
PIZZA HUT

PIZZA ORDERS REVENUE & ORDER ANALYSIS

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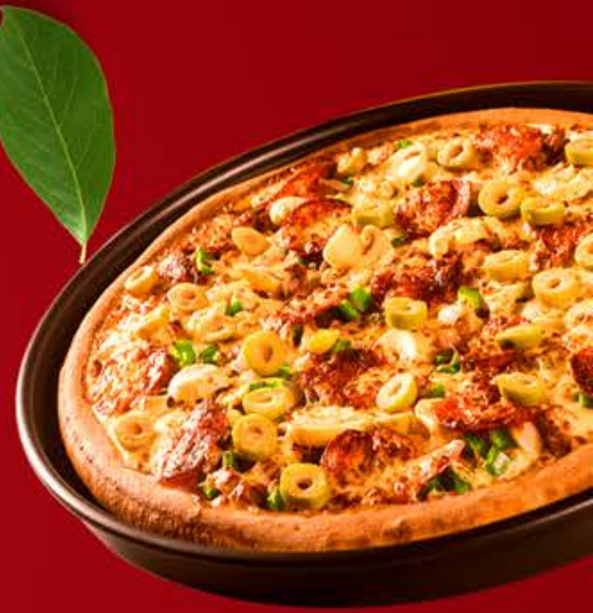
I have made a SQL Project to analyze pizza order data from CSV files. It extracts key insights on order patterns and revenue, aiding data-driven decisions in a competitive market.

OBJECTIVES & KEY FINDINGS

Objectives:

- Combine multiple data sources into a unified schema.
- Query insights on pricing, order frequency, and revenue.

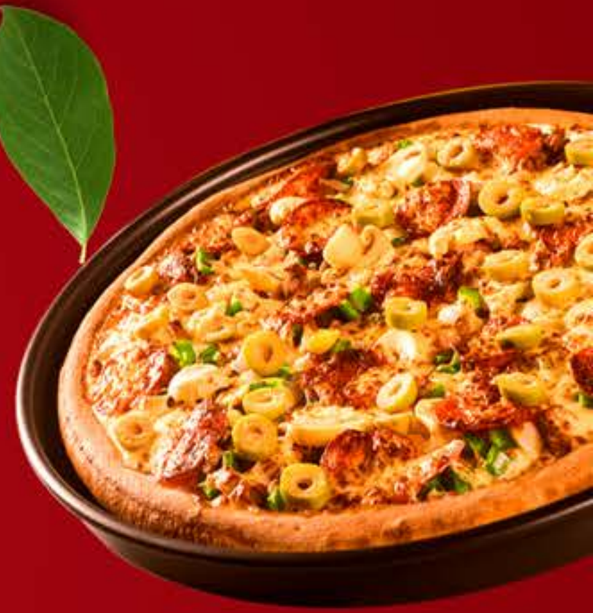


Key Findings:

- Premium pizzas drive higher revenue.
- Medium pizzas are most popular.
- Top pizza types vary by category revenue.

ANALYSIS SNIPPETS

Retrieve the total number of orders placed.



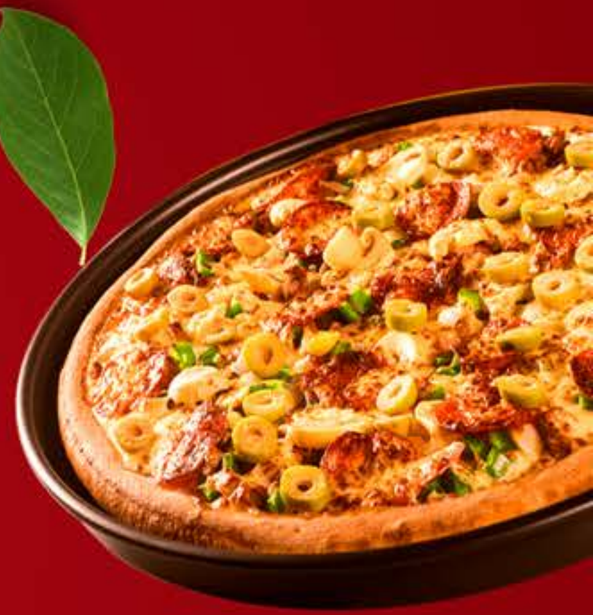
```
select count(order_id) as total_orders from orders;
```

Result Grid

	total_orders
▶	21350

ANALYSIS SNIPPETS

Calculate the total revenue generated from pizza sales.



