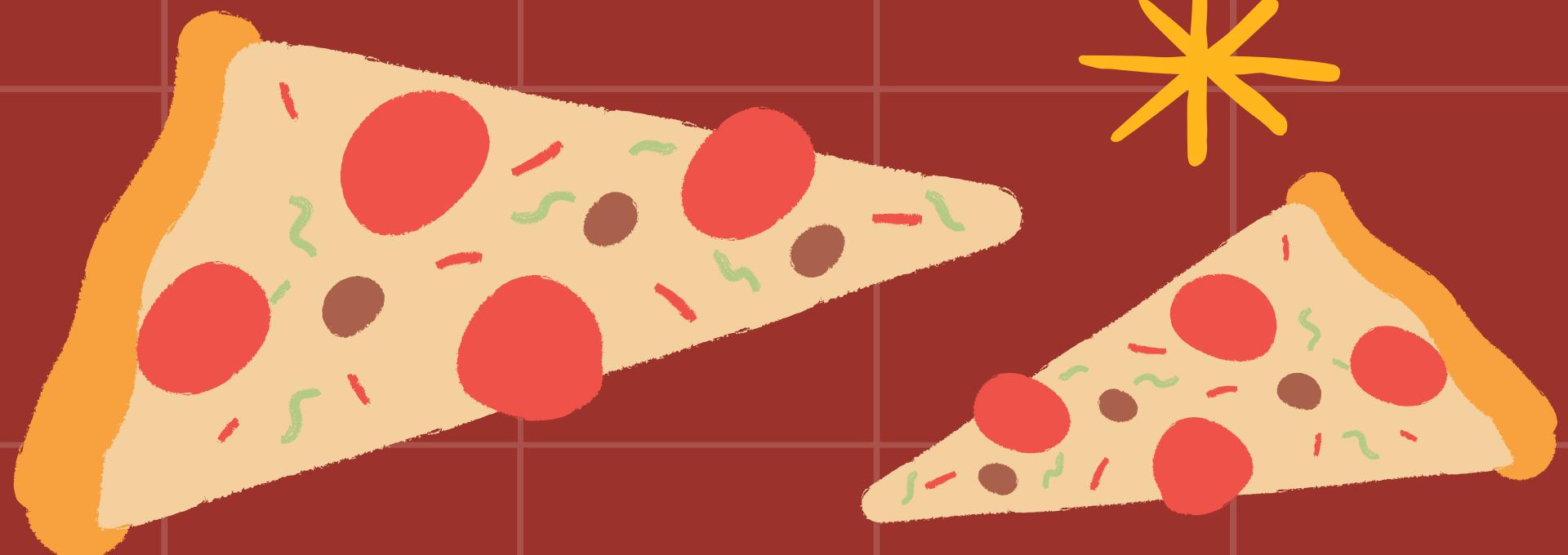


SLICE HEAVEN PIZZA SALE



Unlocking Data Insights:
A Project by Vaishali Barsaiyan



INTRODUCTION

Pizza is a dish that originates from Italy and is one of the favorite foods of many people in various parts of the world.

Let's start our adventure in the world of pizza!



DESCRIPTION

In the Slice Heaven Pizza Sales project, SQL was used to analyze pizza sales by category, order times, and daily averages. It identified top-selling pizzas, calculated revenue shares, and tracked how revenue accumulates over time.

Advanced insights included the top revenue-generating pizzas within each category.

HOW MANY TOTAL ORDERS HAVE BEEN PLACED ?



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

Result Grid	
	total_orders
▶	21350

WHAT IS THE TOTAL REVENUE GENERATED FROM PIZZA SALES ?

SELECT

 SUM(order_details.quantity * pizzas.price)

FROM

 order_details

JOIN

 pizzas ON pizzas.pizza_id = order_details.pizza_id;

	SUM(order_details.quantity * pizzas.price)
--	--

► 817860.049999993

WHICH PIZZA HAS THE HIGHEST PRICE?

```
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

WHAT IS THE MOST FREQUENTLY ORDERED PIZZA SIZE ?

```
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

WHAT ARE THE TOP 5 MOST ORDERED PIZZA TYPES, AND HOW MANY OF EACH WERE ORDERED ?

```
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  
LIMIT 5;
```

name	quantity
The Brie Carre Pizza	490
The Mediterranean Pizza	934
The Calabrese Pizza	937
The Spinach Supreme Pizza	950
The Soppressata Pizza	961

WHAT IS THE TOTAL QUANTITY ORDERED FOR EACH PIZZA CATEGORY ?

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

ANALYSE THE DISTRIBUTION OF ORDERS ACROSS DIFFERENT HOURS 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

LINK THE APPROPRIATE TABLES TO DETERMINE THE BREAKDOWN OF ORDERS BY PIZZA CATEGORY.



