Pizza Hut Sales Insights through SQL

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Introduction

Hello, my name is Yash Bansode. In this project, I have utilized SQL queries to solve various questions related to Pizza Hut sales and gain useful insights.

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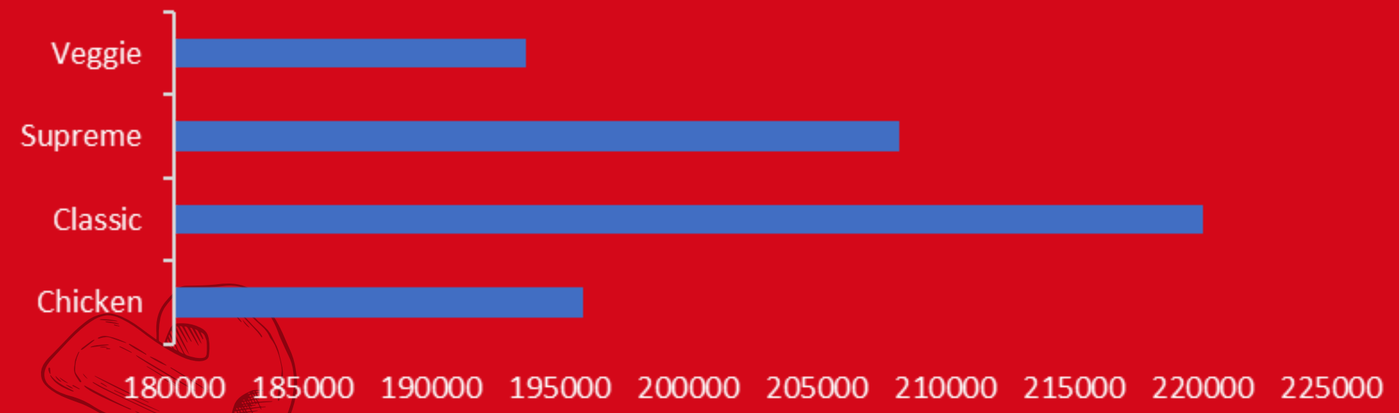
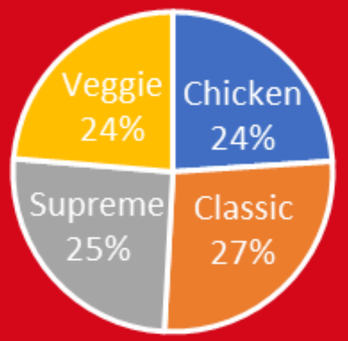
Market Analysis

