

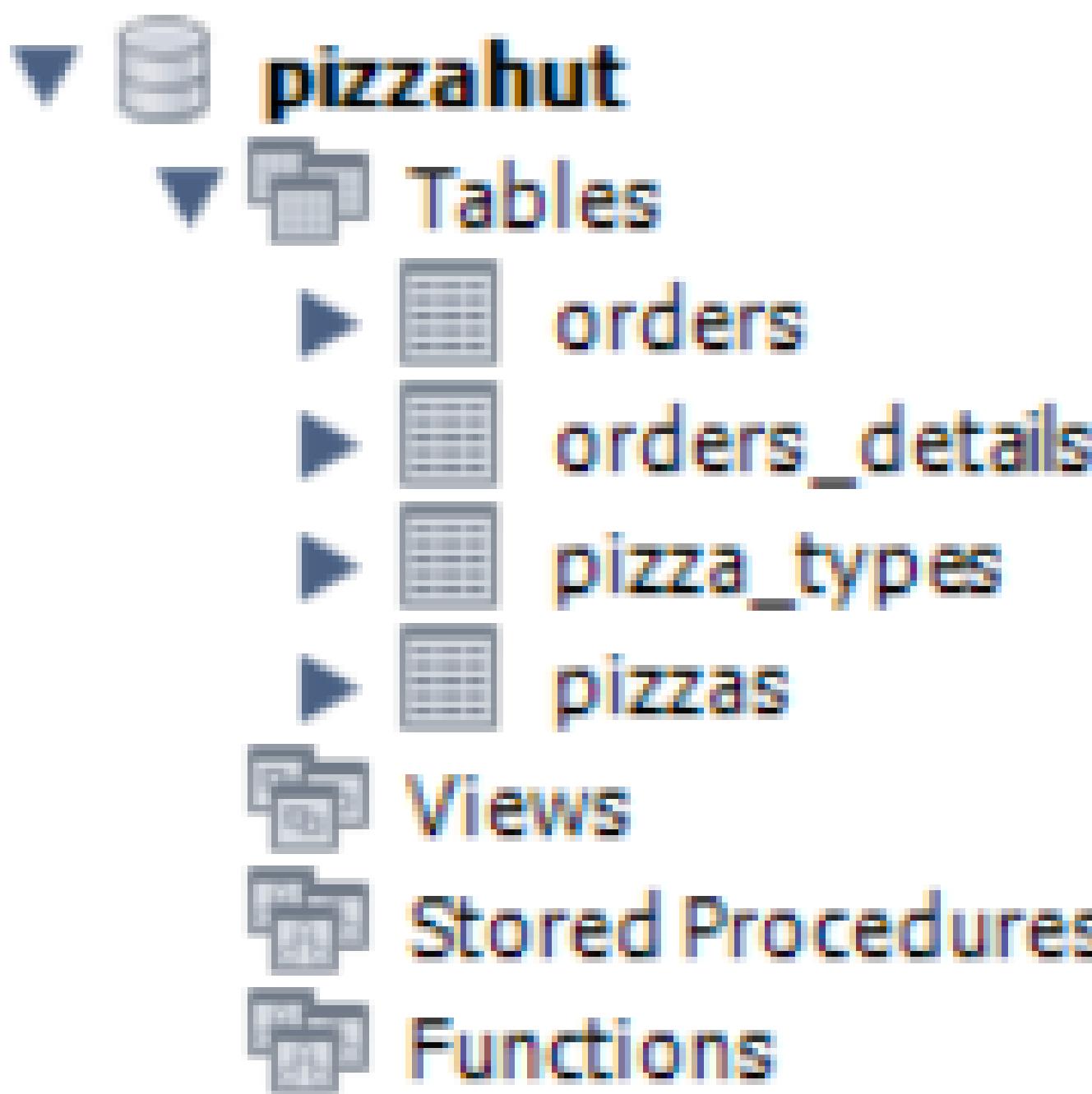


Pizza Sales report



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Schema:-



This SQL project focuses on analyzing sales data for a pizza company. The dataset includes information on pizza orders, varieties, prices, quantities. The goal of the project to generate insights into customer preferences, popular pizzas and overall performances. By querying the database and perform various analyses.

-- Retrieve the total number of orders placed.

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



Result:-

order_counts
21350

-- Calculate the total revenue generated from pizza sales.

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

Result:--

total_sales

817860.05

-- Identify the most common pizza size ordered.

