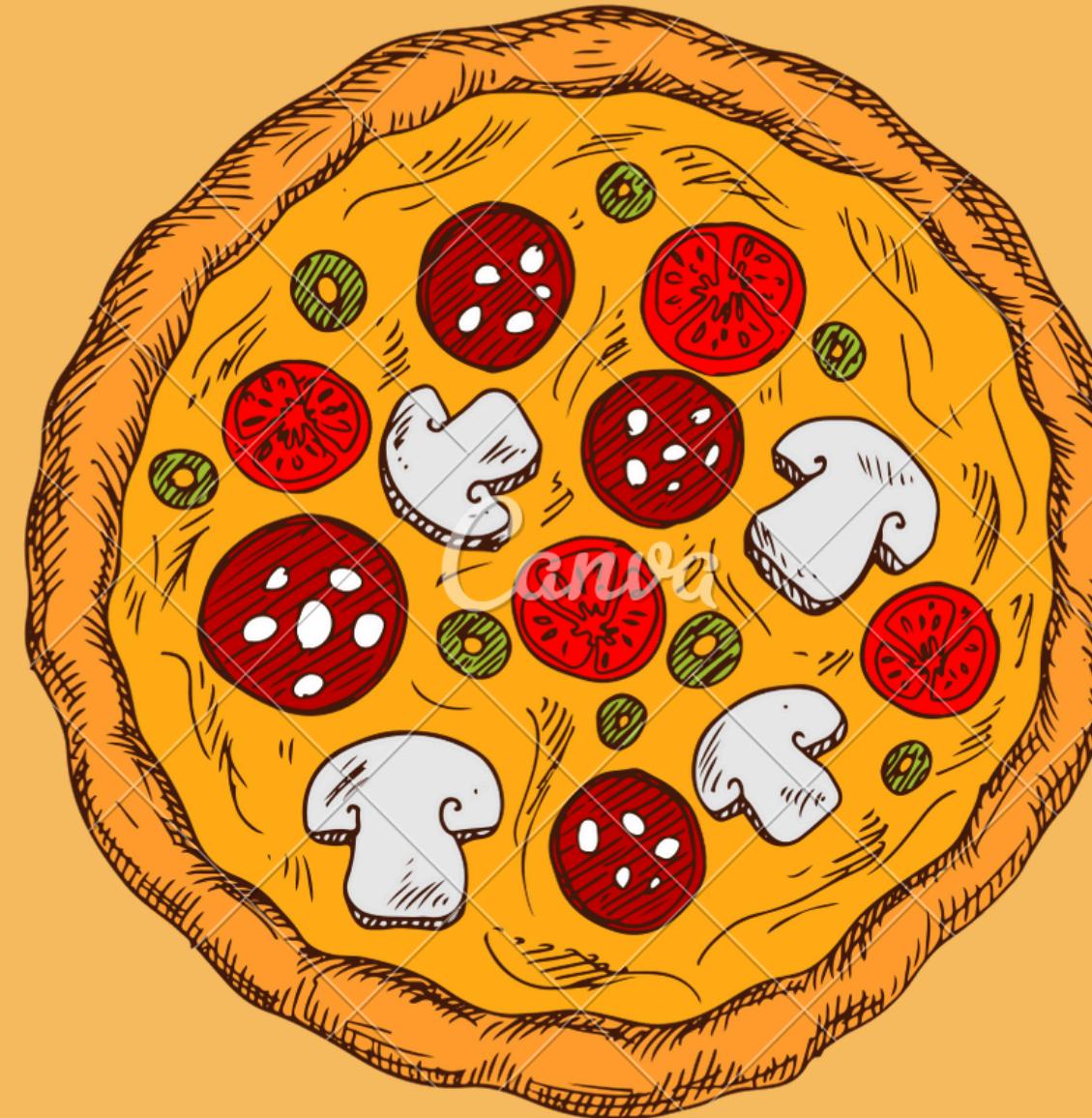


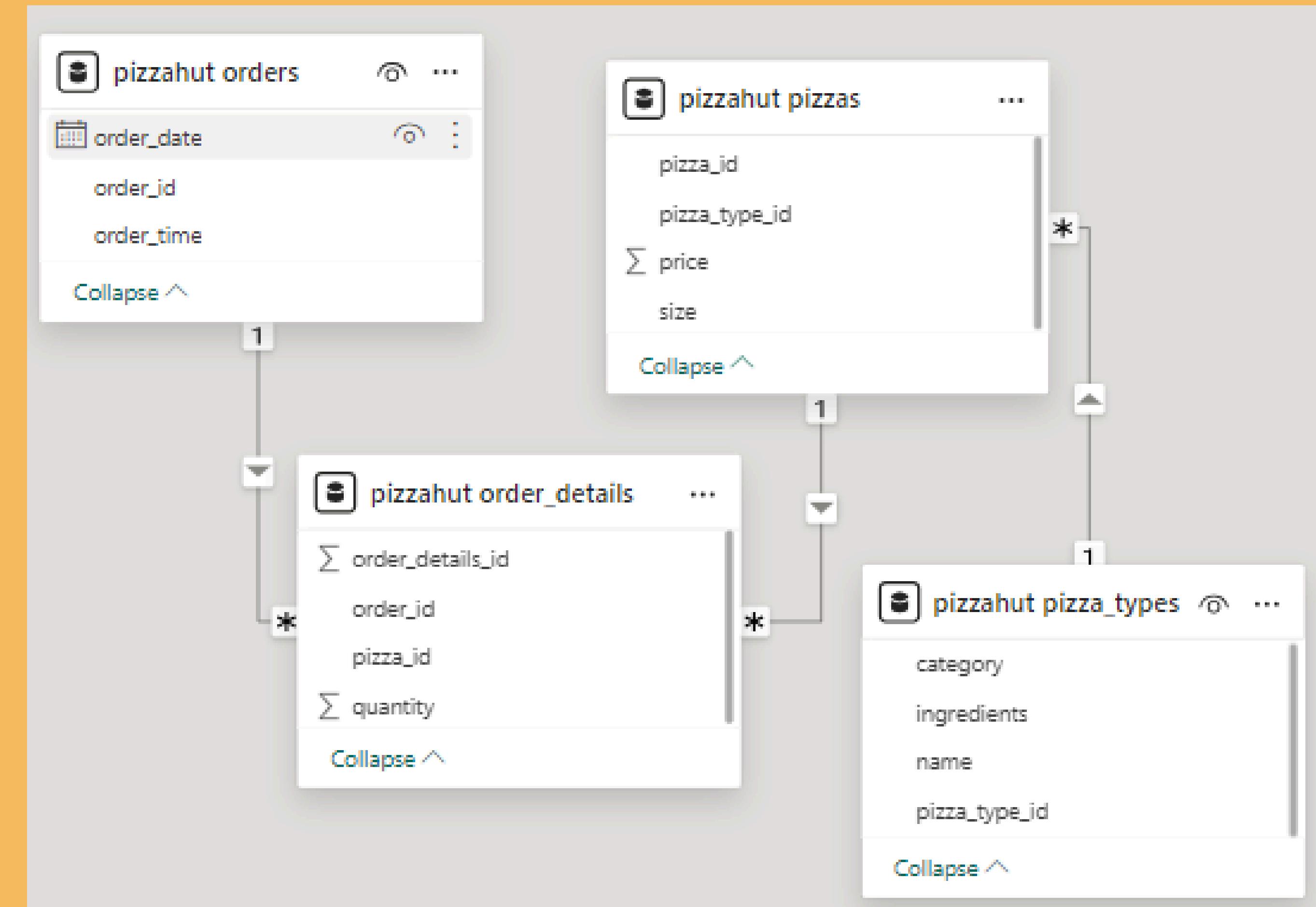
PIZZA SALES ANALYSIS: UNCOVERING TRENDS



Hello!

Welcome to my Pizza Sales Analysis project. Through SQL queries, joins, ranks, and functions, I've explored pizza sales data to uncover insights into consumption patterns, most common pizza types, peak sales time, revenue details and much more. Join me as we slice through the data to reveal the secrets of pizza sales!

Mapping Pizza Sales Insights



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.

```
3 •   SELECT
4     ROUND(SUM(order_details.quantity * pizzas.price),
5             2) AS total_sales
6
7   FROM
8   order_details
9   JOIN
10  pizzas USING (pizza_id);
```

	total_sales
▶	817860.05

Identify the highest-priced pizza.

```
3 •   SELECT
4       pizza_types.name, pizzas.price
5   FROM
6       pizza_types
7       JOIN
8           pizzas USING (pizza_type_id)
9   ORDER BY price DESC
10  LIMIT 1
```

	total_sales
▶	817860.05

Identify the most common pizza size ordered.

