

Where Every Slice is a Taste of Perfection

WELCOME TO PIZZA RESTO

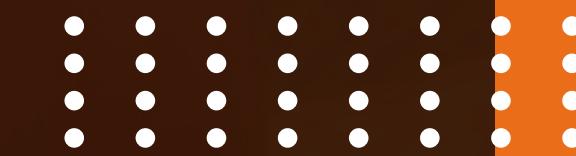
ORDER
NOW

Start Your Slide



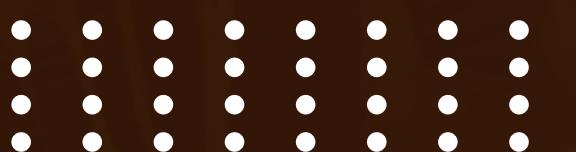


Pizza Sales Anyalsis



In today's highly competitive food industry, data-driven decision-making is crucial for optimizing business performance. This project presents a detailed analysis of a pizza sales database to uncover meaningful insights that can support strategic decision-making for a pizza restaurant. The database includes information such as order details, pizza types, quantities, prices, and timestamps.

By exploring this data, the project aims to identify key trends and patterns related to customer behavior, popular pizza types, peak sales periods, and overall revenue generation. These insights can help restaurant managers make informed decisions about inventory, promotions, staffing, and menu development.





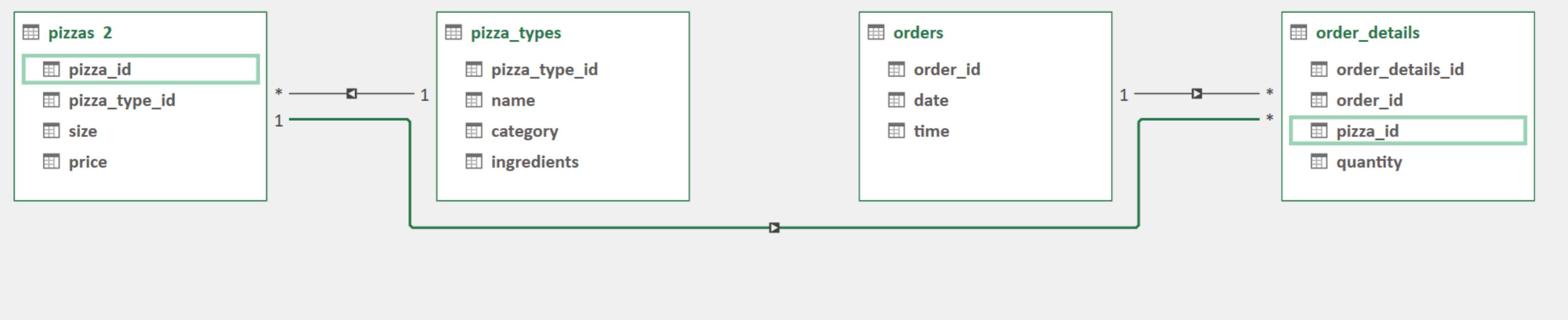
1. Retrieve the total number of orders placed.
2. Calculate the total revenue generated from pizza sales.
3. Identify the highest-priced pizza.
4. Identify the most common pizza size ordered.
5. List the top 5 most ordered pizza types along with their quantities.

1. Join the necessary tables to find the total quantity of each pizza category ordered.
2. Determine the distribution of orders by hour of the day.
3. Join relevant tables to find the category-wise distribution of pizzas.
3. Group the orders by date and calculate the average number of pizzas ordered per day.
4. Determine the top 3 most ordered pizza types based on revenue.

1. Calculate the percentage contribution of each pizza type to total revenue.
2. Analyze the cumulative revenue generated over time.
3. Determine the top 3 most ordered pizza types based on revenue for each pizza category.



