

A close-up photograph of a hand holding a slice of pizza. The pizza has a golden-brown crust and is topped with melted cheese and several pieces of pepperoni. The background is blurred, showing more of the pizza.

Pizza Hut
Sales
Insights through
SQL



PIZZAHUT



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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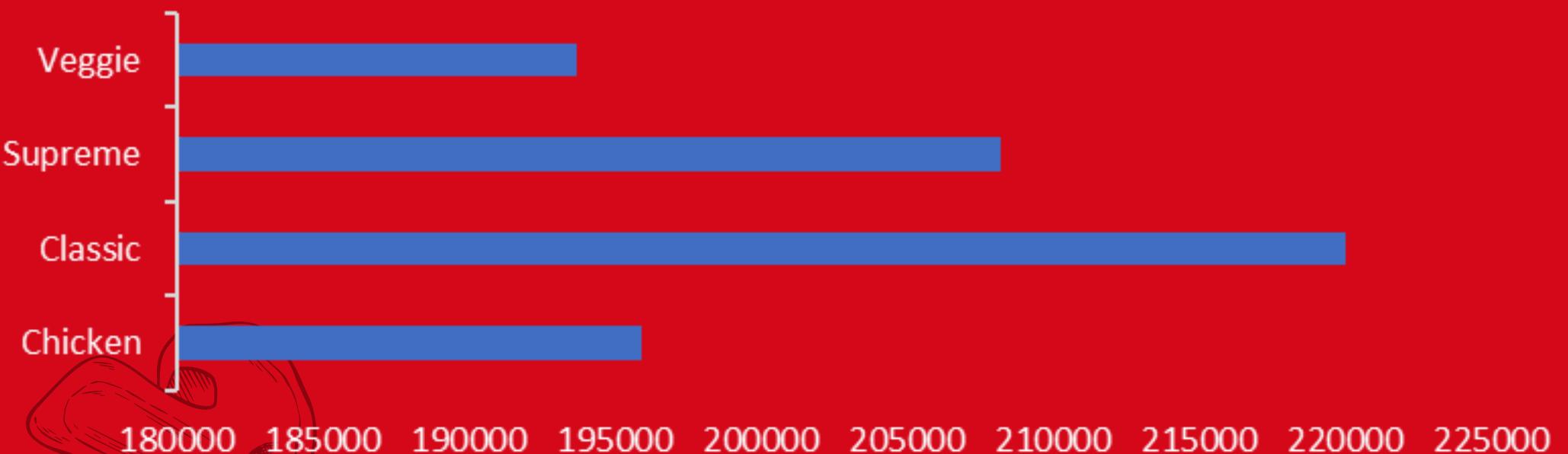
Market Analysis

