PIZZA SALES REPORT

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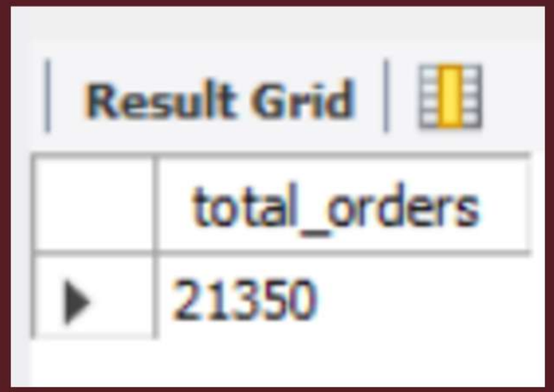
INTRODUCTION

In this project, I performed an in-depth analysis of pizza sales data using SQL queries to extract key business insights. The analysis covered fundamental metrics such as total orders, revenue, and popular pizza choices, progressing to advanced insights like revenue distribution and category-wise performance. This data-driven approach aids in optimizing sales strategies and decision-making.

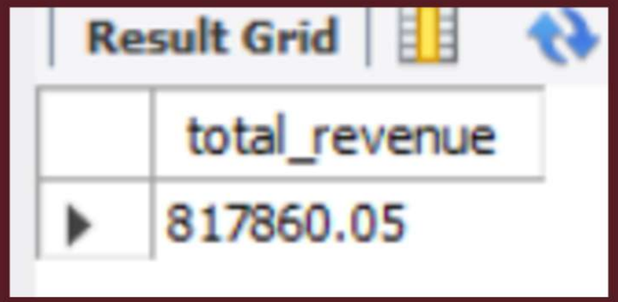
RETRIEVE THE TOTAL NUMBER OF ORDERS PLACED.

```
-- Retrieve the total number of orders placed
select count(order_id) as total_orders from orders;
```



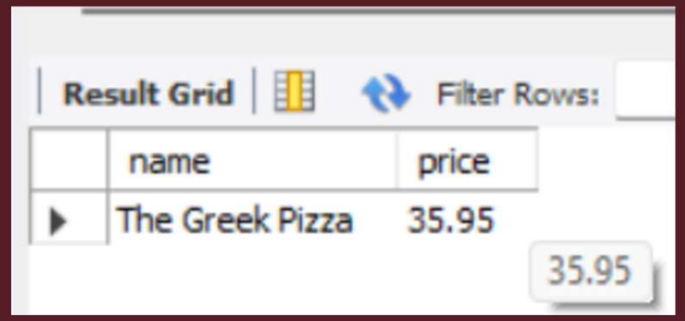
CALCULATE THE TOTAL REVENUE GENERATED FROM PIZZA SALES.

```sql
-- Calculate the total revenue generated from pizza sales.
select round(sum(order_details.quantity * pizzas.price),2) as total_revenue
From order_details join pizzas
on pizzas.pizza_id = order_details.pizza_id;
```



IDENTIFY THE HIGHEST-PRICED PIZZA.

```sql
-- Identify the highest-priced pizza.
select pizza_types.name, pizzas.price
From pizza_types join pizzas
on pizza_types.pizza_type_id = pizzas.pizza_type_id
order by pizzas.price desc limit 1;
```



IDENTIFY THE MOST COMMON PIZZA SIZE ORDERED.

```sql
-- Identify the most common pizza size ordered.
SELECT pizzas.size, COUNT(order_details.order_details_id) AS order_count
FROM pizzas
JOIN order_details ON pizzas.pizza_id = order_details.pizza_id
GROUP BY pizzas.size
ORDER BY order_count DESC limit 1;
```

Result Grid | Filter

	size	order_count
▶	L	18526

LIST THE TOP 5 MOST ORDERED PIZZA TYPES ALONG WITH THEIR QUANTITIES.

```sql
-- List the top 5 most ordered pizza types along with their quantities.
SELECT pizza_types.name, sum(order_details.quantity) as quantity
FROM pizza_types
JOIN pizzas ON pizza_types.pizza_type_id = pizzas.pizza_type_id
JOIN order_details
ON order_details.pizza_id = pizzas.pizza_id
Group by pizza_types.name order by quantity desc limit 5;
```

Result Grid | Filter Rows:

name	quantity
The Classic Deluxe Pizza	2453
The Barbecue Chicken Pizza	2432
The Hawaiian Pizza	2422
The Pepperoni Pizza	2418
The Thai Chicken Pizza	2371

