

PIZZA SALES REPORT USING SQL





INTRODUCTION

Pizza is more than just a delicious dish — it's data waiting to be explored!

Using SQL, we dive into pizza sales to uncover powerful business insights.

Let's slice into the world of pizza analytics!

(Presented by Aditi Patil)

DATA SCHEMA OVERVIEW

order_details

- **order_details_id**
- **order_id**
- **pizza_id**
- **quantity**

pizzas

- **pizza_id**
- **pizza_type_id**
- **size**
- **price**

pizza_types

- **pizza_type_id**
- **name**
- **category**
- **ingredients**

orders

- **order_id**
- **date**
- **time**



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Retrieve the total number of orders placed.

```
SELECT DISTINCT COUNT(ORDER_ID) AS TOTAL_ORDERS  
FROM ORDERS
```

	Result Grid	Filter Row
	TOTAL_ORDERS	
▶	21350	

(Presented by Aditi Patil)

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;
```



Result Grid	
	TOTAL_REVENUE
▶	817860.05

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Identify the highest-priced pizza.

```
SELECT name, price  
FROM pizza_types  
JOIN pizzas  
ON pizza_types.pizza_type_id = pizzas.pizza_type_id  
ORDER BY price DESC  
LIMIT 1;
```



Result Grid | Filter Rows

	name	price
▶	The Greek Pizza	35.95

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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 size  
ORDER BY order_count DESC;
```



Result Grid | Filter

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

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

```
SELECT name, SUM(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 name ORDER BY quantity DESC  
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

(Presented by Aditi Patil)

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;
```



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	category	quantity
▶	Classic	14888
	Supreme	11987
	Veggie	11649
	Chicken	11050

Determine the distribution of orders by hour of the day.

```
SELECT hour(time) AS HOUR, COUNT(order_id) AS order_count  
FROM orders  
GROUP BY HOUR ;
```



Result Grid | Filter R

	HOUR	order_count
▶	11	1231
	12	2520
	13	2455
	14	1472
	15	1468
	16	1920

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

```
SELECT category, COUNT(name) AS pizza  
FROM pizza_types  
GROUP BY category;
```

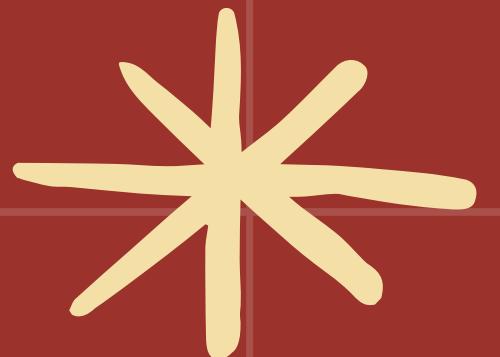


Result Grid

category	pizza
Chicken	6
Classic	8
Supreme	9
Veggie	9

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

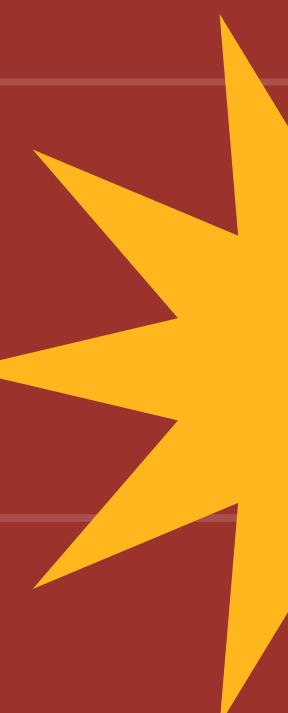


```
SELECT ROUND(AVG(quantity),0) AS avg_quantity FROM  
(SELECT orders.date, SUM(order_details.quantity) AS quantity  
FROM orders JOIN order_details  
ON orders.order_id = order_details.order_id  
GROUP BY orders.date) AS order_quantity;
```



Result Grid	
	avg_quantity
▶	138

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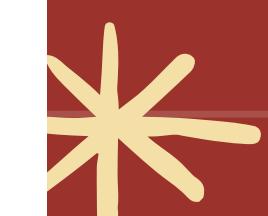
Determine the top 3 most ordered pizza types based on revenue.

```
SELECT pizza_types.name, ROUND(SUM(order_details.quantity*pizzas.price),0) 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;
```



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	name	revenue
▶	The Thai Chicken Pizza	43434
	The Barbecue Chicken Pizza	42768
	The California Chicken Pizza	41410



