



BORCELLE

PIZZA HUB

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This SQL project analyzes pizza sales data to uncover trends, improve inventory management, and enhance customer satisfaction. Key metrics include sales volume, peak times, and popular toppings.



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(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

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.

```
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
LIMIT 1;
```

	size	order_count
▶	L	18526

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;
```

	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 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

Determine the distribution of orders by hour of the day.

```
SELECT  
    HOUR(order_time) AS hour, COUNT(order_id) AS order_count  
FROM  
    orders  
GROUP BY HOUR(order_time);
```

	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

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

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

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

	avg_order
▶	138

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 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

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_sales
    )
FROM
    order_details
    JOIN
    pizzas ON pizzas.pizza_id = order_details.pizza_id) * 100,
    2) AS revenue
FROM
    pizza_types
    JOIN
    pizzas ON pizzas.pizza_type_id = pizza_types.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	Classic
	Supreme	25.46
	Chicken	23.96
	Veggie	23.68

Analyze the cumulative revenue generated over time.

```
select order_date,  
round(sum(revenue) over(order by order_date), 2) as cumulative_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	cumulative_revenue
▶	2015-01-01	2713.85
	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

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(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 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



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THANK YOU