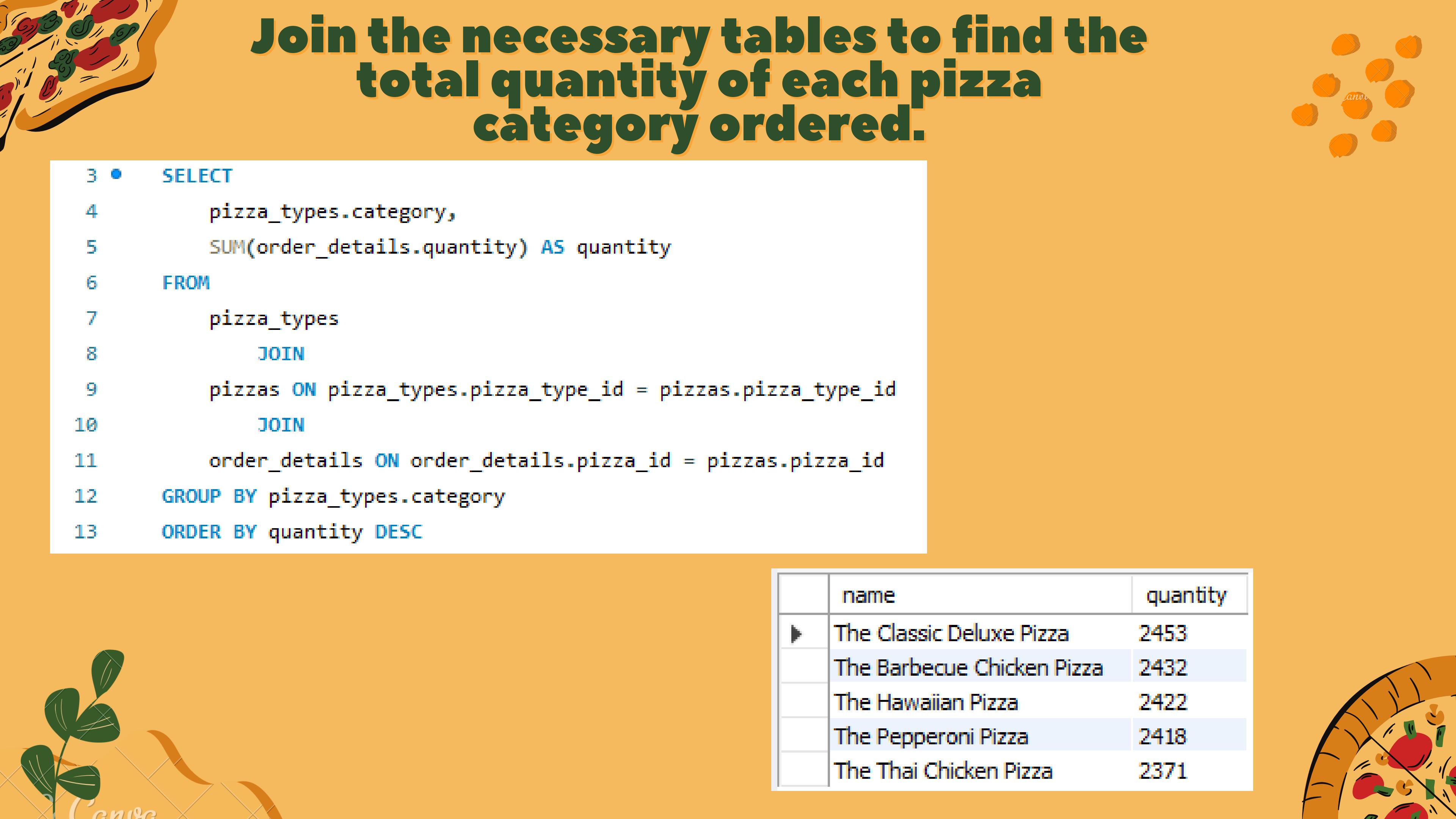
```
3 •   SELECT
4       pizzas.size,
5       COUNT(order_details.order_details_id) AS order_count
6   FROM
7       pizzas
8       JOIN
9       order_details USING (pizza_id)
10      GROUP BY pizzas.size
11      ORDER BY order_count DESC
12      LIMIT 1
```

	size	order_count
▶	L	18526

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

```
4 • SELECT
5     pizza_types.name, SUM(order_details.quantity) AS quantity
6 FROM
7     pizza_types
8     JOIN
9     pizzas USING (pizza_type_id)
10    JOIN
11    order_details ON order_details.pizza_id = pizzas.pizza_id
12 GROUP BY pizza_types.name
13 ORDER BY quantity DESC
14 LIMIT 5;
```

