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PRESENTATION

By Abhidnya Sunil Sawant

The background features stylized, hand-drawn pizza slices in the corners. The slices are depicted with thick brown outlines and orange fill, with small white dashes representing toppings. They are arranged in a way that frames the central text area.

BACKGROUND

This project uses a fictional pizza sales dataset to perform SQL-based data analysis. It includes order details, pizza types, sizes, and sales records. The goal is to extract insights like top-selling pizzas, revenue trends, and customer behavior using MySQL. Techniques used include JOINS, GROUP BY, subqueries, and aggregate functions. This dataset offers a practical, business-focused scenario to showcase SQL skills

The slide features a light beige background with decorative elements in the corners. These elements are stylized, wavy shapes in shades of brown and tan, resembling melted cheese or various pizza toppings like pepperoni and mushrooms. The shapes are outlined with thin brown lines and some have small white dots scattered on them.

PROJECT GOALS

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

RETRIEVE THE TOTAL NUMBER OF ORDERS PLACED.

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

	total_orders
▶	21350

-- CALCULATE THE TOTAL REVENUE
GENERATED FROM PIZZA SALES.

```
SELECT  
  ROUND(SUM(orders_details_id.quantity * pizzas.price),  
        2) AS total_sales  
FROM  
  orders_details_id  
  JOIN  
  pizzas ON pizzas.pizza_id = orders_details_id.pizza_id
```

	total_sales
▶	817860.05

-- 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;
```

	name	price
▶	The Greek Pizza	35.95

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;
```

	size	order_count
▶	L	18526
	M	15385
	S	14137
	XL	544
	XXL	28

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;
```

	name	quantity
▶	The Classic Deluxe Pizza	2453
	The Barbecue Chicken Pizza	2424
	The Hawaiian Pizza	2422
	The Pepperoni Pizza	2418
	The Thai Chicken Pizza	2371

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ANALYSIS

- Top 5 Pizzas by Quantity: Shows the most popular pizza types sold.
- Most Ordered Sizes: Identifies which pizza size gets the most orders.
- Most Expensive Pizza: Finds the highest priced pizza on the menu.
- Total Sales: Calculates total revenue from all pizza sales.
- Total Orders: Counts the total number of orders placed.

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CONCLUSION

THE SQL ANALYSIS OF PIZZA SALES DATA PROVIDED VALUABLE INSIGHTS INTO CUSTOMER PREFERENCES AND BUSINESS PERFORMANCE. WE IDENTIFIED THE TOP-SELLING PIZZAS, MOST PREFERRED SIZES, AND TOTAL REVENUE GENERATED. THESE INSIGHTS CAN SUPPORT BETTER INVENTORY PLANNING, PRICING STRATEGIES, AND MARKETING DECISIONS. SQL PROVED TO BE A POWERFUL TOOL FOR TRANSFORMING RAW DATA INTO MEANINGFUL BUSINESS INTELLIGENCE.

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THANK YOU