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

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

GROUP ORDERS BY DATE AND COMPUTE THE AVERAGE NUMBER OF PIZZAS ORDERED DAILY

```
SELECT  
    ROUND(AVG(quantity), 0)  
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;
```

round(AVG(quantity),0)

138

IDENTIFY THE TOP 3 PIZZA TYPES GENERATING THE HIGHEST 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

COMPUTE THE PERCENTAGE SHARE OF EACH PIZZA TYPE IN THE 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 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;
```

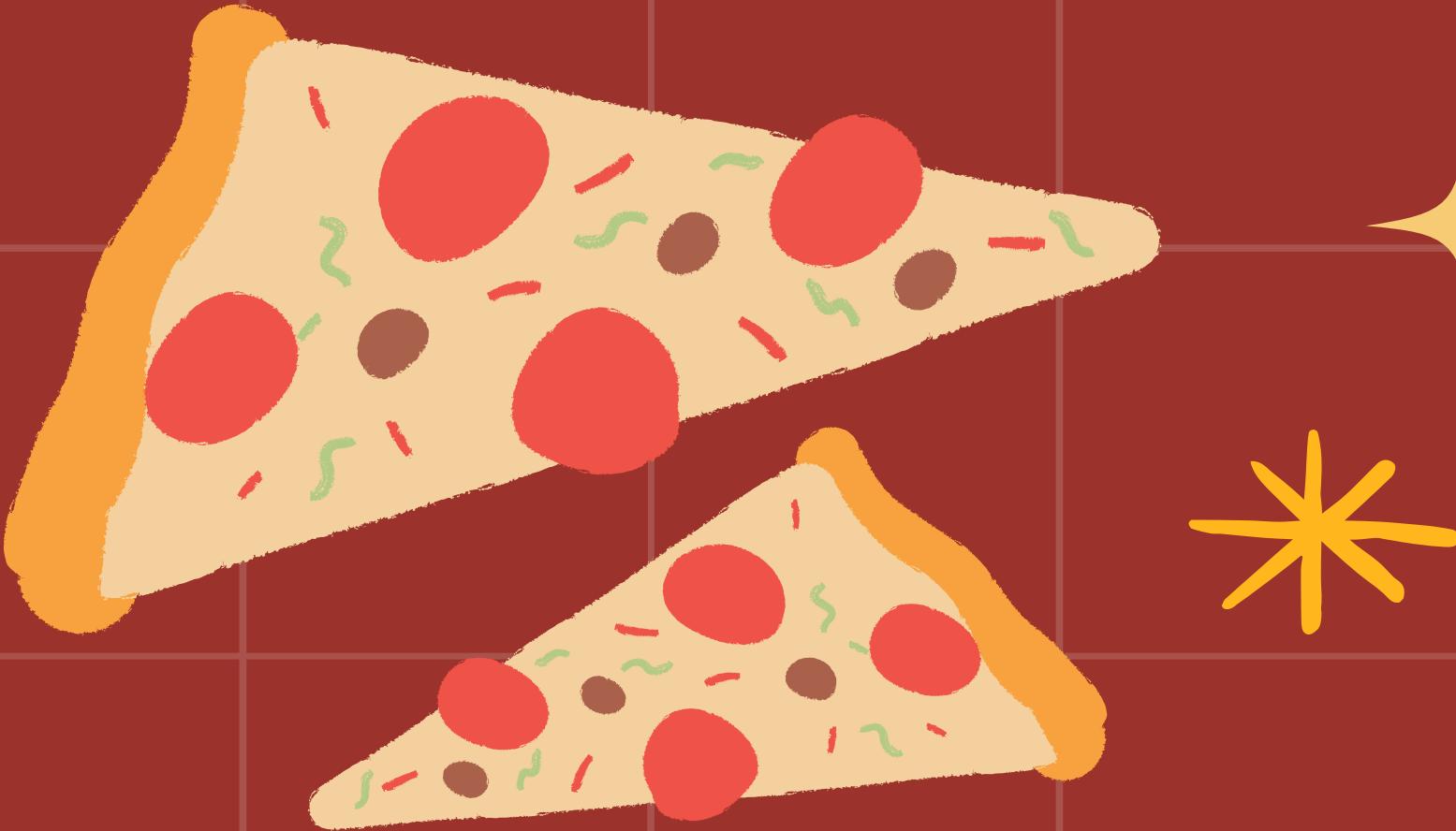
	category	revenue
▶	Classic	26.91
	Supreme	25.46
	Chicken	23.96
	Veggie	23.68

EXPLAIN HOW REVENUE ACCUMULATES 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	2713.850000000004
	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

KEY INSIGHTS FROM THE SLICE HEAVEN PIZZA SALES PROJECT:



1. Top 3 pizzas generate the highest revenue.
2. Most profitable pizza categories by revenue share.
3. Peak sales hours identified for staffing optimization.
4. Performance breakdown by pizza category.
5. Most popular pizza size revealed.
6. Cumulative revenue trends help forecast sales.



THANK YOU

I had a great time creating this! It was a fun and rewarding experience that I truly enjoyed.