	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.

```
3 •   SELECT
4     pizza_types.category,
5       SUM(order_details.quantity) AS quantity
6   FROM
7     pizza_types
8       JOIN
9       pizzas ON pizza_types.pizza_type_id = pizzas.pizza_type_id
10      JOIN
11      order_details ON order_details.pizza_id = pizzas.pizza_id
12    GROUP BY pizza_types.category
13  ORDER BY quantity DESC
```

	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

Determine the distribution of orders by hour of the day.

```
3 •   SELECT  
4       HOUR(order_time), COUNT(order_id) AS order_count  
5   FROM  
6       orders  
7   GROUP BY HOUR(order_time)  
8
```

	HOUR(order_time)	order_count
▶	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
10	8
9	1



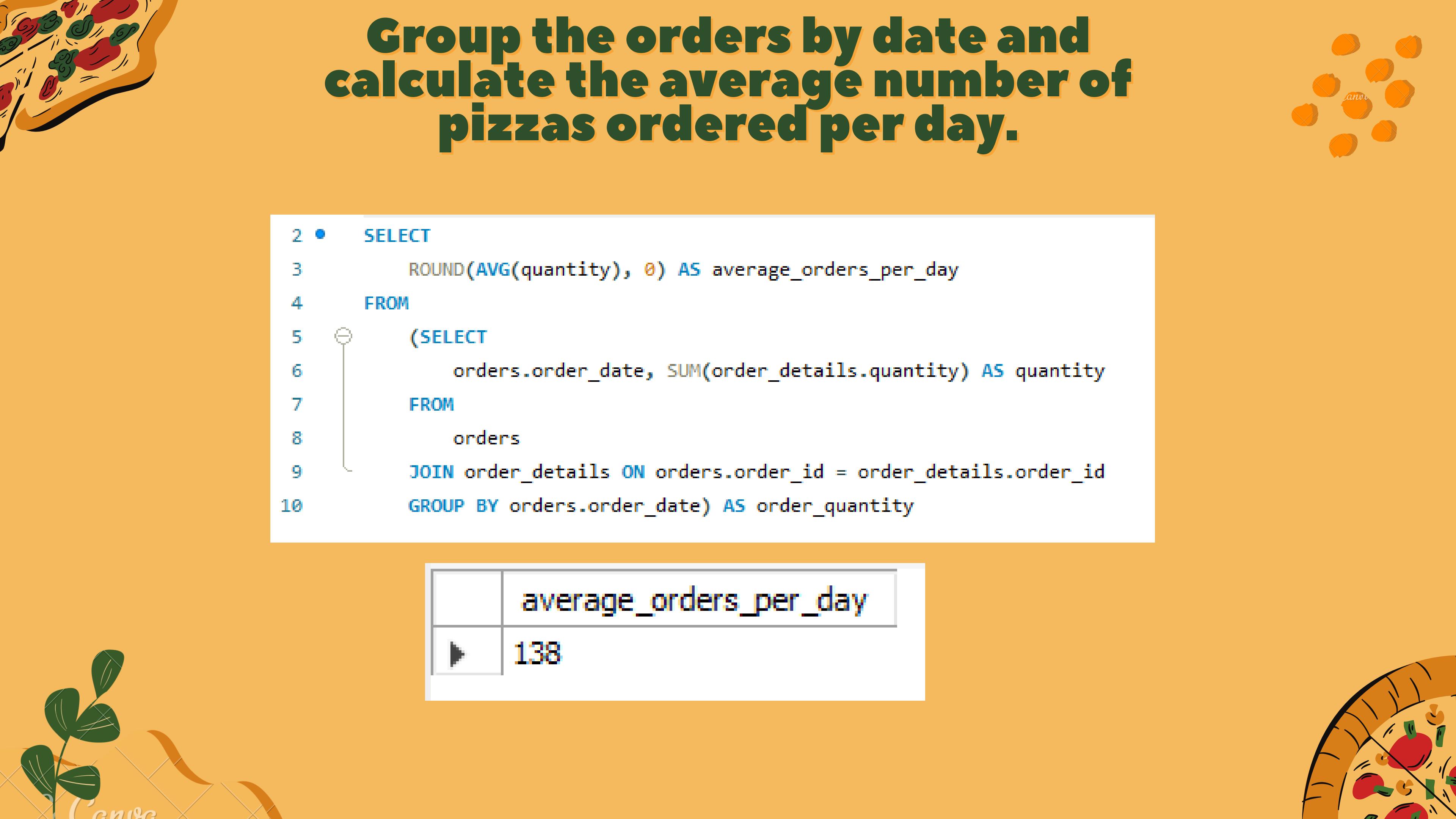
Join relevant tables to find the category-wise distribution of pizzas.



```
3 • select category, count(name) from pizza_types  
4 group by category
```

