PRESENTATION

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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
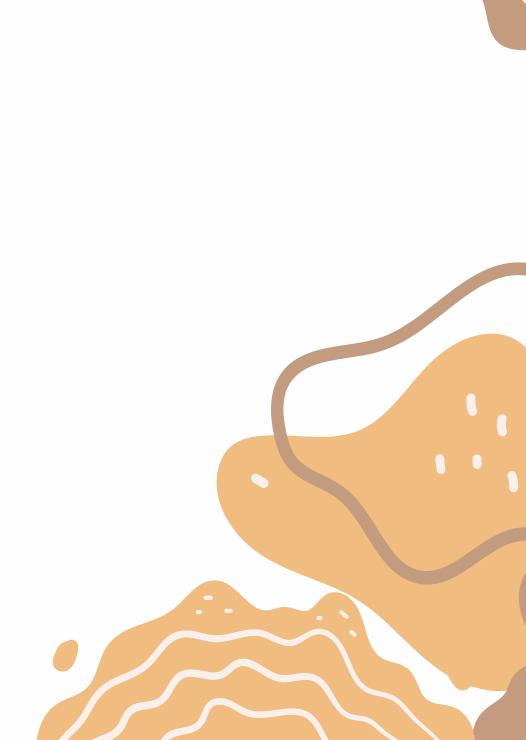
PROJECT GOALS

- 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.

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

total_orders
21350

-- CALCULATE THE TOTAL REVENUE GENERATED FROM PIZZA SALES.

```sql
SELECT
    ROUND(SUM(orders_details_id.quamtity * pizzas.price),
            2) AS total_sales
FROM
    orders_details_id
        JOIN
    pizzas ON pizzas.pizza_id = orders_details_id.pizza_id
```
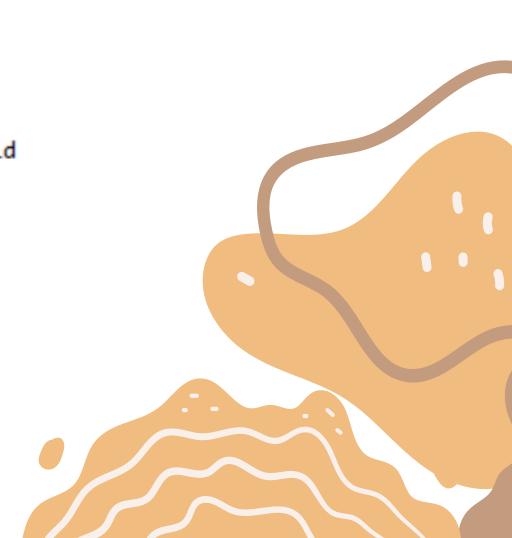
total_sales
▶ 817860.05

-- IDENTIFY THE HIGHEST-PRICED PIZZA.

```sql
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.

```sql
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.

```sql
SELECT
    pizza_types.name, sum(order_details.quamtity) as quamtity
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 quamtity DESC
LIMIT 5;
```

name	quamtity
The Classic Deluxe Pizza	2453
The Barbecue Chicken Pizza	24 2453
The Hawaiian Pizza	2422
The Pepperoni Pizza	2418
The Thai Chicken Pizza	2371

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.

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.

THANK YOU