DATA DIAGRAM





THE CLASSIC DELUXE



THE HAWAIIAN PIZZA



THE PEPPERONI PIZZA

Retrieve the total number of orders placed

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

	total_orders
▶	48620



Calculate the total revenue generated from pizza sales



```
SELECT  
    round(sum(p.price * o.order_time),2) AS total_revenue  
FROM  
    pizzas AS p  
    JOIN  
    order_details AS o ON p.pizza_id = o.pizza_id;
```



Result Grid

	total_revenue
▶	817860.05

Identify the highest prized pizza



```
SELECT
    p.name, p2.price
FROM
    pizza_types AS p
        JOIN
    pizzas AS p2 ON p.pizza_type_id = p2.pizza_type_id
ORDER BY p2.price DESC limit 1;
```



	name	price
▶	The Greek Pizza	35.95

Identify the most common pizza size ordered



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



Result Grid | Filter

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

List the top five most ordered pizzas types along with their quantities



SELECT

pt.name, SUM(od.order_time) AS quantity

FROM

pizza_types AS pt

JOIN

pizzas AS p ON pt.pizza_type_id = p.pizza_type_id

JOIN

order_details AS od ON od.pizza_id = p.pizza_id

GROUP BY pt.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 quantity of each pizza



```
SELECT pt.category, SUM(od.order_time) AS quantity  
FROM pizza_types AS pt  
JOIN pizzas AS p ON pt.pizza_type_id = p.pizza_type_id  
JOIN order_details AS od ON p.pizza_id = od.pizza_id  
GROUP BY pt.category;
```



category	quantity
Classic	14888
Veggie	11649
Supreme	11987
Chicken	11050

Determine the distribution of the orders of hours of the day



```
SELECT  
    HOUR(order_time) AS hours,  
    COUNT(order_id) AS distribution_of_orders  
FROM  
    orders  
GROUP BY HOUR(order_time);
```

hours	distribution_of_orders
11	468
12	1015
13	957
14	623
15	573
16	763
17	1011
18	917
19	811
20	639
21	459

22	245
23	6
10	4



Join the 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 calculated average no of pizzas ordered per day

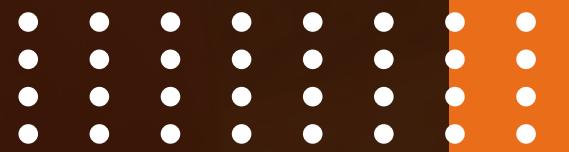


```
SELECT  
    ROUND(AVG(quantity), 0) AS avg_pizzas_orderd  
FROM  
    (SELECT  
        o.order_date, SUM(od.order_time) AS quantity  
    FROM  
        order_details AS od  
    JOIN orders AS o ON od.order_id = o.order_id  
    GROUP BY o.order_date) AS order_quantity;
```



avg_pizzas_orderd
139

Determine the top 3 most ordered pizza type based on revenue

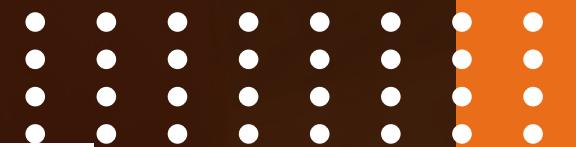


```
SELECT pt.name, SUM(p.price * od.order_time) AS total_revenue
FROM order_details AS od
    JOIN pizzas AS p ON p.pizza_id = od.pizza_id
    JOIN pizza_types AS pt ON pt.pizza_type_id = p.pizza_type_id
GROUP BY pt.name
ORDER BY total_revenue DESC
LIMIT 3;
```



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

Calculated the percentage contribution of each pizza_type as total_revenue



category	revenue
Veggie	23.682590927384577
Chicken	23.955137556847287
Supreme	25.45631126009862
Classic	26.90596025566967

```
SELECT
    pt.category,
    (SUM(od.order_time * p.price) / (SELECT
        ROUND(SUM(od.order_time * p.price), 2) AS total_sales
    FROM
        order_details AS od
        JOIN
            pizzas AS p ON od.pizza_id = p.pizza_id)) * 100 AS revenue
FROM
    pizza_types AS pt
    JOIN
        pizzas AS p ON pt.pizza_type_id = p.pizza_type_id
    JOIN
        order_details AS od ON od.pizza_id = p.pizza_id
GROUP BY pt.category
ORDER BY revenue;
```