Calculate the percentage contribution of each pizza type to total revenue.

```
SELECT pizza_types.category, ROUND((SUM(order_details.quantity*pizzas.price) /  
          (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 )) * 100, 2) 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 ORDER BY revenue DESC
```

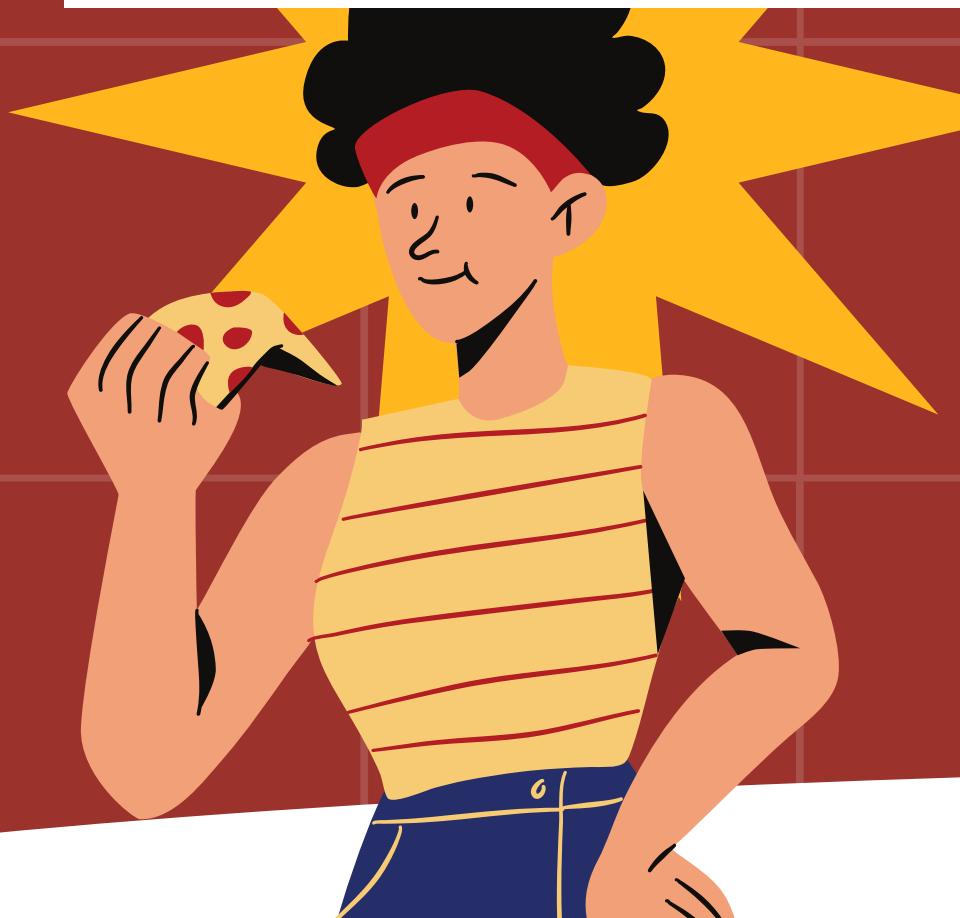


	category	revenue
▶	Classic	26.91
	Supreme	25.46
	Chicken	23.96
	Veggie	23.68

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Analyze the cumulative revenue generated over time.

```
SELECT date,  
       sum(revenue) over(order by date) as cum_revenue  
  FROM  
    (SELECT orders.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.date) AS Sales;
```



Result Grid | Filter Rows:

	date	cum_revenue
▶	2015-01-01	2713.8500000000004
	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

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

```
SELECT category, name, revenue
FROM
(SELECT category, name, revenue,
RANK() OVER(PARTITION BY category ORDER BY revenue DESC ) AS RN
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 a) AS b
WHERE RN<=3;
```

An illustration of a person in a blue hoodie eating a slice of pizza, with a yellow starburst effect behind them. To the right is a large, open pizza box.

	category	name	revenue
▶	Chicken	The Thai Chicken Pizza	43434.25
	Chicken	The Barbecue Chicken Pizza	42768
	Chicken	The California Chicken Pizza	41409.5
	Classic	The Classic Deluxe Pizza	38180.5
	Classic	The Hawaiian Pizza	32273.25
	Classic	The Pepperoni Pizza	30161.75
	Supreme	The Spicy Italian Pizza	34831.25

(Presented by Aditi Patil)



THANK YOU

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