

PIZZA SALES

WHERE DATA MEETS DELICIOUSNESS

Powered by SQL and a love for extra cheese



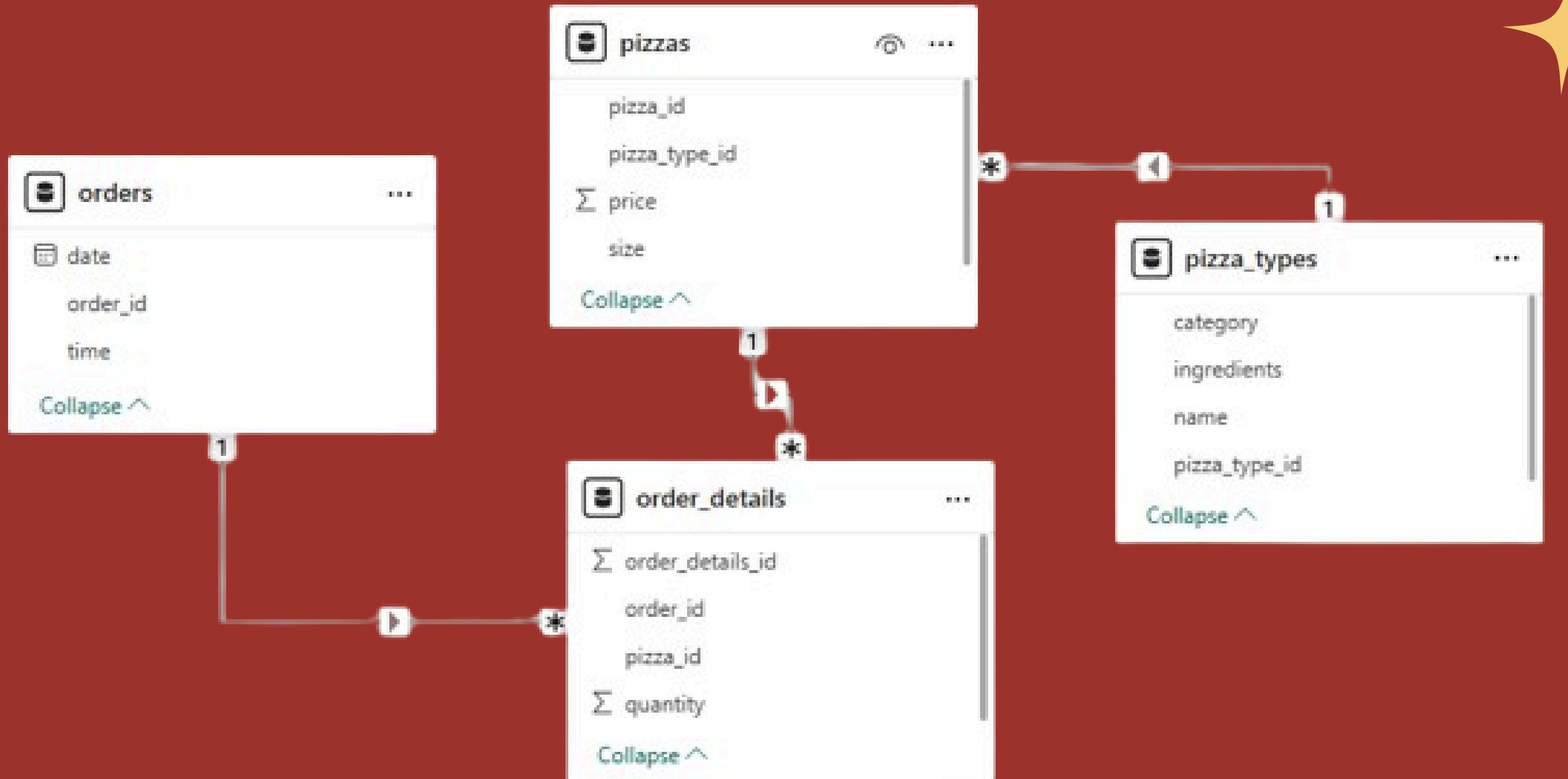
WHY PIZZA? BECAUSE WHO DOESN'T LOVE IT?

Data is good. Pizza is better.

Pizza Consumption Scale: 'Health Freak' to 'Eats Pizza for Breakfast, Lunch, and Dinner'



MEET OUR DOUGHBASE



Most important column? 'The Cheese that Holds Everything Together'

BURNING QUESTIONS (NOT THE CHEESE!)

- Retrieve the total number of orders placed.
- Calculate the total revenue generated from pizza sales.
- Identify the highest-priced pizza.
- Identify the most common pizza size ordered.
- Join the necessary tables to find the total quantity of each pizza category ordered.
- Determine the distribution of orders by hour of the day.
- Group the orders by date and calculate the average number of pizzas ordered per day.
- Determine the top 3 most ordered pizza types based on revenue.
- Calculate the percentage contribution of each pizza type to total revenue.
- Analyze the cumulative revenue generated over time.



Retrieve the total number of orders placed.

```
SELECT  
    COUNT(order_id) AS total_orders  
FROM  
    pizza.order_details;
```

Result Grid	
	total_orders
	48620



I checked, and it turns out... A LOT!
Forget salads, pizza wins every time!

Calculate the total revenue generated from pizza sales.

```
SELECT  
    ROUND(SUM(order_details.quantity * pizzas.price),  
          0) AS Total_revenue  
  
FROM  
    pizza.pizzas  
    JOIN  
    pizza.order_details ON pizzas.pizza_id = order_details.pizza_id;
```

Total_revenue
817860



Who knew melted cheese and dough could be this profitable?

