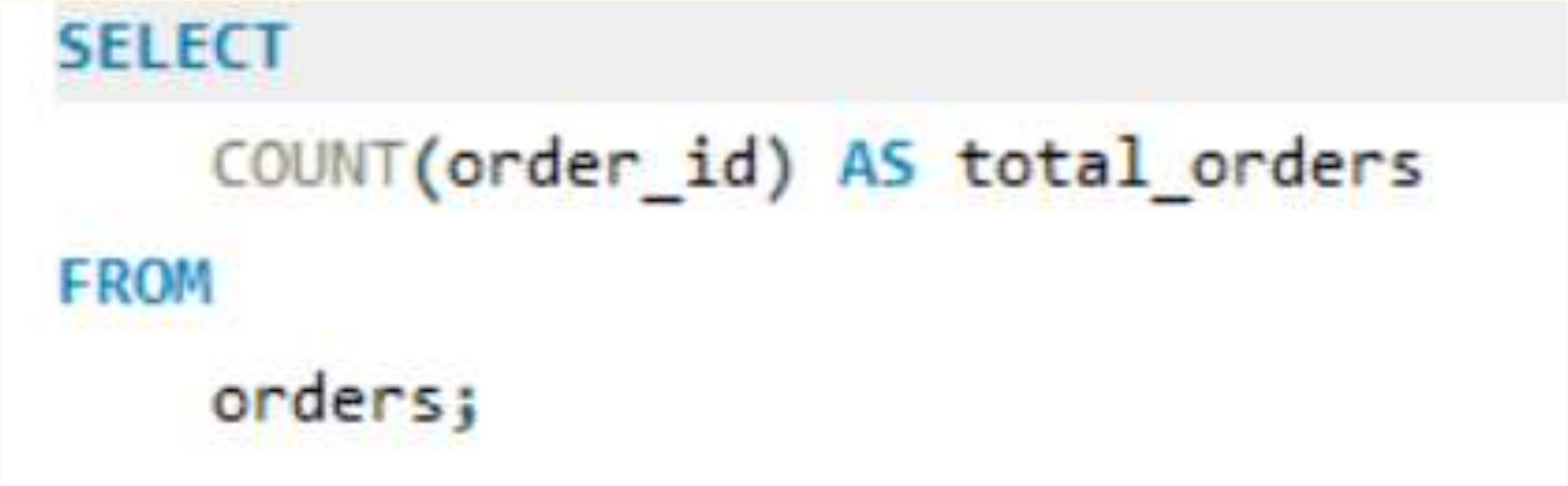
pizzas
- pizza_id
- pizza_type_id
- price
- size

pizza_types
- category
- ingredients
- name
- pizza_type_id

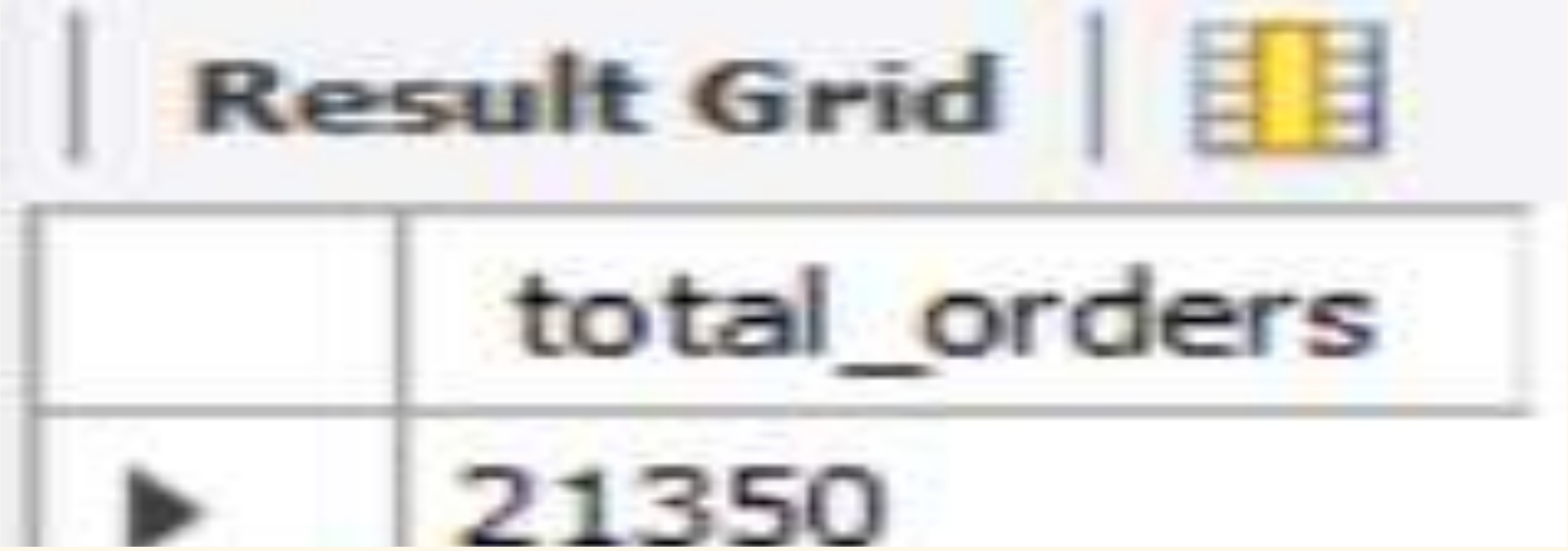
orders
- date
- order_id
- time

order_details
- order_details_id
- order_id
- pizza_id
- quantity

Q1 - RETRIEVE THE TOTAL NUMBER OF ORDERS PLACED.

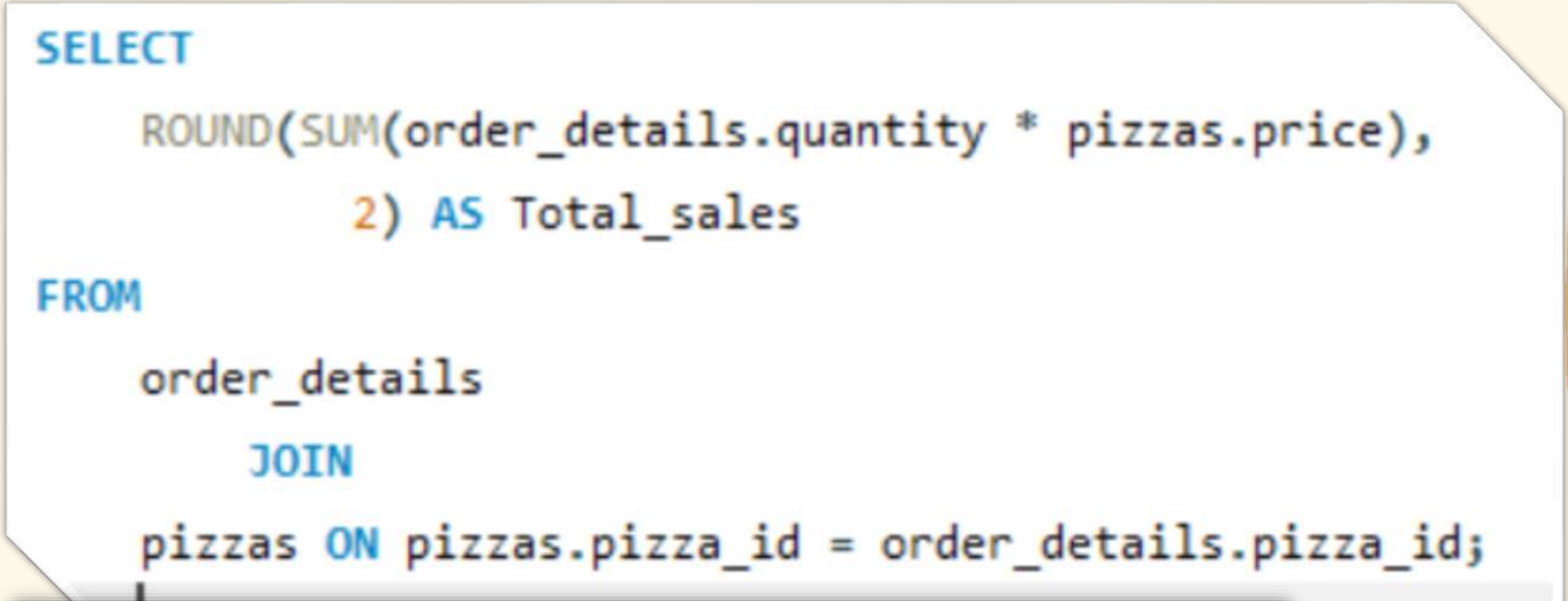


```
SELECT
    COUNT(order_id) AS total_orders
FROM
    orders;
```

