

“Pizza Sales Analytics: Using SQL to Boost Business Performance”

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SQL



Project Overview

- In this project, I conducted a comprehensive analysis of pizza sales data using SQL to uncover key insights into customer preferences and sales trends.



- The primary objective was to leverage SQL queries to explore and understand the factors driving pizza sales, such as order patterns, revenue generation, and popular pizza types.

Dataset Description

1. **order_details.csv**: order ID, pizza type, size, quantity, price
2. **orders.csv**: order ID, date, time
3. **pizza_types.csv**: pizza type, category
4. **pizzas.csv**: pizza type, size, price



Basis Analysis of Pizzas Sales

Total Number of Orders

```
SELECT count(order_id) as Total_orders
FROM pizzahuts.orders;
```

Result Grid	
	Total_orders
▶	21350

Total Revenue Generated

```
SELECT round(SUM(quantity*price),2)
as total_revenue
FROM pizzas P
join order_details Od
on p.pizza_id=od.pizza_id;
```

Result Grid	
	total_revenue
▶	817860.05

Highest Pizza Price

```
SELECT name,price
FROM pizza_types pi
join pizzas p
on pi.pizza_type_id=p.pizza_type_id
order by price DESC
limit 1;
```

Result Grid		Filter Rows:
	name	price
▶	The Greek Pizza	35.95

Most Common Pizza Size Orders

```
SELECT size, count(quantity)
as size_quantity
FROM pizzas p
join order_details od
on p.pizza_id=od.pizza_id
group by size
order by size_quantity DESC;
```

Result Grid			Filter
	size	size_quantity	
▶	L	18526	
	M	15385	
	S	14137	
	XL	544	
	XXL	28	

Top 5 most ordered pizza types & their Quantity

```
SELECT name, count(quantity) pizza_order
FROM order_details od
join pizzas p
on od.pizza_id=p.pizza_id
join pizza_types pt
on pt.pizza_type_id=p.pizza_type_id
group by name
order by pizza_order DESC
Limit 5;
```

Result Grid		Filter Rows:
	name	pizza_order
▶	The Classic Deluxe Pizza	2416
	The Barbecue Chicken Pizza	2372
	The Hawaiian Pizza	2370
	The Pepperoni Pizza	2369
	The Thai Chicken Pizza	2315

Intermediate Analysis

- Analyze Order Frequency by Hour of the Day

```
SELECT hour(order_time) as Hour_time, count(od.order_id)
FROM orders o
join order_details od
on o.order_id=od.order_id
group by hour(order_time)
order by hour(order_time) ASC;
```

Result Grid			Filter Rows:
	Hour_time	count(od.order_id)	
▶	9	4	
	10	17	
	11	2672	
	12	6543	
	13	6203	
	14	3521	
	15	3170	
	16	4185	
	17	5143	
	18	5359	
	19	4350	
	20	3487	
	21	2528	
	22	1370	
	23	68	

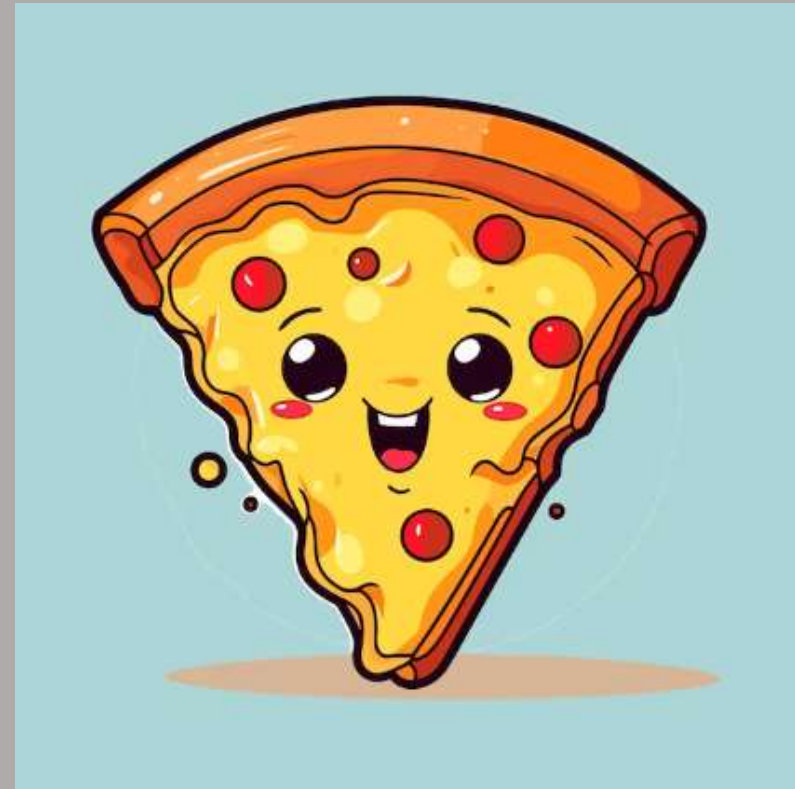


Intermediate Analysis

- The Total quantity of each pizza category ordered.

```
SELECT pt.category, sum(od.quantity)
as quantity
FROM pizza_types pt
join pizzas p
on pt.pizza_type_id=p.pizza_type_id
join order_details od
on od.pizza_id=p.pizza_id
group by pt.category
order by quantity DESC;
```

Result Grid		
	category	quantity
▶	Classic	14888
	Supreme	11987
	Veggie	11649
	Chicken	11050





Thank You

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- Thank you for watching!



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