Identify the highest-priced pizza.

```
SELECT
    pizza_types.name, pizzas.price AS highest_price
FROM
    pizza.pizza_types
    JOIN
    pizza.pizzas ON pizza_types.pizza_type_id = pizzas.pizza_type_id
ORDER BY pizzas.price DESC
LIMIT 1;
```

name	highest_price
The Greek Pizza	35.95



A premium price for a premium bite—totally worth it!

Identify the most common pizza size ordered.

```
SELECT
    pizzas.size, COUNT(order_details.order_id) AS cnt
FROM
    pizza.pizzas
        JOIN
    pizza.order_details ON pizzas.pizza_id = order_details.pizza_id
GROUP BY (pizzas.size)
ORDER BY cnt DESC
LIMIT 1;
```

size	cnt
L	18526



People say 'portion control,' but
our data says 'SUPER SIZE IT!'

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

```
SELECT
    pizza_types.category, SUM(order_details.quantity) as total_sum
FROM
    pizza.pizza_types
        JOIN
    pizza.pizzas ON pizza_types.pizza_type_id = pizzas.pizza_type_id
        JOIN
    pizza.order_details ON pizzas.pizza_id = order_details.pizza_id
GROUP BY (pizza_types.category)
ORDER BY SUM(order_details.quantity) DESC;
```

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

No matter the category, the real winner is... whoever gets the last slice!



Determine the distribution of orders by hour of the day.

```
SELECT  
    HOUR(orders.time) AS hour,  
    COUNT(order_details.order_id) AS cnt_of_orders  
FROM  
    pizza.orders  
        JOIN  
    pizza.order_details ON orders.order_id = order_details.order_id  
GROUP BY HOUR(orders.time)  
ORDER BY COUNT(order_details.order_id) DESC;
```

hour	cnt_of_orders
12	6543
13	6203
18	5359
17	5143
19	4350
16	4185
14	3521
20	3487
15	3170
11	2672
21	2528
22	1370
23	68
10	17
9	4



Peak hours? Afternoon snacking is a thing. Don't lie, I see the data!

Group the orders by date and calculate the average number of pizzas ordered per day.

```
SELECT  
    ROUND(AVG(qnty), 0) AS Avg_quantity_per_day  
FROM  
(SELECT  
    orders.date, SUM(order_details.quantity) AS qnty  
FROM  
    pizza.orders  
JOIN pizza.order_details ON orders.order_id = order_details.order_id  
GROUP BY (orders.date)) AS a;
```

Avg_quantity_per_day
138



Turns out, pizza is a daily essential, just like water and Wi-Fi!

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

```
• SELECT  
    pizzas.pizza_type_id AS pizza_type,  
    ROUND(SUM(pizzas.price * order_details.quantity),  
        0) AS price  
FROM  
    pizza.pizzas  
    JOIN  
        pizza.order_details ON pizzas.pizza_id = pizzas.pizza_id  
GROUP BY pizza_type  
ORDER BY SUM(pizzas.price * order_details.quantity) DESC  
LIMIT 3;
```

pizza_type	price
the_greek	545066.1
ital_veggie	250348.7
thai_dkn	249109.4



These pizzas don't just taste good, they PAY the bills!

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

```
with total_revenue as
(SELECT
    ROUND(SUM(pizzas.price * order_details.quantity),
          2) AS price
  FROM
    pizza.pizzas
    JOIN
    pizza.order_details ON pizzas.pizza_id = order_details.pizza_id)
SELECT
    pizzas.pizza_type_id,
    ROUND((SUM((pizzas.price * order_details.quantity) / (SELECT
                                                          price
                                                          FROM
                                                          total_revenue)) * 100,
              1)) AS revenue_generated
  FROM
    pizza.pizzas
    JOIN
    pizza.order_details ON pizzas.pizza_id = order_details.pizza_id
 GROUP BY pizzas.pizza_type_id
 ORDER BY revenue_generated DESC;
```

pizza_type_id	revenue_generated
thai_ckn	5.3
bbq_ckn	5.2
cali_ckn	5.1
classic_dlx	4.7
spicy_ital	4.3
southw_ckn	4.2
ital_supr	4.1
hawaiian	3.9
four_cheese	3.9
sicilian	3.8
pepperoni	3.7
the_greek	3.5



Revenue pie? More like a pizza pie
—some slices are just bigger!

Analyze the cumulative revenue generated over time.

```
select sales.date, sum(revenue) over(order by sales.date) as cumm_sum from
(SELECT
    orders.date,
    ROUND(SUM(pizzas.price * order_details.quantity)) AS revenue
FROM
    pizza.pizzas
        JOIN
    pizza.order_details ON pizzas.pizza_id = order_details.pizza_id
        JOIN
    pizza.orders ON orders.order_id = order_details.order_id
GROUP BY orders.date
ORDER BY orders.date) as sales;
```

date	cumm_sum
2015-01-01	2714
2015-01-02	5446
2015-01-03	8108
2015-01-04	9863
2015-01-05	11929



If we had a dollar for every pizza sold... oh wait, we do!

SUMMARY

- There are 48,620 orders, generating a total revenue of \$817,860.
- The most ordered pizza size is L.
- The most and least ordered pizza category is classic and chicken
- Most orders are placed in the afternoon, while the least are in the morning.
- The average number of pizzas ordered per day is 138
- Highest revenue is generated from Thai chicken pizza, Barbecue chicken pizza and California chicken pizza



Thanks for Watching! Now Let's Grab Some Pizza!

This presentation made me hungry!