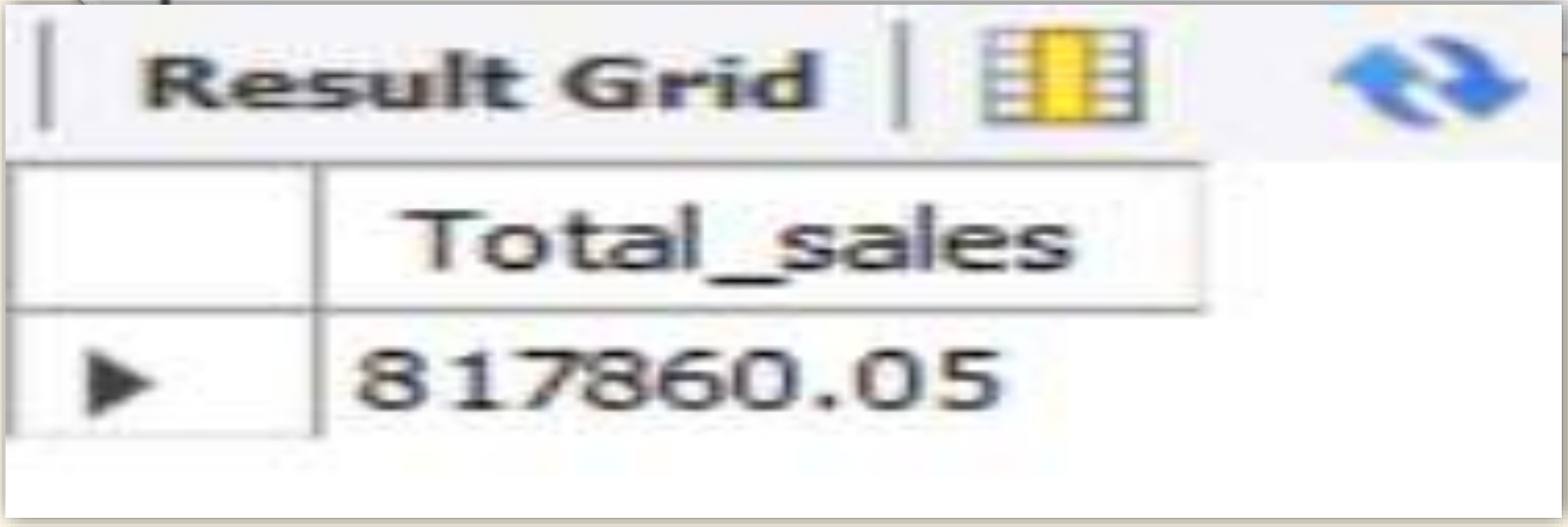


	total_orders
▶	21350

Q 2- Calculate the total revenue generated from pizza sales

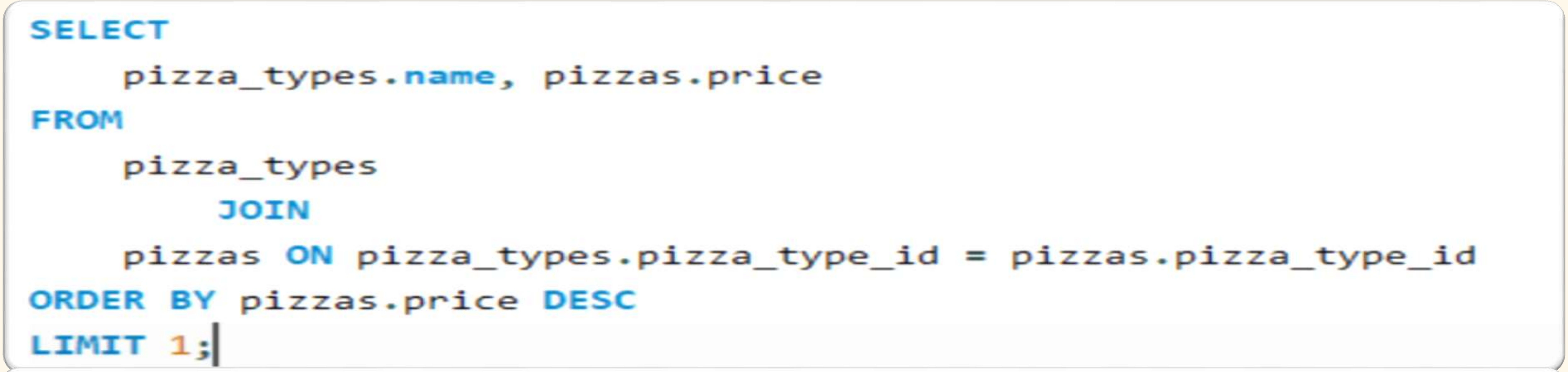


```sql
SELECT
    ROUND(SUM(order_details.quantity * pizzas.price),
            2) AS Total_sales
FROM
    order_details
        JOIN
    pizzas ON pizzas.pizza_id = order_details.pizza_id;
```

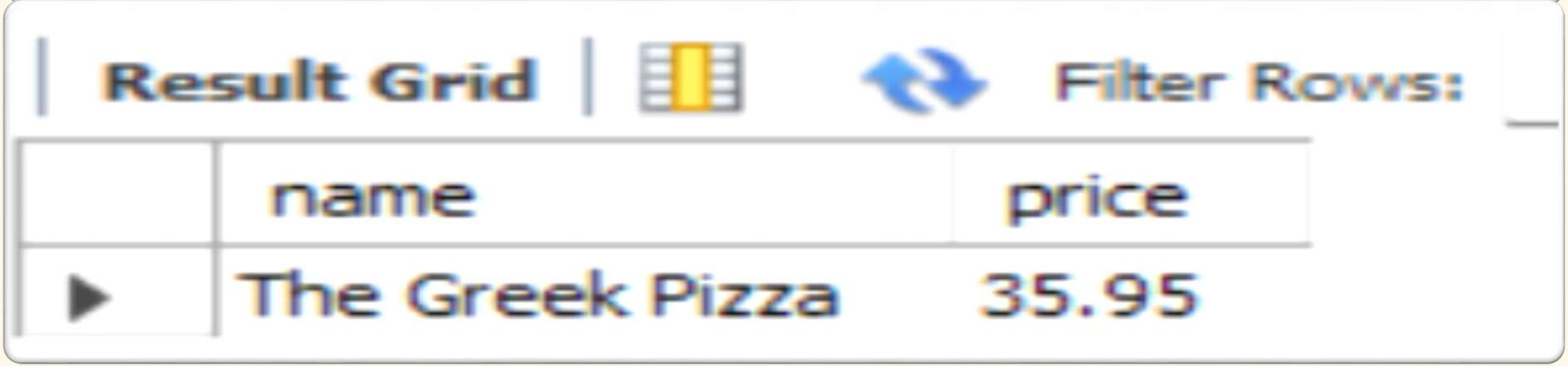


```
     Total_sales
▶    817860.05
```

Q-3 Identify the highest priced pizza.

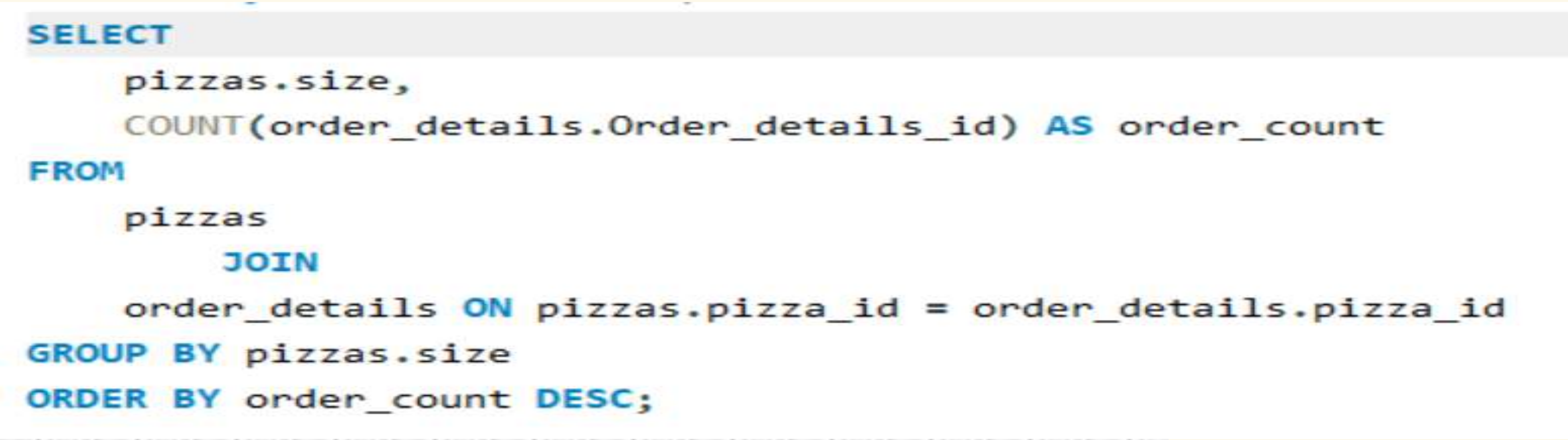


```
SELECT
    pizza_types.name, pizzas.price
FROM
    pizza_types
        JOIN
    pizzas ON pizza_types.pizza_type_id = pizzas.pizza_type_id
ORDER BY pizzas.price DESC
LIMIT 1;
```

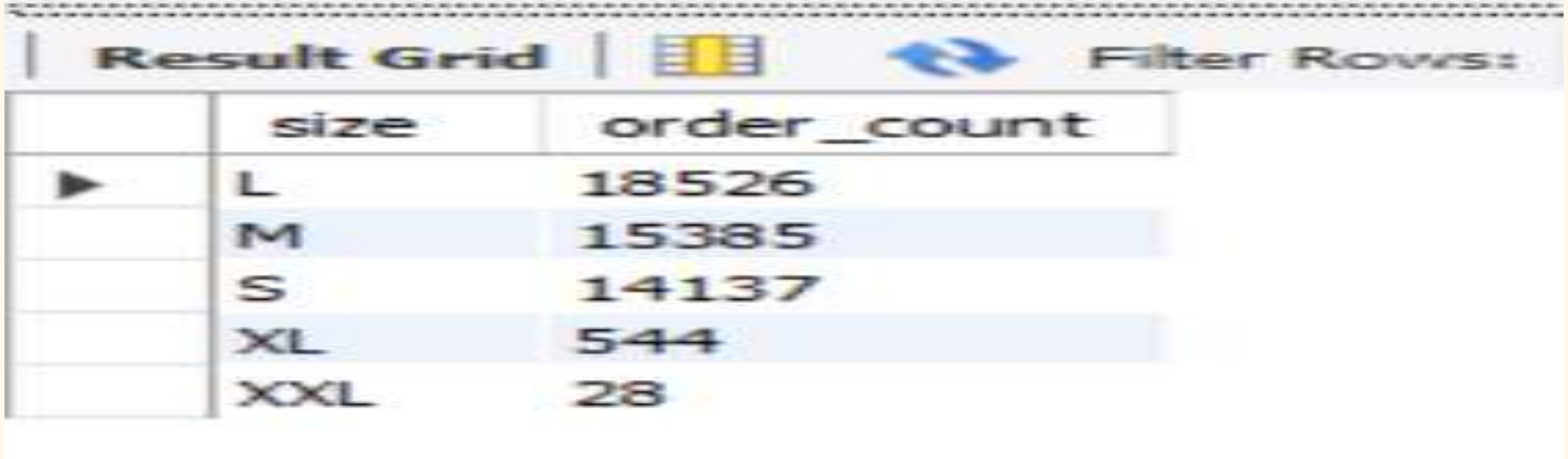


	name	price
▶	The Greek Pizza	35.95

Q- 4 Identify the most common pizza size ordered.