Cumulative revenue generated over the time

```
sum(revenue) over(order by order_date) as cumulative_revenue
from
(
select o.order_date ,sum(p.price * od.order_time) as revenue
from orders as o
join order_details as od on o.order_id = od.order_id
join pizzas as p
on p.pizza_id = od.pizza_id
group by o.order_date )
as sales;
```



	order_date	cumulative_revenue
	2015-01-01	2713.850000000004
	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	23990.3500000002
	2015-01-11	25862.65
	2015-01-12	27781.7
	2015-01-13	29831.3000000003
	2015-01-14	32358.7000000004
	2015-01-15	34343.5000000001
	2015-01-16	36937.6500000001
	2015-01-17	39001.7500000001
	2015-01-18	40978.6000000006
	2015-01-19	43365.7500000001
	2015-01-20	45763.6500000001
	2015-01-21	47804.2000000001

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

```
SELECT
  *
FROM
  pizza_types;

select name ,revenue from
(select category , name ,revenue,
rank () over(partition by category order by revenue desc) as rn
from
(
select pt.name,pt.category, sum(p.price * od.order_time) as revenue
from pizza_types as pt
join pizzas as p on p.pizza_type_id = p.pizza_type_id
join order_details as od on od.pizza_id= p.pizza_id
group by pt.category , pt.name) as a
) as b
where rn <=3 limit 3;
```



	name	revenue
▶	The Thai Chicken Pizza	817860.049999993
	The Southwest Chicken Pizza	817860.049999993
	The Chicken Pesto Pizza	817860.049999993

CONCULSION



The comprehensive analysis of pizza sales data reveals several strong performance indicators. A total of 48,620 orders were placed, generating an impressive \$817,860.05 in revenue, with an average order value of approximately \$16.82. This reflects healthy customer spending habits.

The data shows that the most popular pizza type is Greek Pizza, indicating a clear customer preference for its flavor profile. This offers a strong case for promoting Greek Pizza more prominently in marketing materials, bundling, or seasonal offers.

Additionally, the most commonly ordered size is Large, suggesting that customers prefer value-packed options or that group ordering (families, gatherings, etc.)

Thai Chicken Pizza is the most ordered pizza overall, with 2,731 units sold, followed closely by Classic Deluxe, Barbecue Chicken, Hawaiian, and Pepperoni pizzas. These five varieties account for a significant portion of total pizza orders and reflect strong customer preferences.

Although Thai Chicken Pizza leads in quantity, the close ordering numbers among the top five indicate a diverse range of customer tastes, with a balance between chicken-based, classic, and tropical-style pizzas.

The category-level analysis reveals that Classic pizzas are the most ordered, with 14,888 units sold, indicating strong and consistent customer preference for traditional flavors. The Supreme, Veggie, and Chicken categories follow closely, with relatively balanced demand, each exceeding 11,000 orders.

Veggie and Chicken categories also show robust demand, reflecting a diverse customer base including vegetarians and those preferring protein-rich choices.

The busiest hours are 12 PM (1,015 orders) and 5 PM (1,011 orders), indicating lunch and early dinner as peak ordering windows.

Other high-performing hours include 1 PM (957 orders), 6 PM (917 orders), and 7 PM (811 orders) — further reinforcing strong midday and evening demand.

Orders sharply decline before 11 AM and after 9 PM, with minimal activity at 10 AM (4 orders) and 11 PM (6 orders).

All three top performers are chicken-based pizzas, showing a strong customer preference for chicken flavors.

The revenue differences among the top three are relatively small, indicating consistent demand across these items.

Thai Chicken Pizza leads in revenue, aligning with earlier findings that it also ranked high in quantity sold — suggesting it is both popular and likely priced well



THANK YOU