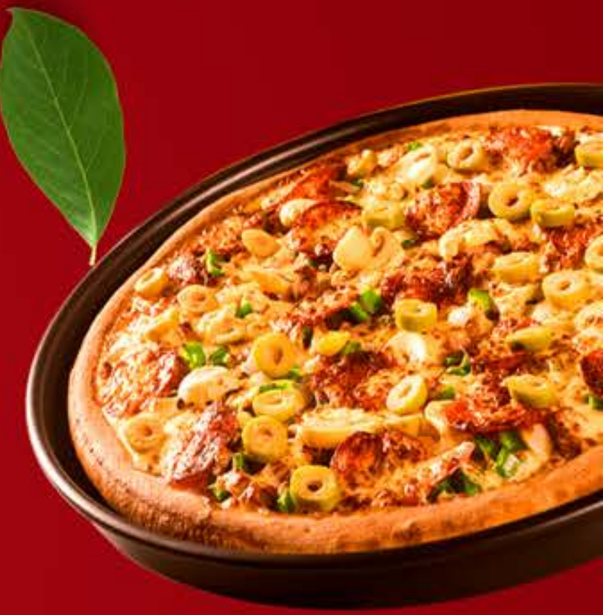
```sql
SELECT
    ROUND(SUM(order_details.quantity * p.price), 2) AS total_sales
FROM
    order_details
        JOIN
    pizza_prices AS p ON p.pizza_id = order_details.pizza_id;
```

Result Grid

	total_sales
▶	802777.45

ANALYSIS SNIPPETS

Identify the highest-priced pizza.



```sql
SELECT p.price, pt.name AS pizza_name
FROM pizza_prices p
JOIN pizzas_types pt ON p.pizza_type_id = pt.pizza_type_id
ORDER BY p.price DESC
LIMIT 1;
```

Result Grid | Filter Rows:

	price	pizza_name
▶	23.65	The Brie Carre Pizza

ANALYSIS SNIPPETS

Identify the most common pizza size ordered.

```sql
SELECT p.size, COUNT(*) AS order_count
FROM order_details od
JOIN pizza_prices p ON od.pizza_id = p.pizza_id
GROUP BY p.size
ORDER BY order_count DESC
LIMIT 1;
```

