PIZZALYTICS

"Serving Data Insights with Every Slice – One SQL Query at a Time".

SQL Project Executed

By: [VENU]

Introduction

- "In the fast-paced world of pizza chains and takeout triumphs, PIZZALYTICS brings a cheesy slice of data to the table! With SQL as our rolling pin and data as the dough, we've kneaded together powerful insights to help pizzerias rise above the competition .From identifying best-selling pizzas to optimizing order delivery performance, every query serves a purpose, and every chart adds flavor to your business decisions . Grab a slice, it's time to see what your data's been baking!"

QUERY PALATE ; CRAFTiNG DATA iNSiGHTS

- Total number of orders.
- Total Revenue generated.
- Highest priced pizza.
- Most common pizza size.
- Top Most Ordered pizza type.
- List all orders sorted by order date in descending order.
- Pizza category-wise quantity.
- Category-wise pizza counts.
- Find the average pizza price for each pizza category.
- Find total revenue generated each day.
- Identify the top 5 best-selling pizzas by revenue.

Total number of orders..

```
select count(distinct order_id) as 'Total Orders'
from order_details;
```

Purpose: To determine overall customer engagement.

Insight: The total number of orders highlights demand and helps gauge business volume.

Total Orders
14301

Total Revenue generated..

```
select round(sum(p.price * o.quantity)) as 'Total Revenue'
from pizzas p
join order_details o
on p.pizza_id = o.pizza_id;
```

Purpose: To calculate the cumulative income from pizza sales.

Insight: Shows overall profitability and success of sales efforts.

	Total Revenue
▶	544764

Highest priced pizza..

```
select  max(price) as 'Highest Price'
from pizzas;
```

	Highest Price
▶	35.95

Purpose: To find the most premium item on the menu.

Insight: Useful for pricing strategies and understanding high-end offerings.

Most common pizza size.

```
select size , count(*) as count
from pizzas
group by 1
order by count desc;
```

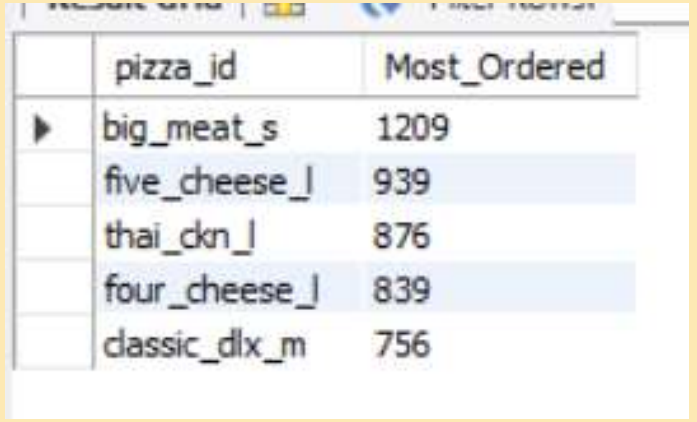
	size	count
▶	S	32
	M	31
	L	31
	XL	1
	XXL	1

Purpose: To identify customer preference in portion sizes.

Insight: Helps manage inventory and tailor deals/promotions.

Top Most Ordered pizza type..

```sql
select pizza_id , count(*) as 'Most_Ordered'
from order_details
group by 1
order by Most_ordered desc
limit 5;
```



pizza_id	Most_Ordered
big_meat_s	1209
five_cheese_l	939
thai_ckn_l	876
four_cheese_l	839
classic_dlx_m	756

Purpose: To find the crowd-favorite pizza type.

Insight: Guides product promotion and production priorities.

List all orders sorted by order date in descending order.

```sql
select o.order_id , o.date
from  orders o
order by o.date desc;
```

	order_id	date
▶	205	2015-01-04
	204	2015-01-04
	203	2015-01-04
	209	2015-01-04
	206	2015-01-04
	207	2015-01-04
	208	2015-01-04
	198	2015-01-03
	197	2015-01-03
	196	2015-01-03
	195	2015-01-03
	194	2015-01-03

Purpose: To track order trends and analyze recent activity.