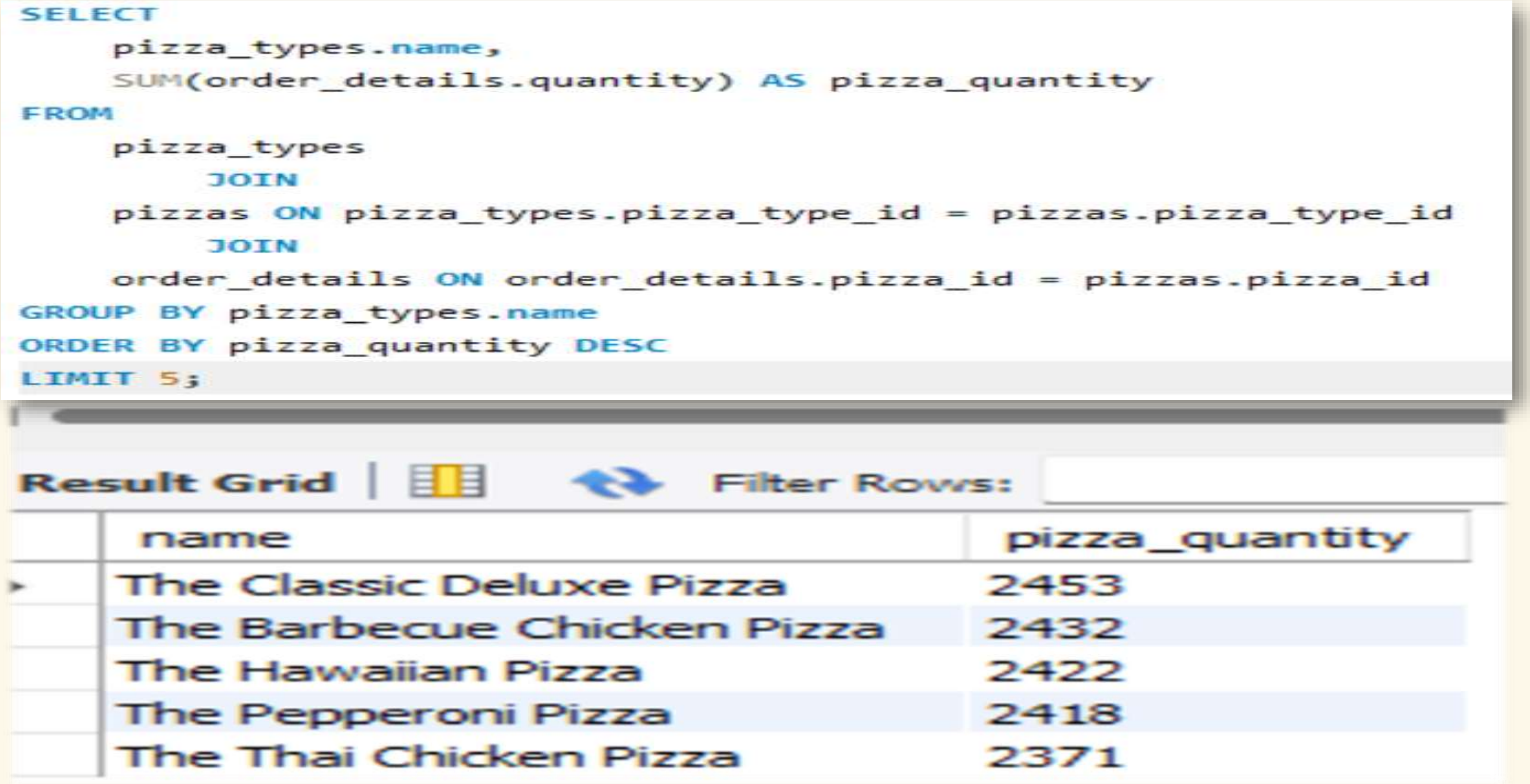


```
SELECT
    pizzas.size,
    COUNT(order_details.Order_details_id) AS order_count
FROM
    pizzas
        JOIN
    order_details ON pizzas.pizza_id = order_details.pizza_id
GROUP BY pizzas.size
ORDER BY order_count DESC;
```



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

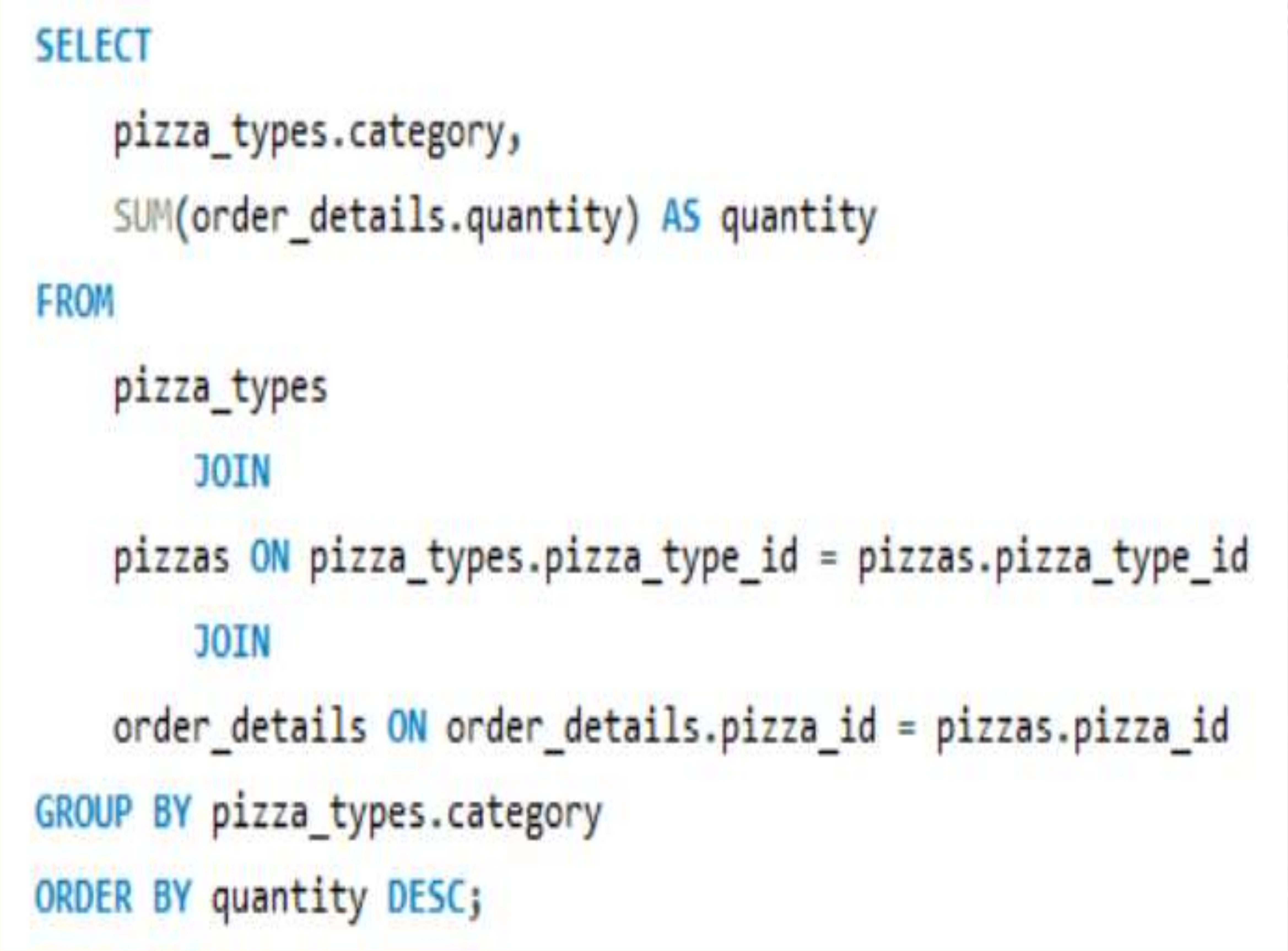
Q-5 List the top 5 most ordered pizza types along with their quantities.



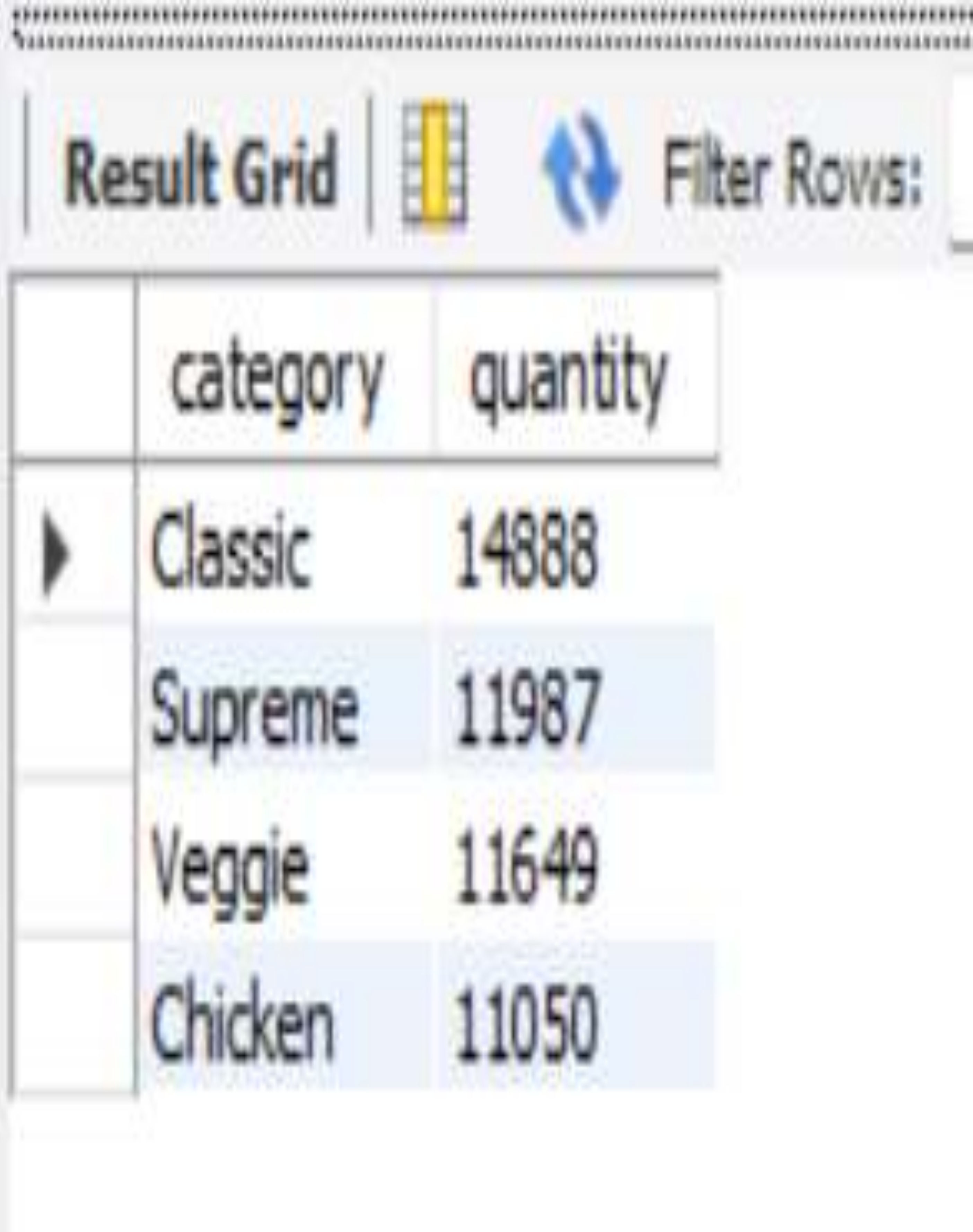
```
SELECT
    pizza_types.name,
    SUM(order_details.quantity) AS pizza_quantity
FROM
    pizza_types
        JOIN
    pizzas ON pizza_types.pizza_type_id = pizzas.pizza_type_id
        JOIN
    order_details ON order_details.pizza_id = pizzas.pizza_id
GROUP BY pizza_types.name
ORDER BY pizza_quantity DESC
LIMIT 5;
```

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

Q-6 Join the necessary tables to find the total quantity of each pizza category ordered.