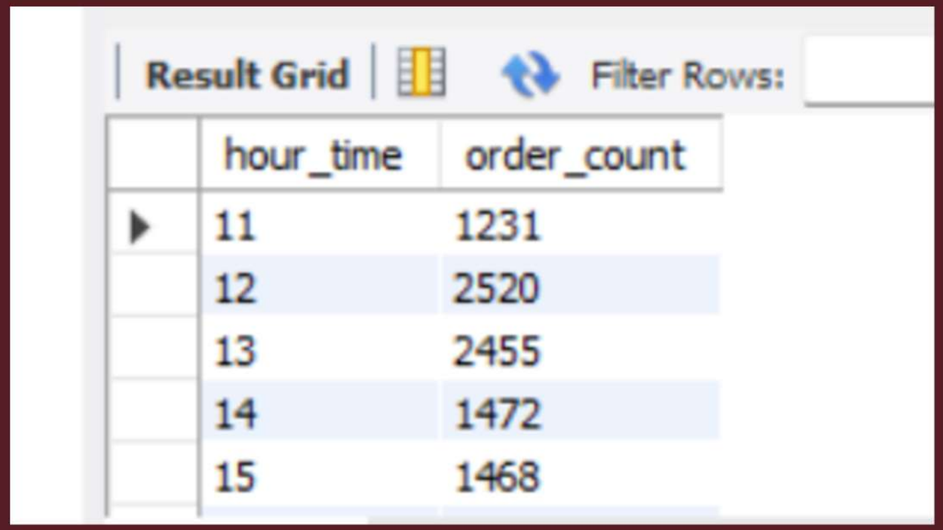
JOIN THE NECESSARY TABLES TO FIND THE TOTAL QUANTITY OF EACH PIZZA CATEGORY ORDERED.

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

category	quantity
Classic	14888
Supreme	11987
Veggie	11649
Chicken	11050

DETERMINE THE DISTRIBUTION OF ORDERS BY HOUR OF THE DAY.

```sql
select hour(order_time) as hour_time , count(order_id) as order_count
from orders
group by hour_time;
```

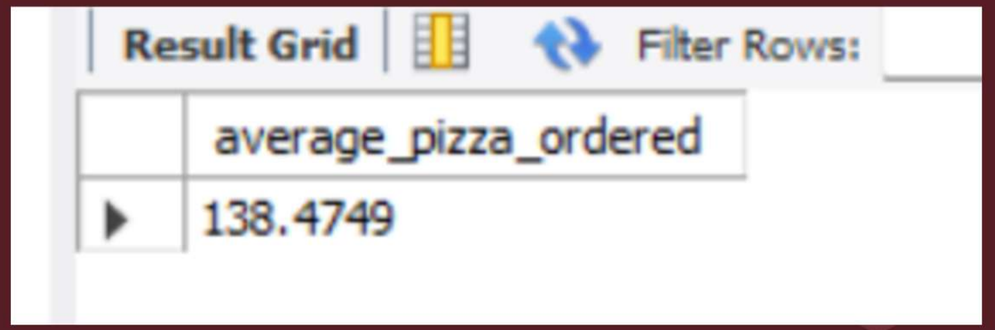


Result Grid | Filter Rows:

hour_time	order_count
11	1231
12	2520
13	2455
14	1472
15	1468

GROUP THE ORDERS BY DATE AND CALCULATE THE AVERAGE NUMBER OF PIZZAS ORDERED PER DAY.

```
select avg(quantity) as average_pizza_ordered from
(select orders.order_date, sum(order_details.quantity) as quantity
from orders join order_details
on orders.order_id = order_details.order_id
group by orders.order_date) as orders_by_date;
```



DETERMINE THE TOP 3 MOST ORDERED PIZZA TYPES BASED ON REVENUE.

```sql
SELECT pizza_types.name,
       SUM(order_details.quantity * pizzas.price) AS revenue
FROM pizza_types
JOIN pizzas ON pizzas.pizza_type_id = pizza_types.pizza_type_id
JOIN order_details ON order_details.pizza_id = pizzas.pizza_id
GROUP BY pizza_types.name
ORDER BY revenue DESC limit 3;
```

Result Grid | Filter Rows:

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

JOIN RELEVANT TABLES TO FIND THE CATEGORY-WISE DISTRIBUTION OF PIZZAS.

```
-- Join relevant tables to find the category-wise distribution of pizzas.
select category, count(name) from pizza_types
group by category;
```

Result Grid | Filter Rows:

category	count(name)
Chicken	6
Classic	8
Supreme	9
Veggie	9

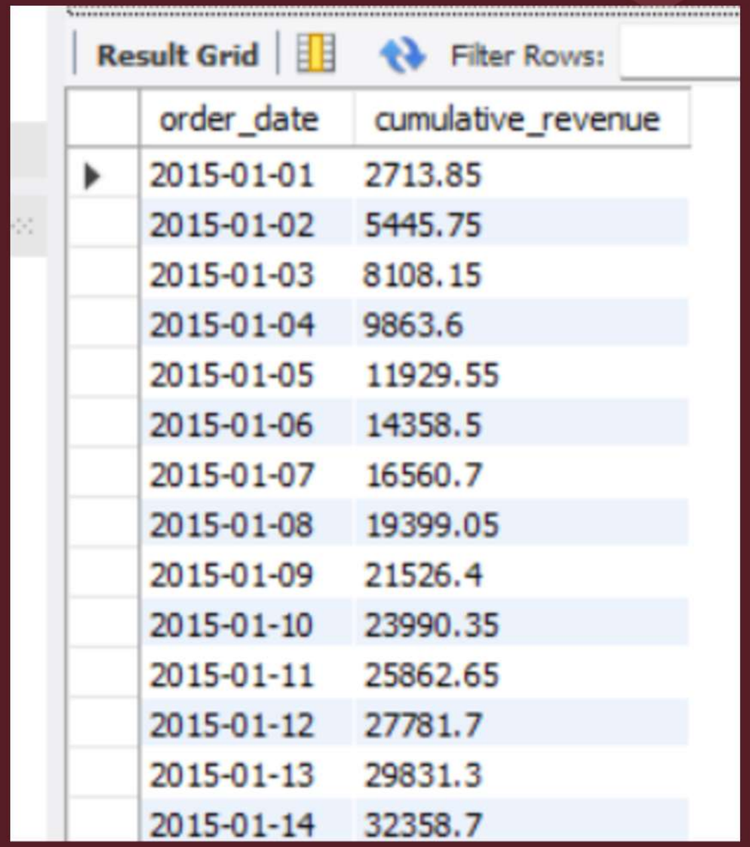
CALCULATE THE PERCENTAGE CONTRIBUTION OF EACH PIZZA TYPE TO TOTAL REVENUE.

```sql
WITH total_sales AS (
    SELECT SUM(order_details.quantity * pizzas.price) AS total_revenue
    FROM order_details
    JOIN pizzas ON pizzas.pizza_id = order_details.pizza_id
)
SELECT pizza_types.category,
       ROUND((SUM(order_details.quantity * pizzas.price) /
       total_sales.total_revenue) * 100, 2) AS revenue_percentage
FROM pizza_types
JOIN pizzas ON pizza_types.pizza_type_id = pizzas.pizza_type_id
JOIN order_details ON order_details.pizza_id = pizzas.pizza_id
CROSS JOIN total_sales
GROUP BY pizza_types.category, total_sales.total_revenue
ORDER BY revenue_percentage DESC;
```

category	revenue_percentage
Classic	26.91
Supreme	25.46
Chicken	23.96
Veggie	23.68

ANALYZE THE CUMULATIVE REVENUE GENERATED OVER TIME.

```sql
SELECT
    order_date,
    ROUND(SUM(revenue) OVER (ORDER BY order_date), 2) AS cumulative_revenue
FROM (
    SELECT
        orders.order_date,
        SUM(order_details.quantity * pizzas.price) AS revenue
    FROM order_details
    JOIN pizzas ON order_details.pizza_id = pizzas.pizza_id
    JOIN orders ON orders.order_id = order_details.order_id
    GROUP BY orders.order_date
) AS sales;
```



Result Grid | Filter Rows:

order_date	cumulative_revenue
2015-01-01	2713.85
2015-01-02	5445.75
2015-01-03	8108.15
2015-01-04	9863.6
2015-01-05	11929.55
2015-01-06	14358.5
2015-01-07	16560.7
2015-01-08	19399.05
2015-01-09	21526.4
2015-01-10	23990.35
2015-01-11	25862.65
2015-01-12	27781.7
2015-01-13	29831.3
2015-01-14	32358.7

DETERMINE THE TOP 3 MOST ORDERED PIZZA TYPES BASED ON REVENUE FOR EACH PIZZA CATEGORY.

```sql
SELECT
    name, category, revenue
FROM (
    SELECT category, name, revenue,
        RANK() OVER (PARTITION BY category ORDER BY revenue DESC) AS rankk
    FROM (
        SELECT pizza_types.category, pizza_types.name,
            SUM(order_details.quantity * pizzas.price) AS revenue
        FROM pizza_types
        JOIN pizzas ON pizza_types.pizza_type_id = pizzas.pizza_type_id
        JOIN order_details ON order_details.pizza_id = pizzas.pizza_id
        GROUP BY pizza_types.category, pizza_types.name
    ) AS ranked_data
) AS filtered_data
WHERE rankk <= 3;
```

Result Grid | Filter Rows: | Export:

name	category	revenue
The Thai Chicken Pizza	Chicken	43434.25
The Barbecue Chicken Pizza	Chicken	42768
The California Chicken Pizza	Chicken	41409.5
The Classic Deluxe Pizza	Classic	38180.5
The Hawaiian Pizza	Classic	32273.25
The Pepperoni Pizza	Classic	30161.75
The Spicy Italian Pizza	Supreme	34831.25
The Italian Supreme Pizza	Supreme	33476.75
The Sicilian Pizza	Supreme	30940.5
The Four Cheese Pizza	Veggie	32265.70000000065
The Mexicana Pizza	Veggie	26780.75
The Five Cheese Pizza	Veggie	26066.5

THANK YOU

March 2025