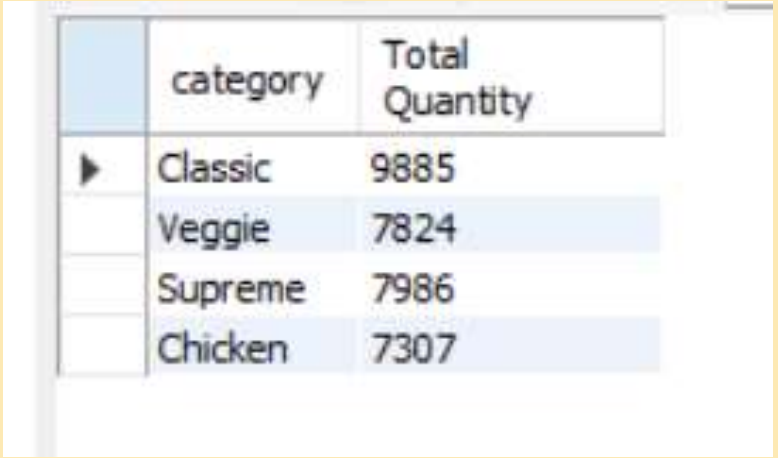
Insight: Identifies busy periods and assists in forecasting.

Pizza category-wise quantity.

```sql
select pi.category , sum(o.quantity) as 'Total Quantity'
from order_details o
join pizzas p
on p.pizza_id = o.pizza_id
join pizza_types pi
on p.pizza_type_id = pi.pizza_type_id
group by 1;
```

Purpose: To analyze the number of pizzas sold per category.

Insight: Reveals sales trends across vegetarian, non-veg, etc.



	category	Total Quantity
▶	Classic	9885
	Veggie	7824
	Supreme	7986
	Chicken	7307

Category-wise pizza counts.

```
select category , count(*)
from pizza_types
group by 1;
```

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

Purpose: To see how many pizza types exist under each category.

Insight: Aids in menu optimization and diversity analysis.

Find the average pizza price for each pizza category.

```sql
select category , round(avg(price),2) as 'Avg Price'
from pizzas p
join pizza_types pi
on p.pizza_type_id = pi.pizza_type_id
group by 1
order by 2 desc;
```

Purpose: To evaluate pricing distribution across categories.

Insight: Highlights pricing strategy and value propositions.

	category	Avg Price
▶	Supreme	16.79
	Chicken	16.75
	Classic	16.33
	Veggie	16.02

Find total revenue generated each day.

```sql
select  o.date , round(sum(od.quantity * p.price),1) as 'Revenue'
from orders o
join order_details od
on o.order_id = od.order_id
join pizzas p
on p.pizza_id = od.pizza_id
group by o.date
order by revenue desc;
```

Purpose: To examine daily revenue trends.

Insight: Helps identify peak business days and slow periods.

	date	Revenue
▶	2015-01-02	2731.9
	2015-01-01	2713.8
	2015-01-03	2662.4
	2015-01-04	296.5

Identify the top 5 best-selling pizzas by revenue.

```sql
select p.pizza_id , round(sum(o.quantity * p.price),1) as 'Revenue'
from pizzas p
join order_details o
on p.pizza_id = o.pizza_id
group by 1
order by revenue
limit 5;
```

Purpose: To spotlight revenue champions.

Insight: Informs promotions, recommendations, and marketing efforts.

pizza_id	Revenue
the_greek_xxl	683.1
ckn_alfredo_s	841.5
calabrese_s	857.5
mexicana_s	1140
green_garden_l	1417.5

CONCLUSION

From slicing sales by size to topping off with revenue analysis, PIZZALYTICS proves that SQL isn't just for data — it's for decisions.Thank you for exploring this flavorful journey into pizza analytics, where every query was carefully crafted to turn numbers into knowledge and crust into strategy.