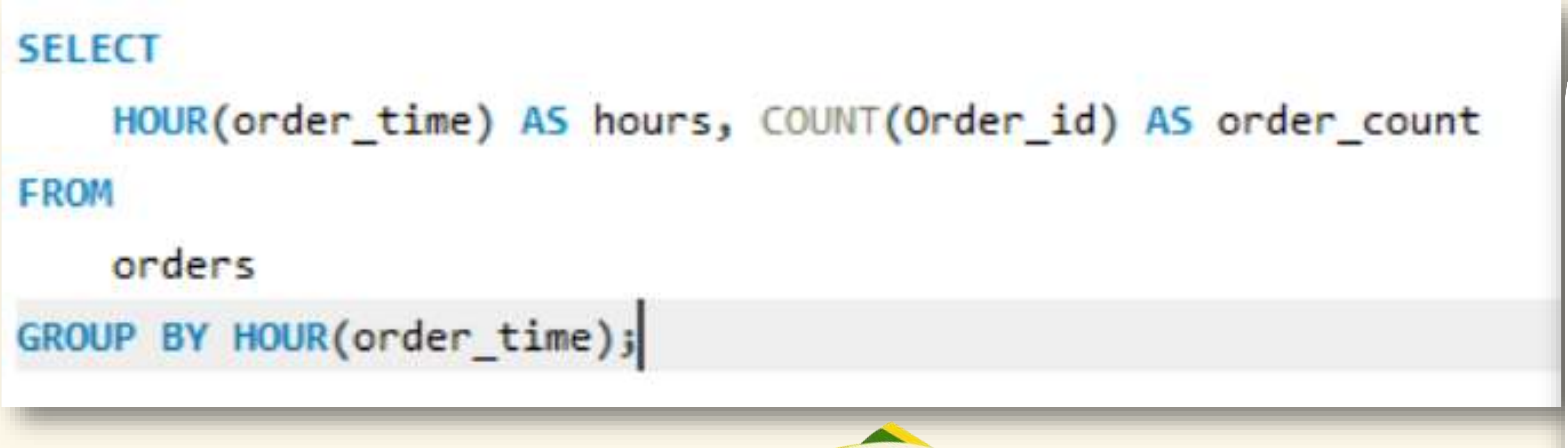


```
SELECT
    pizza_types.category,
    SUM(order_details.quantity) AS quantity
FROM
    pizza_types
        JOIN
    pizzas ON pizza_types.pizza_type_id = pizzas.pizza_type_id
        JOIN
    order_details ON order_details.pizza_id = pizzas.pizza_id
GROUP BY pizza_types.category
ORDER BY quantity DESC;
```

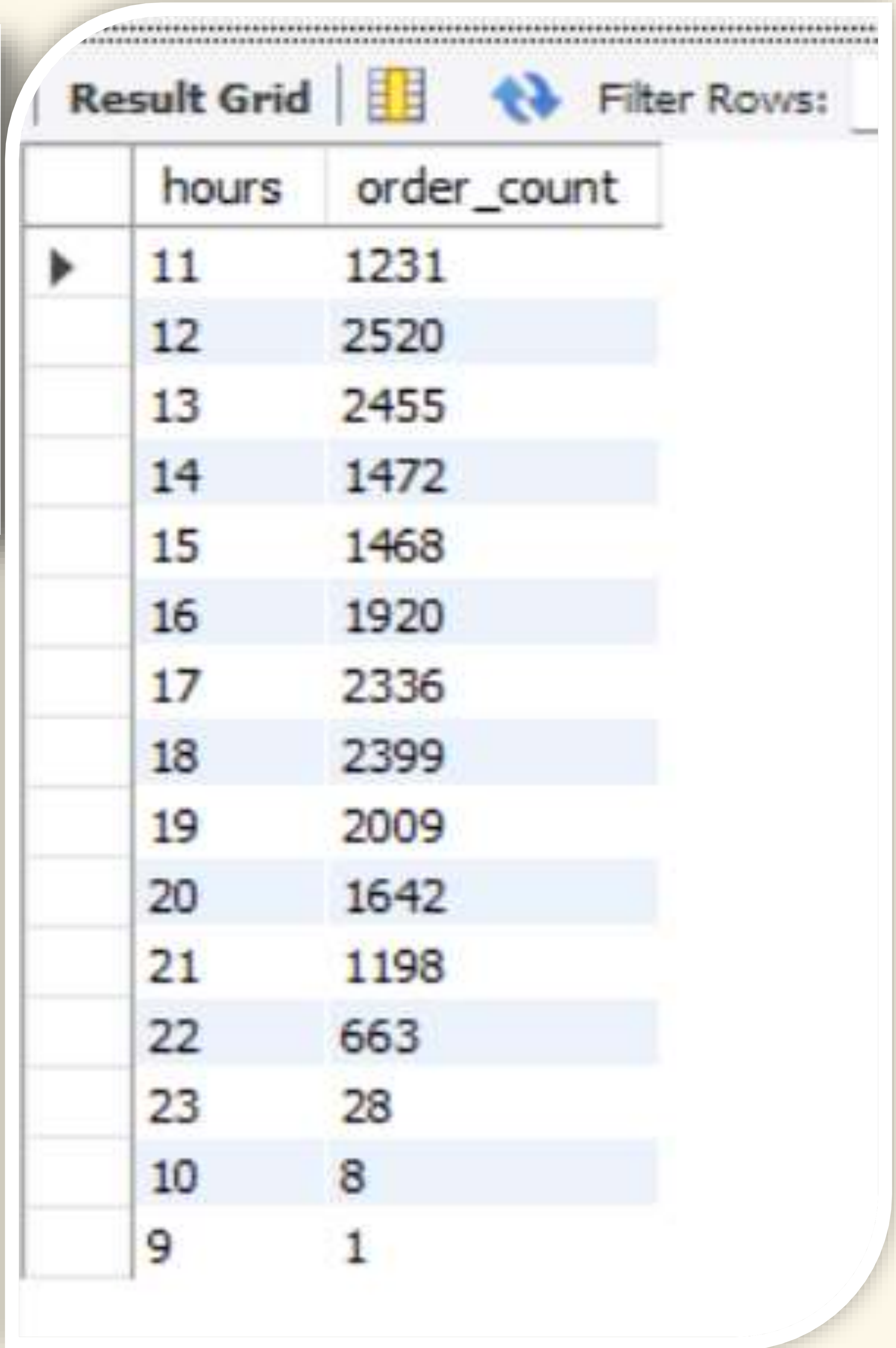


category	quantity
Classic	14888
Supreme	11987
Veggie	11649
Chicken	11050

Q- 7 Determine the distribution of orders by hour of the day?



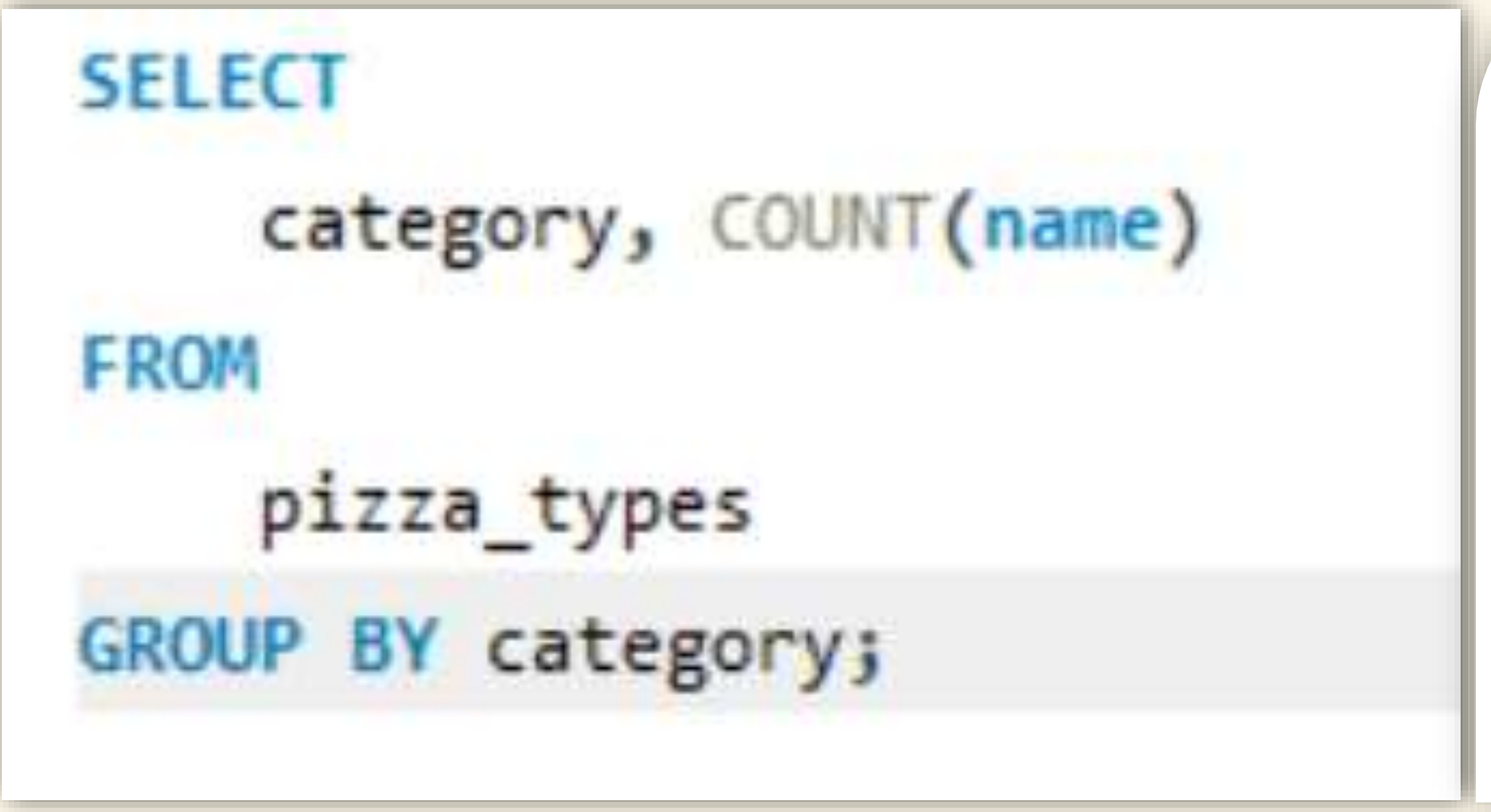
```
SELECT
    HOUR(order_time) AS hours, COUNT(Order_id) AS order_count
FROM
    orders
GROUP BY HOUR(order_time);
```