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



Result:--

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

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

```
SELECT  
    pizza_types.name, SUM(orders_details.quantity) AS quantity  
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.name  
ORDER BY quantity DESC  
LIMIT 5;
```



Result:--

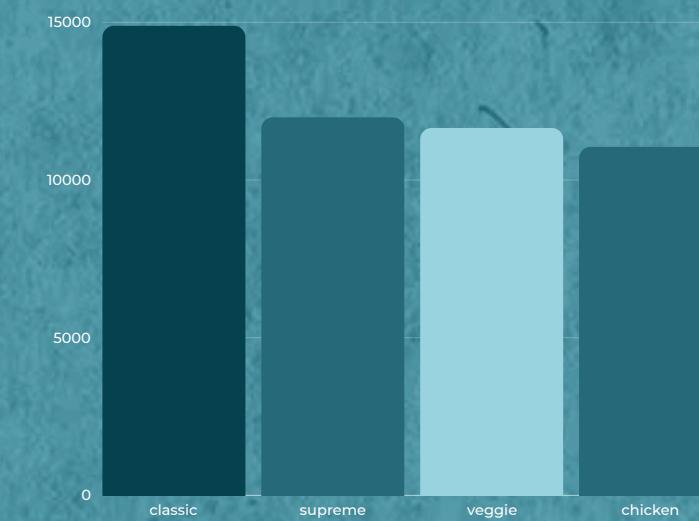
The Classic Deluxe Pizza	2453
The Barbecue Chicken Pizza	2432
The Hawaiian Pizza	2422
The Pepperoni Pizza	2418
The Thai Chicken Pizza	2371

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

```
SELECT
    pizza_types.category,
    SUM(orders_details.quantity) AS total_quantity
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 total_quantity DESC;
```

Result:--

category	total_quantity
Classic	14888
Supreme	11987
Veggie	11649
Chicken	11050

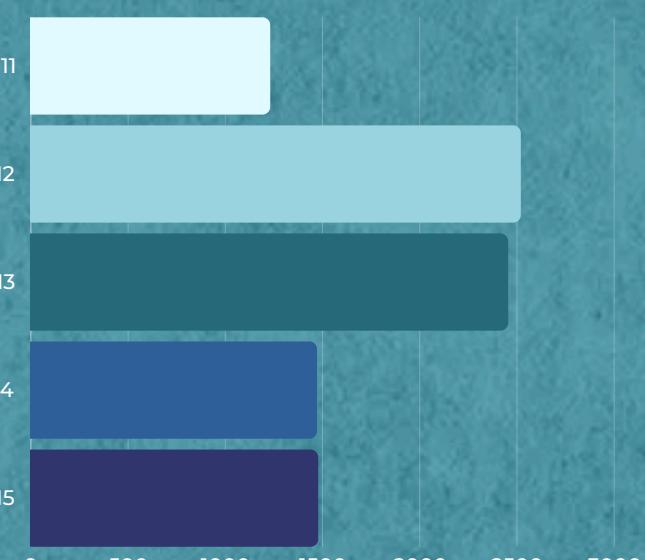


-- Determine the distribution of orders by hour of the day.

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

Result:--

HOUR(order_time)	COUNT(order_id)
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 AS pizza_category, COUNT(name)  
FROM  
    pizza_types  
GROUP BY pizza_category;
```



Result:-

pizza_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_pizza_ordered_per_day  
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 order_quantity;
```

Result:--

avg_pizza_ordered_per_day
138



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

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



Result:-

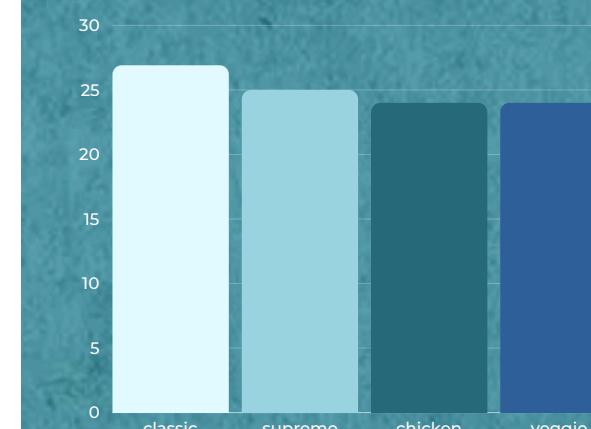
name	revenue
The Thai Chicken Pizza	43434.25
The Barbecue Chicken Pizza	42768
The California Chicken Pizza	41409.5

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

```
select pizza_types.category,  
       round(sum(orders_details.quantity* pizzas.price) / (SELECT  
           ROUND(SUM(orders_details.quantity * pizzas.price),  
           2) AS total_sales  
FROM  
       orders_details  
       JOIN  
       pizzas ON pizzas.pizza_id = orders_details.pizza_id) * 100,2) as revenue  
from pizza_types join pizzas  
on pizzas.pizza_type_id = pizza_types.pizza_type_id  
join orders_details  
on pizzas.pizza_id= orders_details.pizza_id  
group by pizza_types.category order by revenue desc;
```

Result:--

category	revenue
Classic	26.91
Supreme	25.46
Chicken	23.96
Veggie	23.68



-- 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 sales;
```



Result:--

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
2015-01-15	34343.500000000001
2015-01-16	36937.650000000001
2015-01-17	39001.750000000001

- 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;
```

Result:-

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
The Sicilian Pizza	30940.5
The Four Cheese Pizza	32265.70000000065
The Mexicana Pizza	26780.75
The Five Cheese Pizza	26066.5



Thank you!