Total Orders
21350

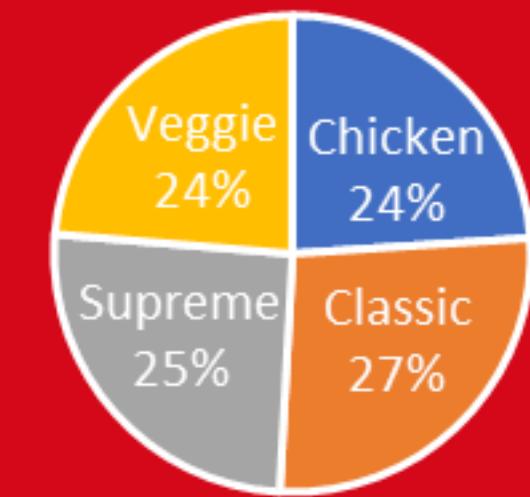
Total Revenue
₹ 8,17,860.05

Avg Order Value
₹ 38.31

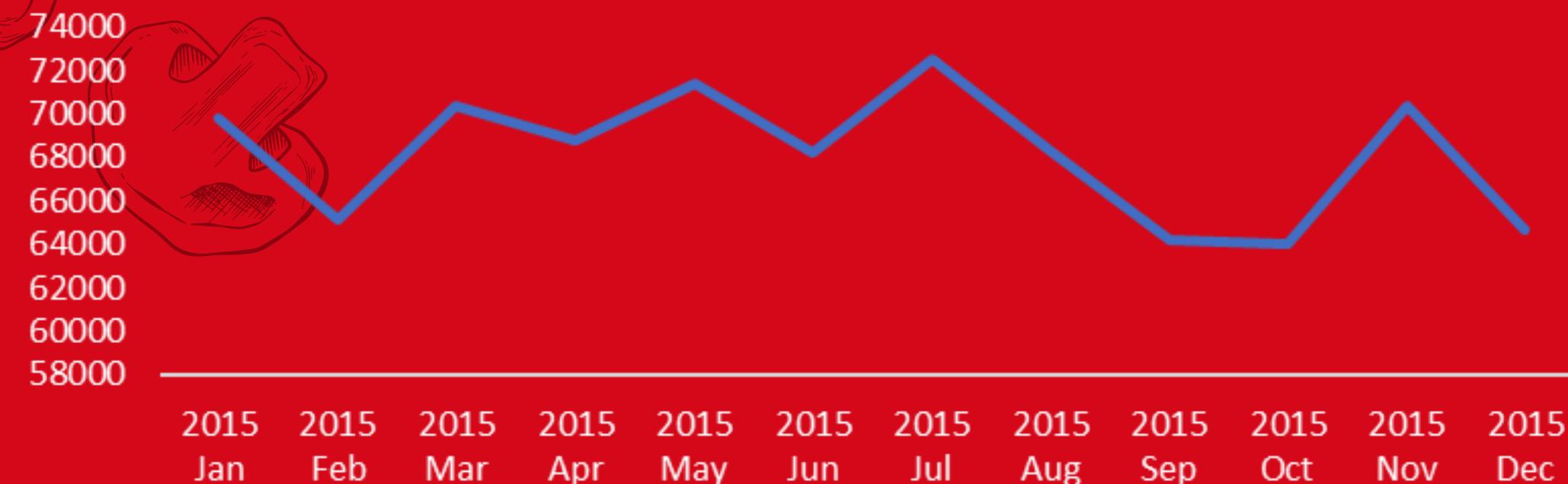
Top 5 Pizza Type By Quantity



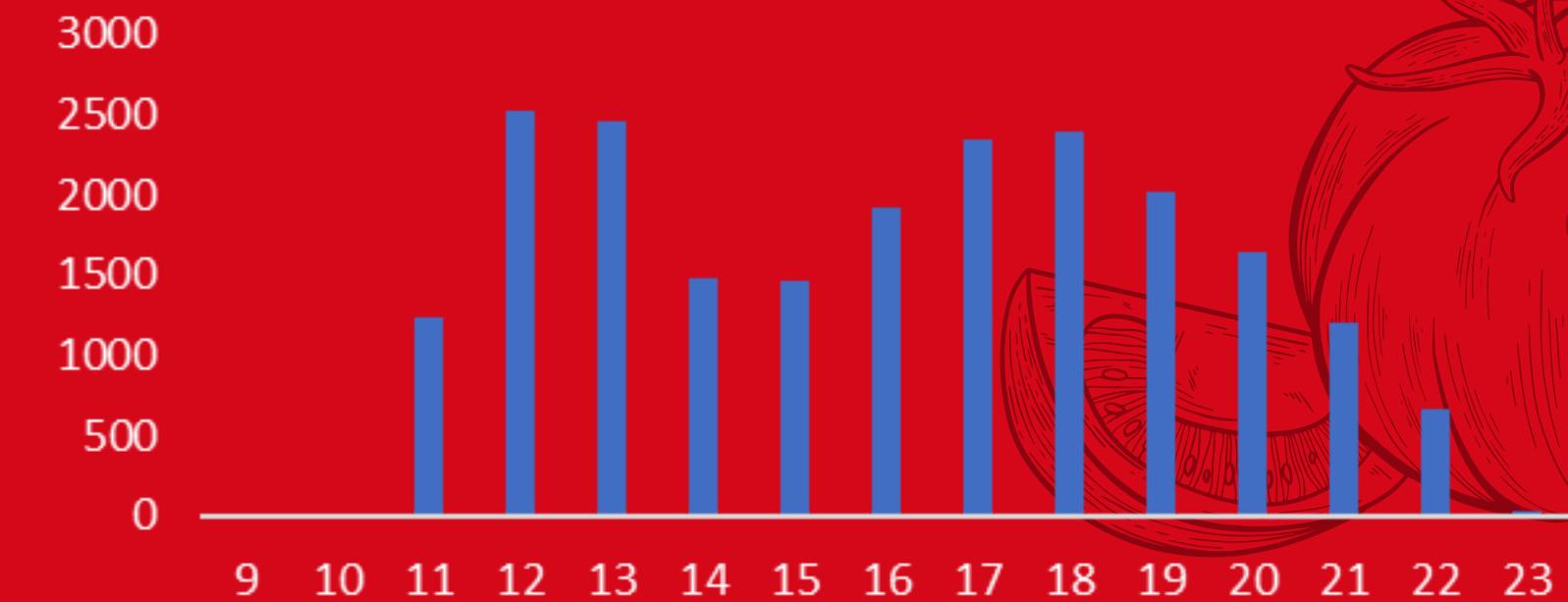
Revenue By Pizza Category



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



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

817860.0499999993

	total_revenue
	817860.0499999993



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Identify the highest-priced pizza

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

Result Grid | Filter Row

	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



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



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



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 Row

	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 Row

	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



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: E

	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

```
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



Thank
you!