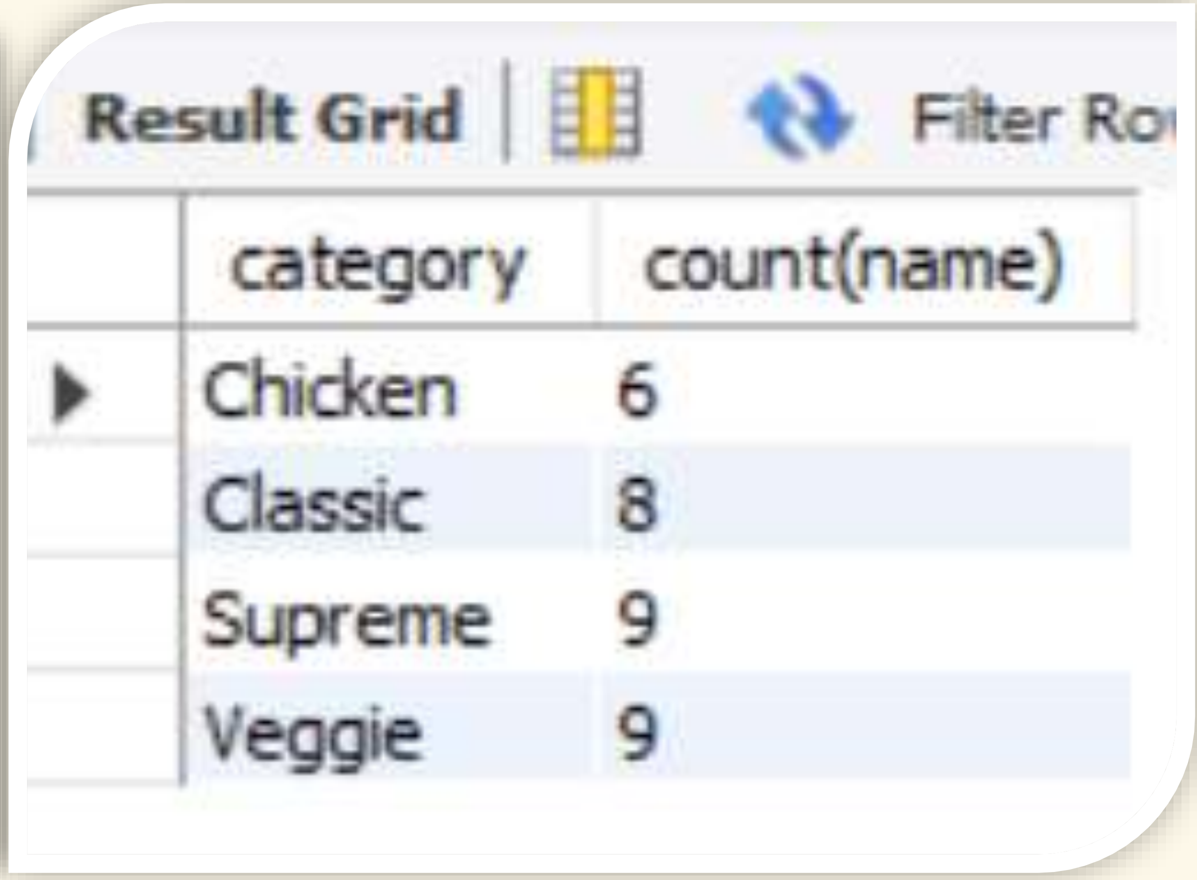
hours	order_count
11	1231
12	2520
13	2455
14	1472
15	1468
16	1920
17	2336
18	2399
19	2009
20	1642
21	1198
22	663
23	28
10	8
9	1

Organic skincare

Q- 8 Join relevant tables to find the category-wise distribution of pizzas.

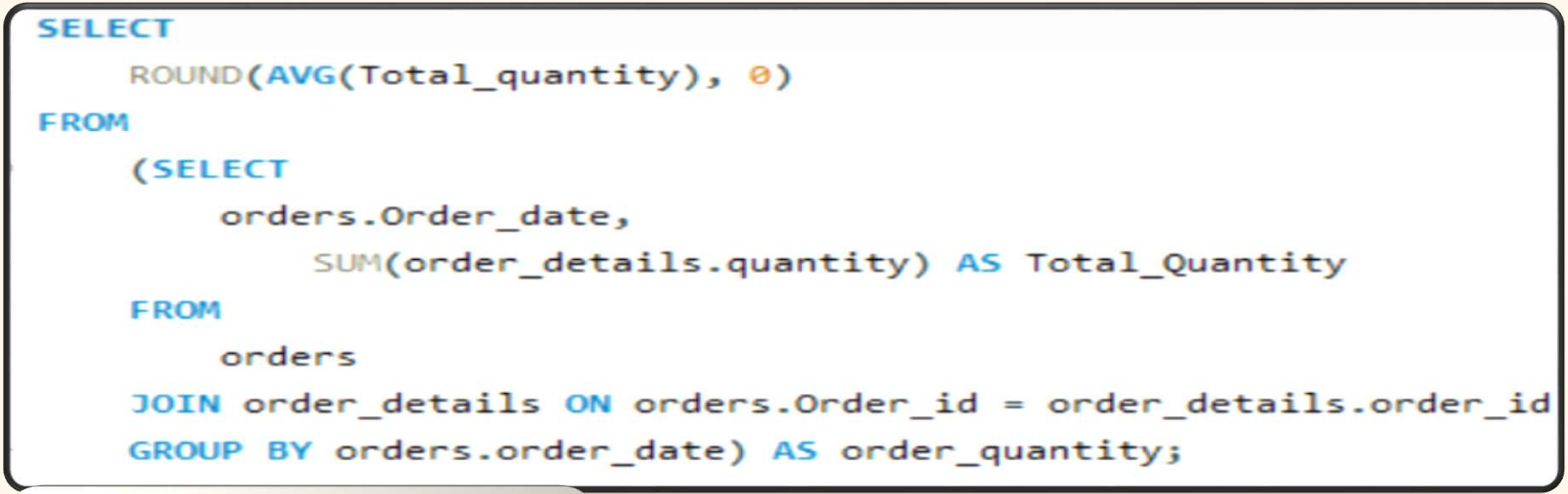


```
SELECT
    category, COUNT(name)
FROM
    pizza_types
GROUP BY category;
```

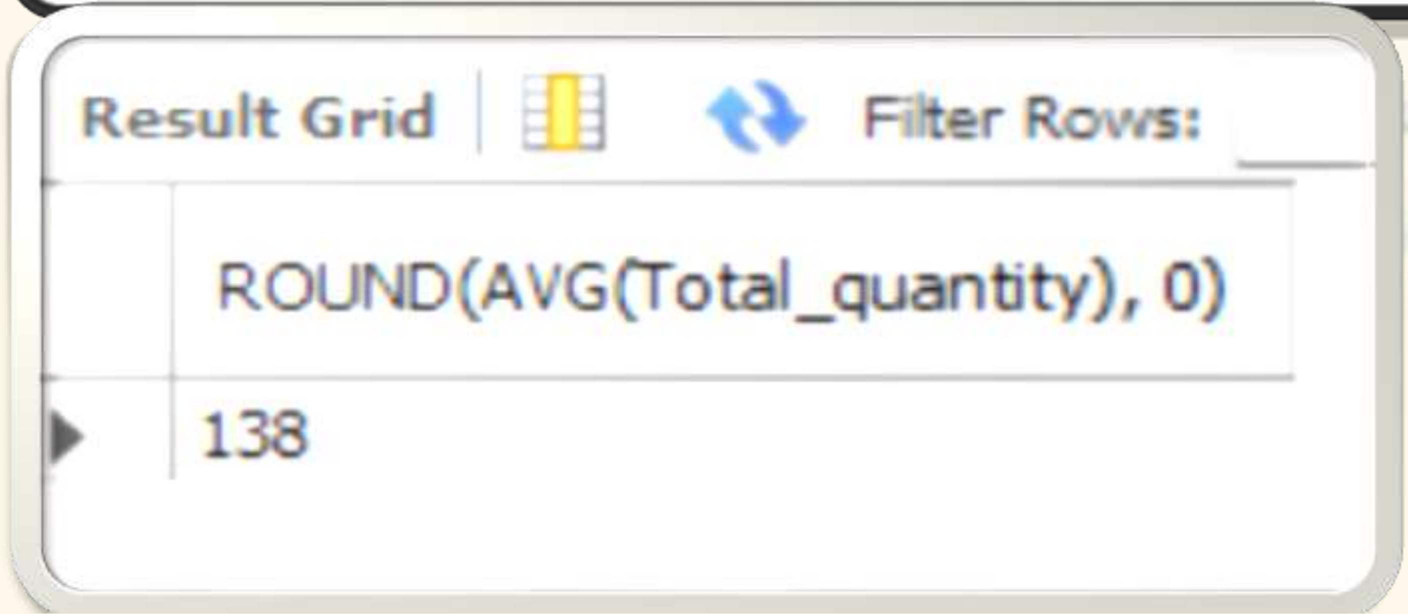


category	count(name)
Chicken	6
Classic	8
Supreme	9
Veggie	9

Q- 9 Group the orders by date and calculate the average number of pizzas ordered per day.

