



Exploring The Sales of **PIZZAHUNGER**

Presented by Tirtha Pratim Ghosh

Let's Learn About Pizza

Pizza is a popular dish that originated in Naples, Italy, featuring a flatbread crust topped with tomato sauce, cheese, and various toppings. It has evolved into numerous styles, such as Neapolitan with its thin, soft crust, New York-style with large, foldable slices, and Chicago-style deep-dish with a thick, pie-like crust. Pizza is loved worldwide, with each region adding its unique twist to the toppings and preparation methods. Beyond its culinary appeal, pizza has become a symbol of casual, communal dining and a staple of food culture globally.

Retrieve the total number of orders placed.

SQL QUERY

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

Result Grid

total_orders

21350

Calculate the total revenue generated from pizza sales.

SQL QUERY

```
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 Grid

total_sales
817860.05

Identify the highest-priced pizza.

SQL QUERY

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

Result Grid   Filter

name	price
The Greek Pizza	35.95

Identify the most common pizza size ordered.

SQL QUERY

```
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
LIMIT 1;
```

Result Grid

size	order_count
L	18526

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

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

Result Grid		Filter Rows:
	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_type.category,
    SUM(orders_details.quantity) AS quantity
FROM
    pizza_type
        JOIN
    pizzas ON pizza_type.pizza_type_id = pizzas.pizza_type_id
        JOIN
    orders_details ON orders_details.pizza_id = pizzas.pizza_id
GROUP BY pizza_type.category
ORDER BY quantity DESC;
```

Result Grid

	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);
```

Result Grid		
	hour	order_count
	11	1231
	12	2520
	13	2455
	14	1472
	15	1468
	16	1920
	17	2336
	18	2399
	19	2009

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

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

Result Grid

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)
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 Grid	Filter
round(avg(quantity))	138

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

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

Result Grid		Filter Rows:
	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_type.category,
    (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 AS revenue
FROM
    pizza_type
    JOIN
    pizzas ON pizza_type.pizza_type_id = pizzas.pizza_type_id
    JOIN
    orders_details ON orders_details.pizza_id = pizzas.pizza_id
GROUP BY pizza_type.category
ORDER BY revenue DESC;
```

Result Grid		Filter Rows:	Search
	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	

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 Grid		Filter Rows:
	order_date	cum_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

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_type.category,pizza_type.name,
sum(orders_details.quantity * pizzas.price) as revenue
from pizza_type join pizzas
on pizza_type.pizza_type_id=pizzas.pizza_type_id
join orders_details
on orders_details.pizza_id=pizzas.pizza_id
group by pizza_type.category, pizza_type.name) as a) as b
where rn <=3;
```

Result Grid		Filter Rows:	Search
	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	
	The Sicilian Pizza	30940.5	

Gallery



Thank You