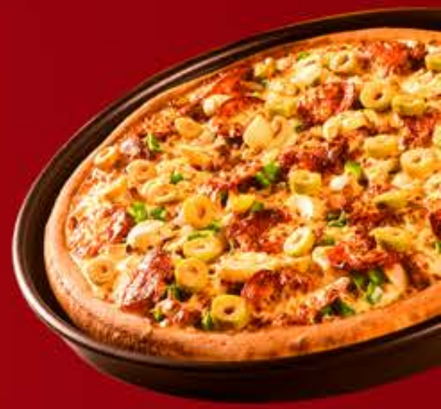
Result Grid | Filt

	size	order_count
▶	L	18526

ANALYSIS SNIPPETS

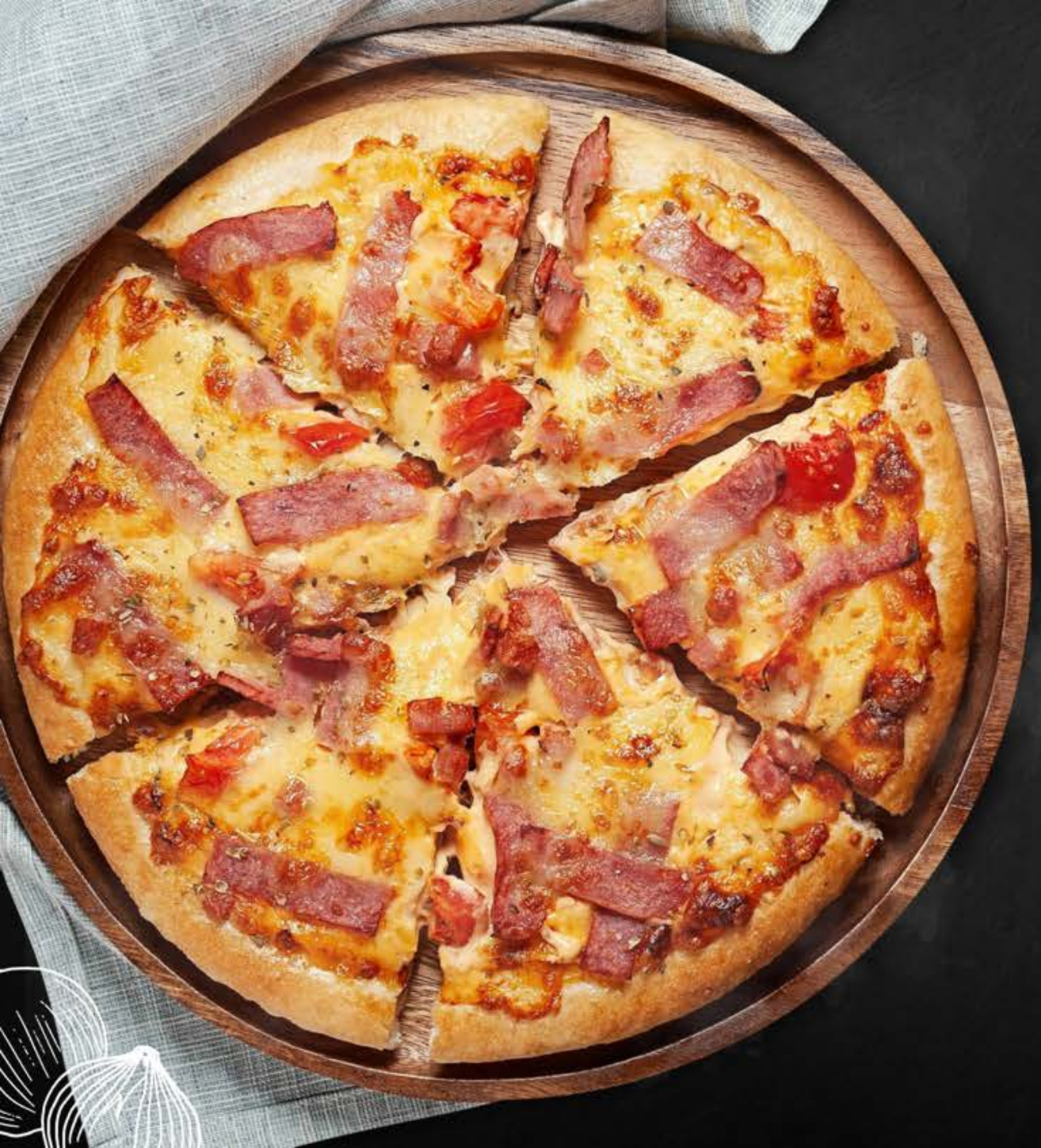
List the top 5 most ordered pizza types along with their quantities.

```sql
SELECT pt.name AS pizza_type, SUM(od.quantity) AS total_ordered
FROM order_details od
JOIN pizza_prices p ON od.pizza_id = p.pizza_id
JOIN pizzas_types pt ON p.pizza_type_id = pt.pizza_type_id
GROUP BY pt.name
ORDER BY total_ordered DESC
LIMIT 5;
```



Result Grid | Filter Rows:

pizza_type	total_ordered
The Classic Deluxe Pizza	2453
The Barbecue Chicken Pizza	2432
The Hawaiian Pizza	2422
The Pepperoni Pizza	2418
The Thai Chicken Pizza	2371



THANK YOU.