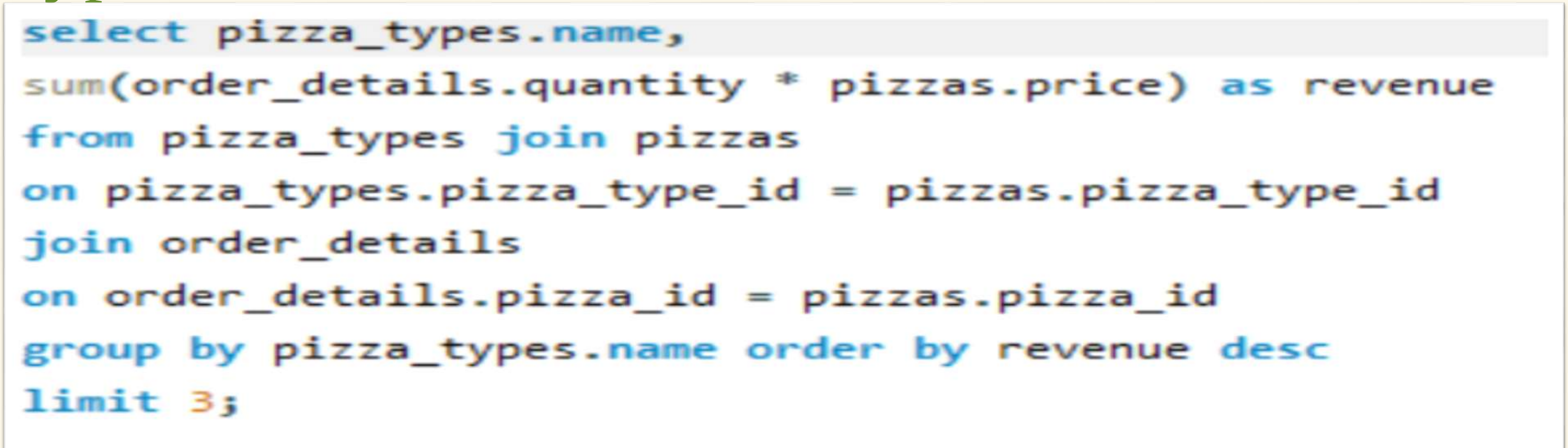


```
SELECT
    ROUND(AVG(Total_quantity), 0)
FROM
    (SELECT
        orders.Order_date,
            SUM(order_details.quantity) AS Total_Quantity
    FROM
        orders
    JOIN order_details ON orders.Order_id = order_details.order_id
    GROUP BY orders.order_date) AS order_quantity;
```

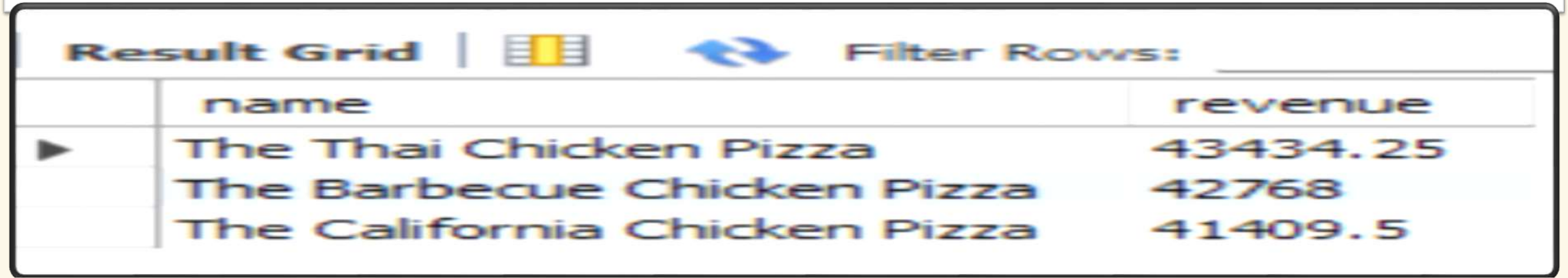


```
ROUND(AVG(Total_quantity), 0)
138
```

Q- 10 Determine the top 3 most ordered pizza types based on revenue.

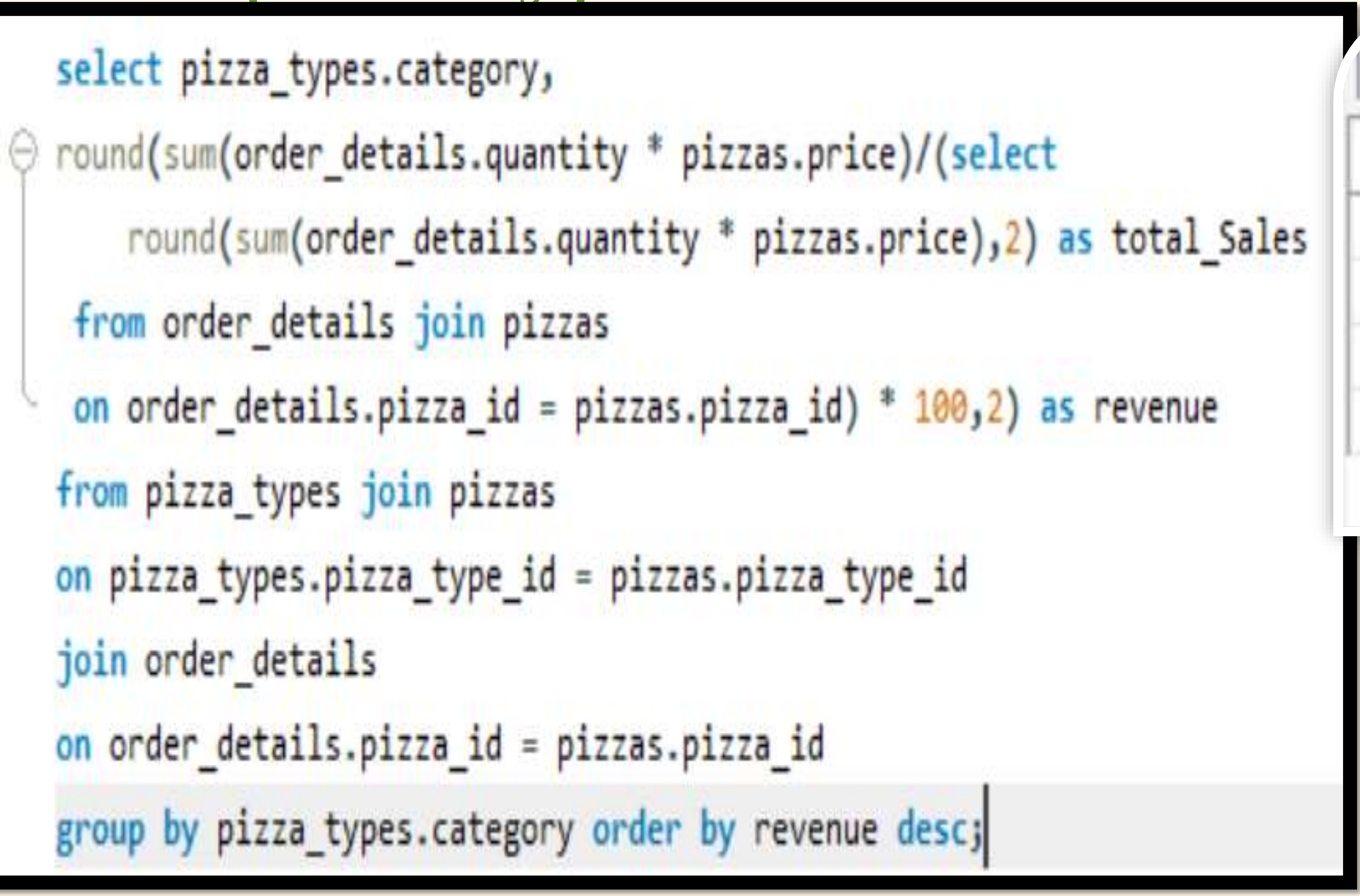


```
select pizza_types.name,
sum(order_details.quantity * pizzas.price) as revenue
from pizza_types join pizzas
on pizza_types.pizza_type_id = pizzas.pizza_type_id
join order_details
on order_details.pizza_id = pizzas.pizza_id
group by pizza_types.name order by revenue desc
limit 3;
```

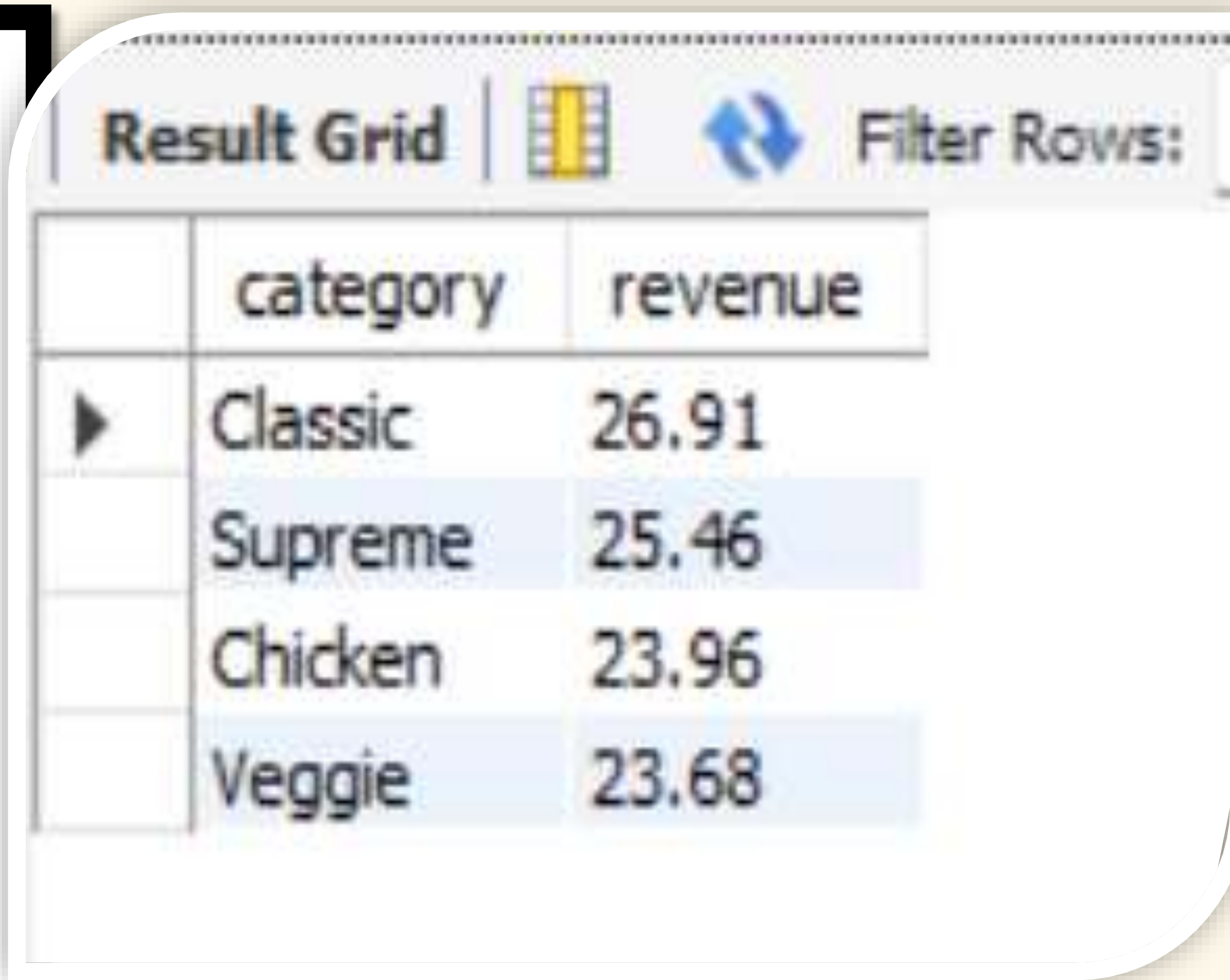


name	revenue
The Thai Chicken Pizza	43434.25
The Barbecue Chicken Pizza	42768
The California Chicken Pizza	41409.5

Q- 11 Calculate the percentage contribution of each pizza type to total revenue.