Total Orders	Total Revenue	Avg Order Value
21350	₹ 8,17,860.05	₹ 38.31

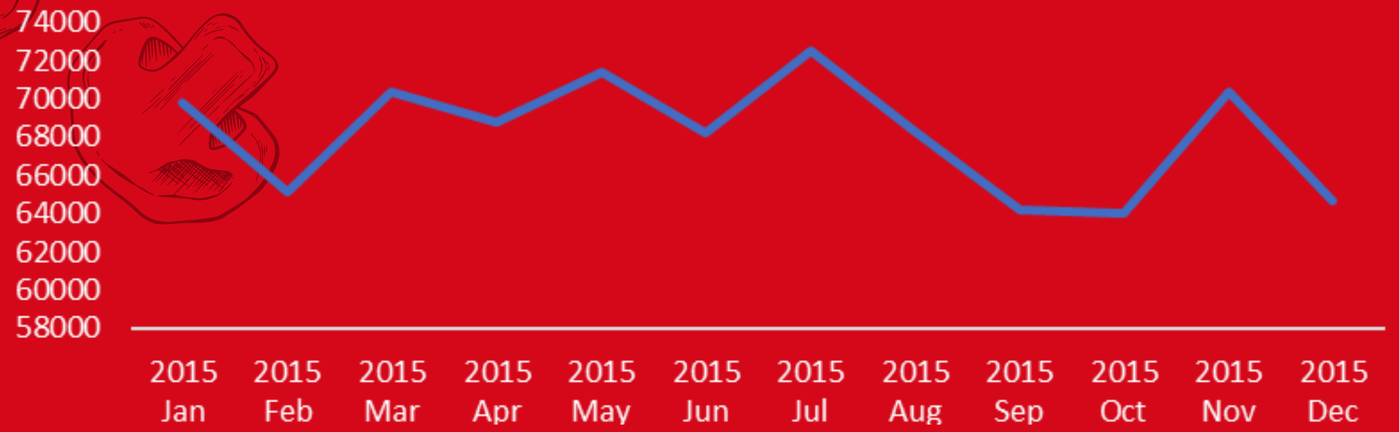
Top 5 Pizza Type By Quantity



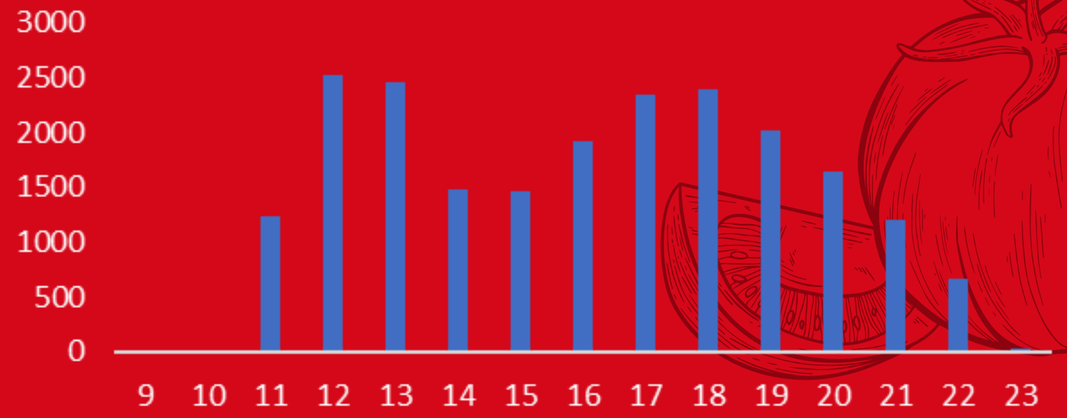
Revenue By Pizza Category



2015: Revenue Trend By Month



Orders by Hour of Day



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Retrieve the total number of orders placed

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

Result Grid

	total_orders
▶	21350

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Calculate the total revenue generated from pizza sales

```
SELECT SUM(od.quantity * p.price) AS total_revenue
FROM order_details od
JOIN pizzas p ON od.pizza_id = p.pizza_id;
```

Result Grid

total_revenue
817860.049999993

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Identify the highest-priced pizza

```
SELECT pizza_id, price
FROM pizzas
ORDER BY price DESC
LIMIT 1;
```

Result Grid | Filter Ro

	pizza_id	price
▶	the_greek_xxl	35.95

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Identify the most common pizza size ordered

```
SELECT p.size, SUM(od.quantity) AS total_ordered
FROM order_details od
JOIN pizzas p ON od.pizza_id = p.pizza_id
GROUP BY p.size
ORDER BY total_ordered DESC
LIMIT 1;
```

Result Grid | Filter

size	total_ordered
L	18956

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

```
SELECT pt.name, SUM(od.quantity) AS total_ordered
FROM order_details od
JOIN pizzas p ON od.pizza_id = p.pizza_id
JOIN pizza_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:

name	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

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

```
SELECT pt.category, SUM(od.quantity) AS total_quantity
FROM order_details od
JOIN pizzas p ON od.pizza_id = p.pizza_id
JOIN pizza_types pt ON p.pizza_type_id = pt.pizza_type_id
GROUP BY pt.category
ORDER BY total_quantity DESC;
```

Result Grid | Filter R

category	total_quantity
Classic	14888
Supreme	11987
Veggie	11649
Chicken	11050

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Determine the distribution of orders by hour of the day

```
SELECT HOUR(o.time) AS order_hour, COUNT(o.order_id) AS total_orders
FROM orders o
GROUP BY HOUR(o.time)
ORDER BY order_hour;
```

Result Grid | Filter Rov

order_hour	total_orders
9	1
10	8
11	1231
12	2520
13	2455
14	1472
15	1468
16	1920
17	2336
18	2399
19	2009
20	1642
21	1198
22	663
23	28

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Join relevant tables to find the category-wise distribution of pizzas