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





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

```
2 •   SELECT
3       ROUND(AVG(quantity), 0) AS average_orders_per_day
4   FROM
5   (SELECT
6       orders.order_date, SUM(order_details.quantity) AS quantity
7   FROM
8       orders
9   JOIN order_details ON orders.order_id = order_details.order_id
10      GROUP BY orders.order_date) AS order_quantity
```

	average_orders_per_day
▶	138

Determine the top 3 most ordered pizza types based on revenue.

```
3 • SELECT
4     pizza_types.name,
5         SUM(order_details.quantity * pizzas.price) AS revenue
6 FROM
7     pizza_types
8         JOIN
9             pizzas ON pizza_types.pizza_type_id = pizzas.pizza_type_id
10        JOIN
11            order_details ON order_details.pizza_id = pizzas.pizza_id
12 GROUP BY pizza_types.name
13 ORDER BY revenue DESC
14 LIMIT 3
```

	name	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.

```
3 • SELECT
4     pizza_types.category,
5     ROUND((SUM(order_details.quantity * pizzas.price) / (SELECT
6         ROUND(SUM(order_details.quantity * pizzas.price),
7         2) AS total_sales
8
9     FROM
10        order_details
11        JOIN
12            pizzas ON order_details.pizza_id = pizzas.pizza_id)) * 100,
13    2) AS revenue
14
15 FROM
16     pizza_types
17     JOIN
18         pizzas ON pizza_types.pizza_type_id = pizzas.pizza_type_id
19     JOIN
20         order_details ON order_details.pizza_id = pizzas.pizza_id
21 GROUP BY pizza_types.category
```

	category	revenue
▶	Classic	26.91
	Veggie	23.68
	Supreme	25.46
	Chicken	23.96

Analyze the cumulative revenue generated over time.

```
3 •   select order_date, sum(revenue) over(order by order_date) as cum_revenue from
4   (select orders.order_date, round(sum(order_details.quantity*pizzas.price),2) as revenue
5     from order_details
6       join pizzas
7         on order_details.pizza_id=pizzas.pizza_id
8       join orders
9         on orders.order_id=order_details.order_id
10      group by order_date) as sales
```

	order_date	cum_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

	order_date	cum_revenue
	2015-01-07	16560.7
	2015-01-08	19399.05
	2015-01-09	21526.399999999998
	2015-01-10	23990.35
	2015-01-11	25862.649999999998
	2015-01-12	27781.699999999997

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

```
3 •  select name,revenue,rankk from
4  ⊖ (select category, name, revenue, rank() over(partition by category order by revenue desc) as rankk from
5
6  ⊖ (SELECT
7      pizza_types.category,
8      pizza_types.name,
9      SUM(order_details.quantity * pizzas.price) AS revenue
10     FROM
11      pizza_types
12      JOIN
13      pizzas USING (pizza_type_id)
14      JOIN
15      order_details USING (pizza_id)
16     GROUP BY category , name) as a) as b
17     where rankk<=3
```

	name	revenue	rankk
	The Thai Chicken Pizza	43434.25	1
	The Barbecue Chicken Pizza	42768	2
	The California Chicken Pizza	41409.5	3
	The Classic Deluxe Pizza	38180.5	1
	The Hawaiian Pizza	32273.25	2
	The Pepperoni Pizza	30161.75	3



As we wrap up, I want to express my gratitude for your time and attention. This project has been a fascinating exploration of pizza sales insights using SQL.

If you have any questions or would like to delve deeper into the analysis, please don't hesitate to reach out.

Thank you again for being a part of this journey!

Abhishek Kumar