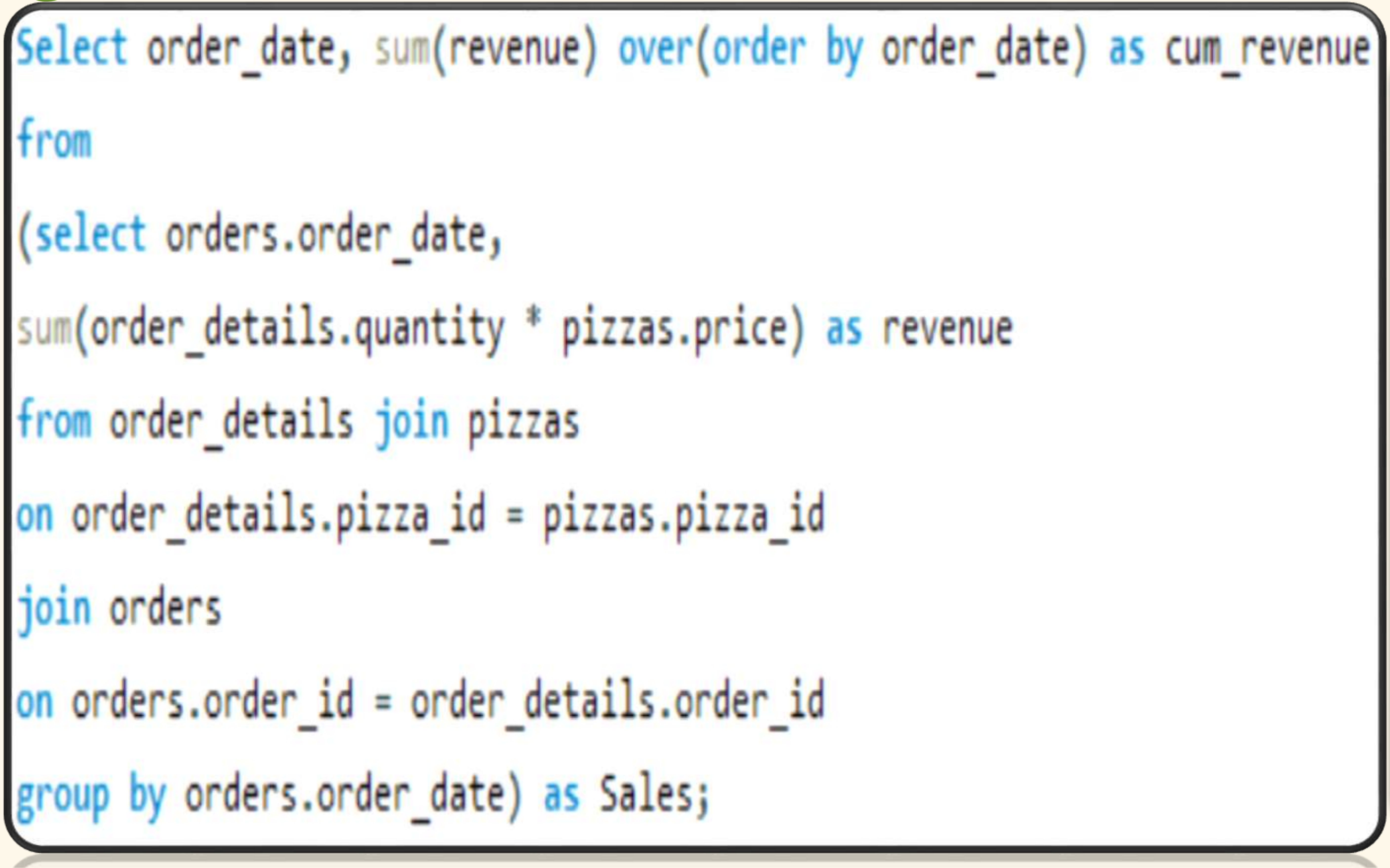


```sql
select pizza_types.category,
round(sum(order_details.quantity * pizzas.price)/(select
    round(sum(order_details.quantity * pizzas.price),2) as total_Sales
 from order_details join pizzas
 on order_details.pizza_id = pizzas.pizza_id) * 100,2) as revenue
from pizza_types join pizzas
on pizza_types.pizza_type_id = pizzas.pizza_type_id
join order_details
on order_details.pizza_id = pizzas.pizza_id
group by pizza_types.category order by revenue desc;
```