```
SELECT pt.category, COUNT(p.pizza_id) AS total_pizzas
FROM pizzas p
JOIN pizza_types pt ON p.pizza_type_id = pt.pizza_type_id
GROUP BY pt.category;
```

Result Grid | Filter Ro

category	total_pizzas
Chicken	18
Classic	26
Supreme	25
Veggie	27

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

```
SELECT o.date, AVG(daily.total_quantity) AS avg_pizzas_per_day
FROM orders o
JOIN (
    SELECT order_id, SUM(quantity) AS total_quantity
    FROM order_details
    GROUP BY order_id
) daily ON o.order_id = daily.order_id
GROUP BY o.date;
```

Result Grid | Filter Rows:

date	avg_pizzas_per_day
2015-01-01	2.3478
2015-01-02	2.4627
2015-01-03	2.3939
2015-01-04	2.0385
2015-01-05	2.3148

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Determine the top 3 most ordered pizza types based on revenue

```
SELECT pt.name, SUM(od.quantity * p.price) AS total_revenue
FROM order_details od
JOIN pizzas p ON od.pizza_id = p.pizza_id
JOIN pizza_types pt ON p.pizza_type_id = pt.pizza_type_id
GROUP BY pt.name
ORDER BY total_revenue DESC
LIMIT 3;
```

Result Grid | Filter Rows:

name	total_revenue
The Thai Chicken Pizza	43434.25
The Barbecue Chicken Pizza	42768
The California Chicken Pizza	41409.5

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Calculate the percentage contribution of each pizza type to total revenue

```
SELECT pt.name,
       ROUND((SUM(od.quantity * p.price) /
              (SELECT SUM(od2.quantity * p2.price)
               FROM order_details od2
               JOIN pizzas p2 ON od2.pizza_id = p2.pizza_id) * 100), 2) AS revenue_percentage
FROM order_details od
JOIN pizzas p ON od.pizza_id = p.pizza_id
JOIN pizza_types pt ON p.pizza_type_id = pt.pizza_type_id
GROUP BY pt.name
ORDER BY revenue_percentage DESC;
```

Result Grid | Filter Rows:

name	revenue_percentage
The Thai Chicken Pizza	5.31
The Barbecue Chicken Pizza	5.23
The California Chicken Pizza	5.06
The Classic Deluxe Pizza	4.67

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Analyze the cumulative revenue generated over time

```
SELECT o.date,
       SUM(od.quantity * p.price) AS daily_revenue,
       SUM(SUM(od.quantity * p.price)) OVER (ORDER BY o.date) AS cumulative_revenue
FROM orders o
JOIN order_details od ON o.order_id = od.order_id
JOIN pizzas p ON od.pizza_id = p.pizza_id
GROUP BY o.date
ORDER BY o.date;
```

Result Grid | Filter Rows: | Export:

date	daily_revenue	cumulative_revenue
2015-01-01	2713.8500000000004	2713.8500000000004
2015-01-02	2731.8999999999996	5445.75
2015-01-03	2662.4	8108.15
2015-01-04	1755.4500000000003	9863.6
2015-01-05	2065.95	11929.55

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Determine the top 3 most ordered pizza types based on revenue for each pizza category

```sql
SELECT category, name, total_revenue
FROM (
    SELECT pt.category, pt.name,
           SUM(od.quantity * p.price) AS total_revenue,
           RANK() OVER (PARTITION BY pt.category ORDER BY SUM(od.quantity * p.price) DESC) AS rank_in_category
    FROM order_details od
    JOIN pizzas p ON od.pizza_id = p.pizza_id
    JOIN pizza_types pt ON p.pizza_type_id = pt.pizza_type_id
    GROUP BY pt.category, pt.name
) ranked
WHERE rank_in_category <= 3
ORDER BY category, total_revenue DESC;
```

Result Grid | Filter Rows: | Export:

category	name	total_revenue
Chicken	The Thai Chicken Pizza	43434.25
Chicken	The Barbecue Chicken Pizza	42768
Chicken	The California Chicken Pizza	41409.5

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Thank you!