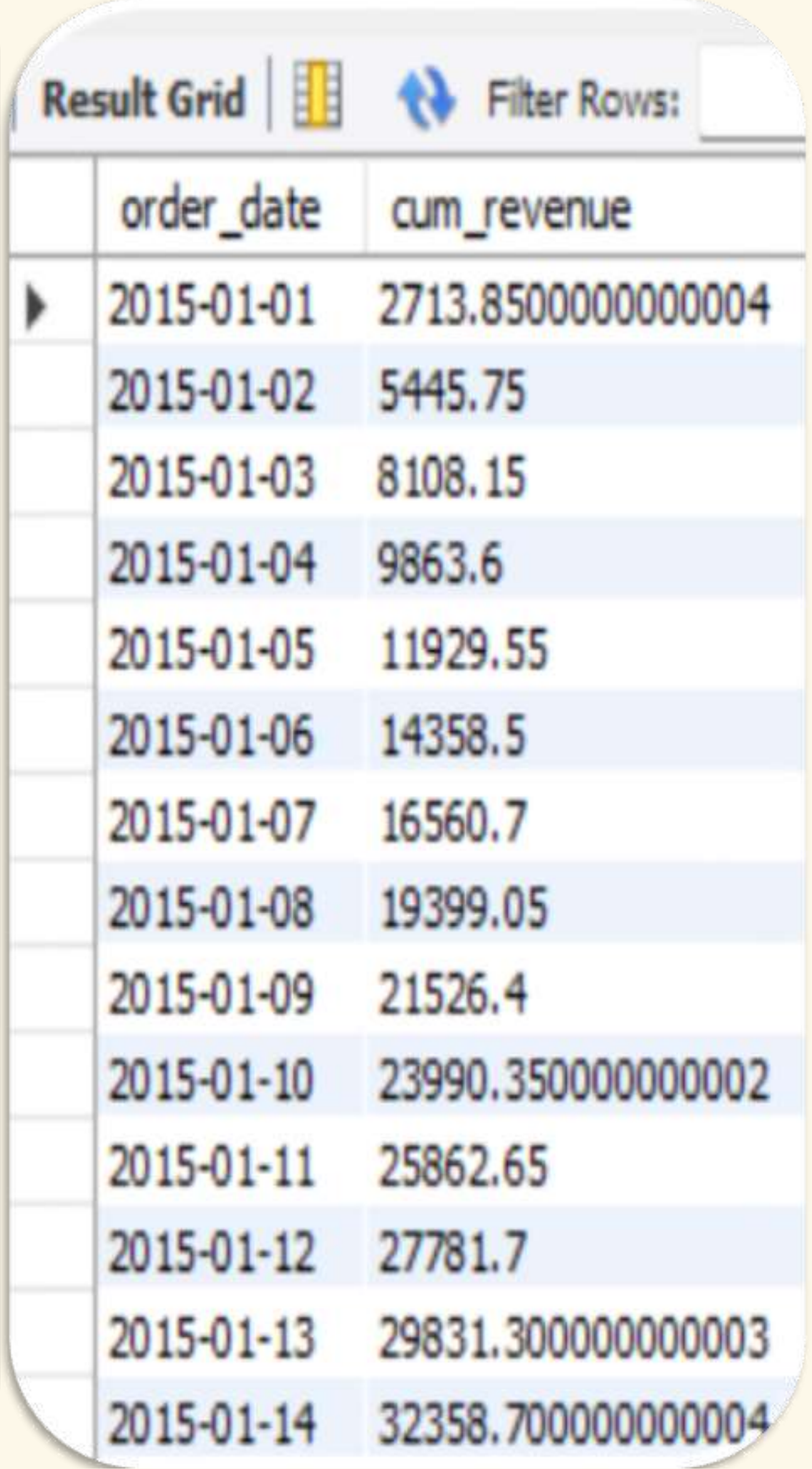


category	revenue
Classic	26.91
Supreme	25.46
Chicken	23.96
Veggie	23.68

Q- 12 Analyse the cumulative revenue generated over time

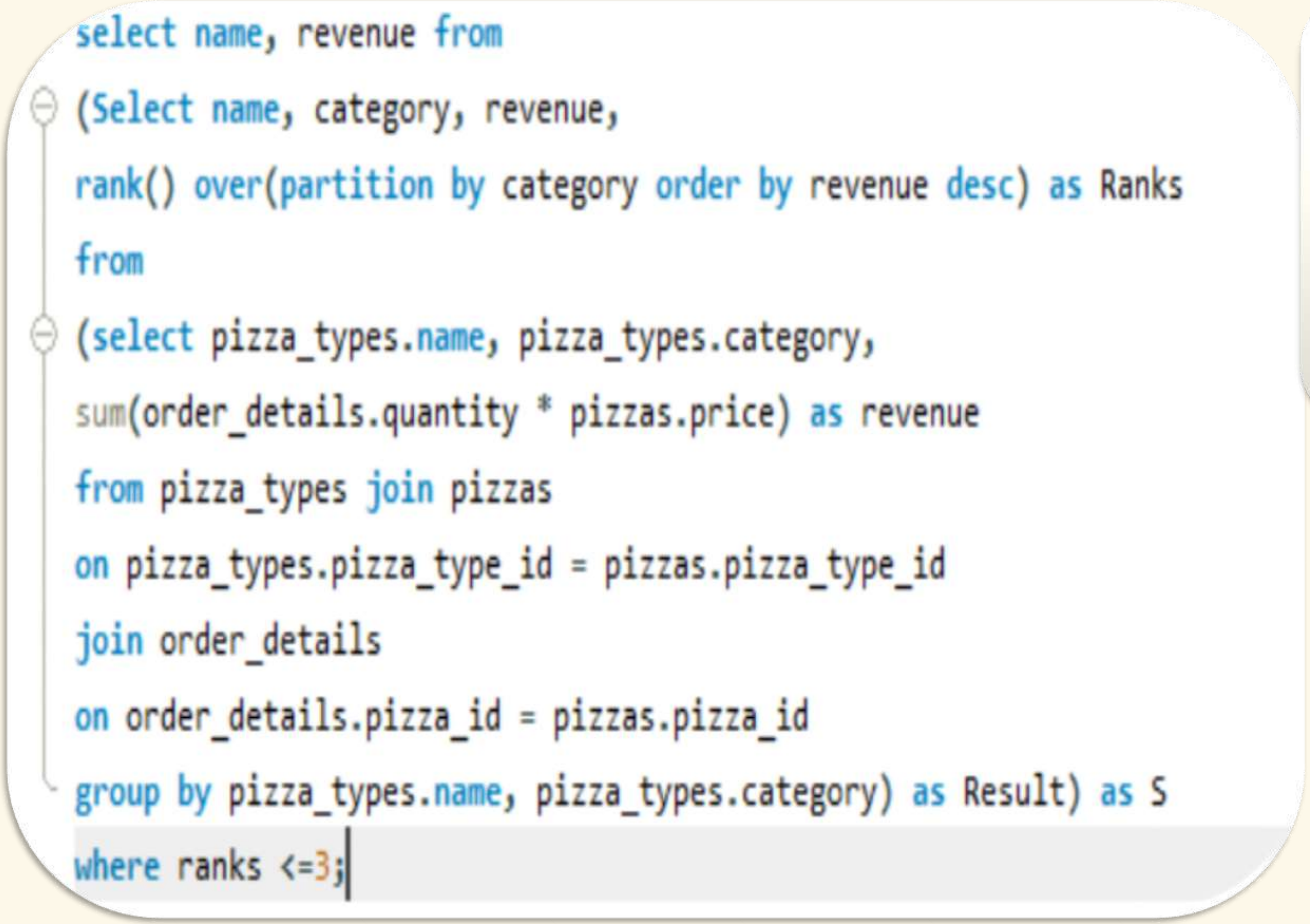


```
Select order_date, sum(revenue) over(order by order_date) as cum_revenue
from
(select orders.order_date,
sum(order_details.quantity * pizzas.price) as revenue
from order_details join pizzas
on order_details.pizza_id = pizzas.pizza_id
join orders
on orders.order_id = order_details.order_id
group by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

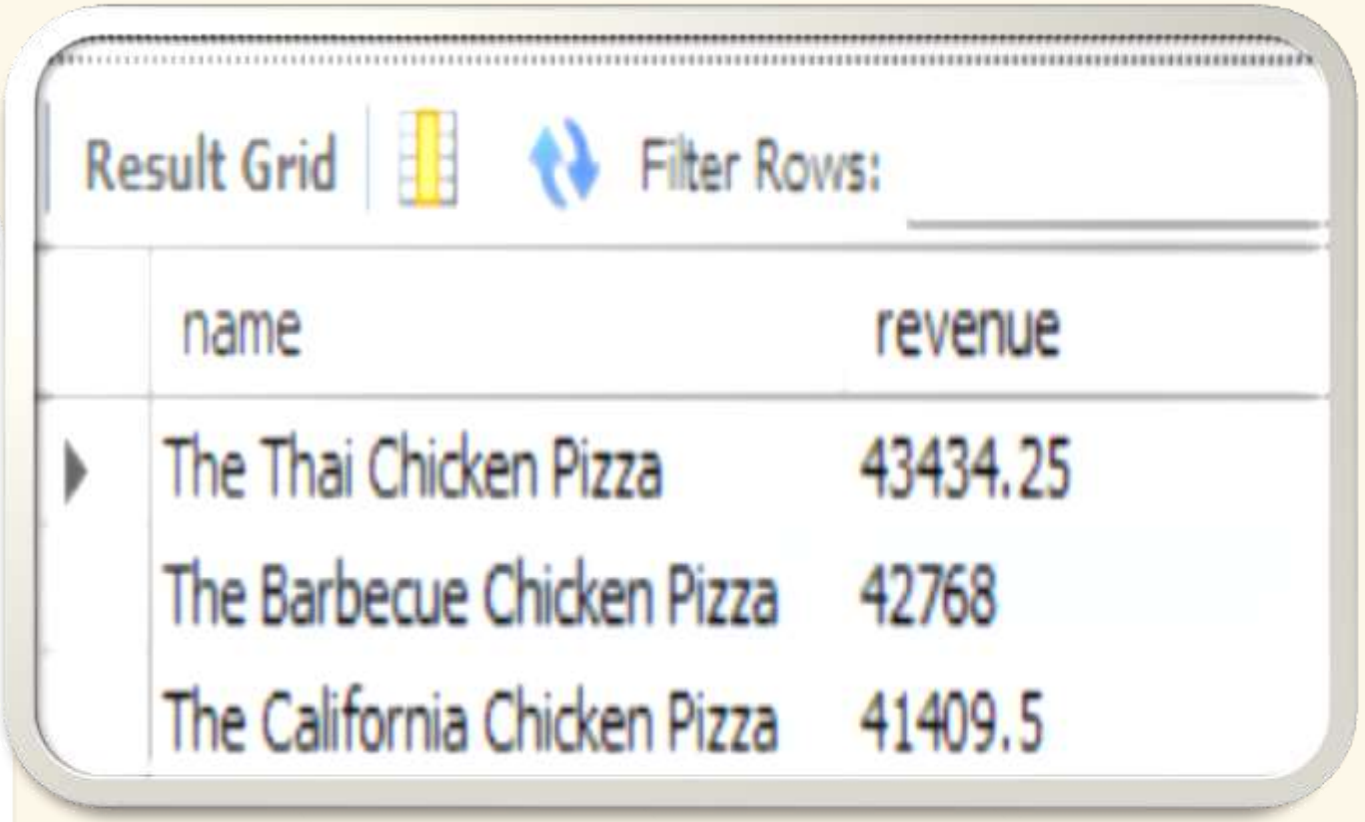


order_date	cum_revenue
2015-01-01	2713.8500000000004
2015-01-02	5445.75
2015-01-03	8108.15
2015-01-04	9863.6
2015-01-05	11929.55
2015-01-06	14358.5
2015-01-07	16560.7
2015-01-08	19399.05
2015-01-09	21526.4
2015-01-10	23990.350000000002
2015-01-11	25862.65
2015-01-12	27781.7
2015-01-13	29831.300000000003
2015-01-14	32358.700000000004

Q- 13 Determine the top 3 most ordered pizza types based on revenue for each pizza category.



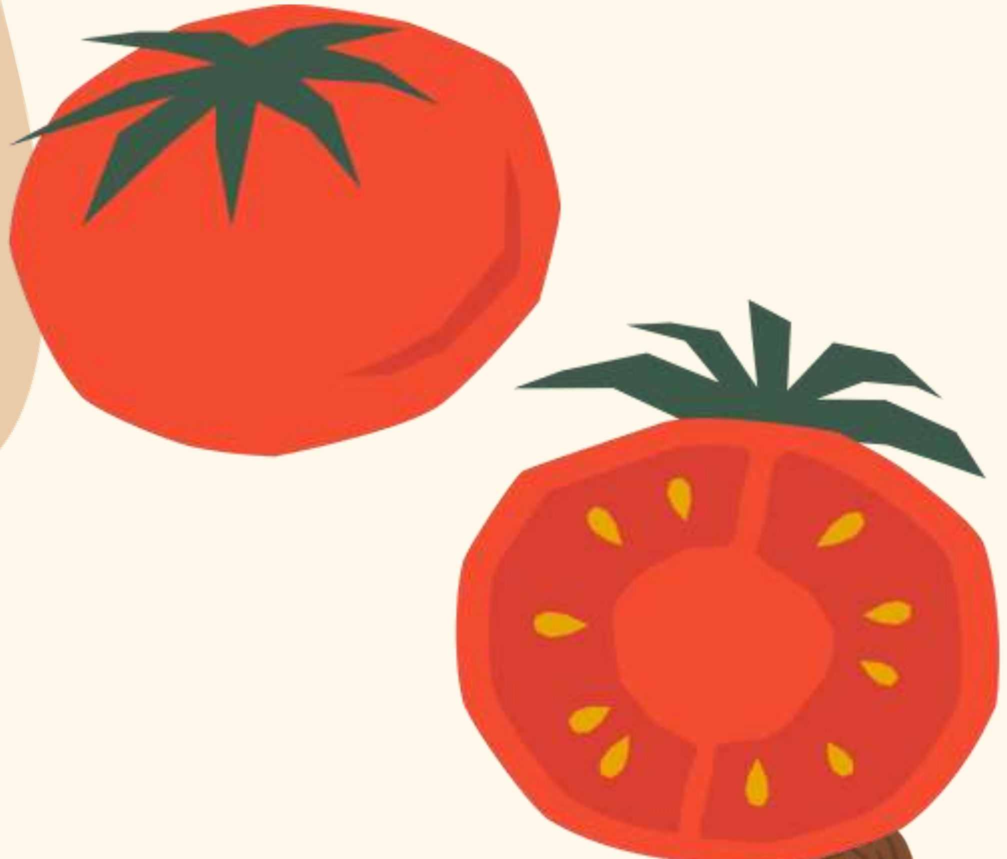
```
select name, revenue from
(Select name, category, revenue,
rank() over(partition by category order by revenue desc) as Ranks
from
(select pizza_types.name, pizza_types.category,
sum(order_details.quantity * pizzas.price) as revenue
from pizza_types join pizzas
on pizza_types.pizza_type_id = pizzas.pizza_type_id
join order_details
on order_details.pizza_id = pizzas.pizza_id
group by pizza_types.name, pizza_types.category) as Result) as S
where ranks <=3;
```



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

Conclusion

The analysis provides comprehensive insights into pizza sales, highlighting key metrics such as order frequency, revenue generation, and popular pizza types. These insights can help in making data-driven decisions to enhance sales strategies and customer satisfaction.



THANKS