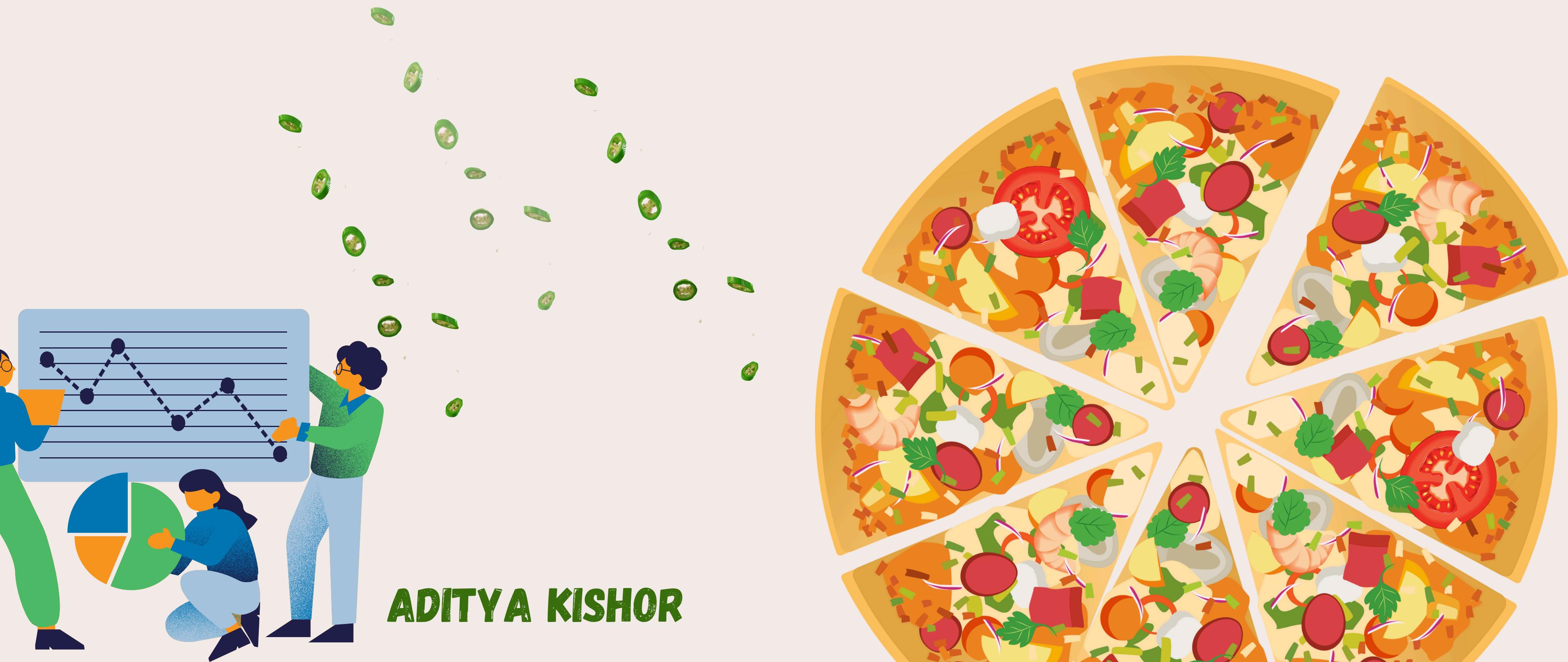


PIZZA SALES INSIGHTS WITH SQL: UNCOVERING TRENDS AND OPPORTUNITIES



ADITYA KISHOR

RETRIEVE THE TOTAL NUMBER OF ORDERS PLACED.

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

Result Grid	
	total_order
▶	21350



CALCULATE THE TOTAL REVENUE GENERATED FROM PIZZA SALES.

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

Result Grid	
	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;
```

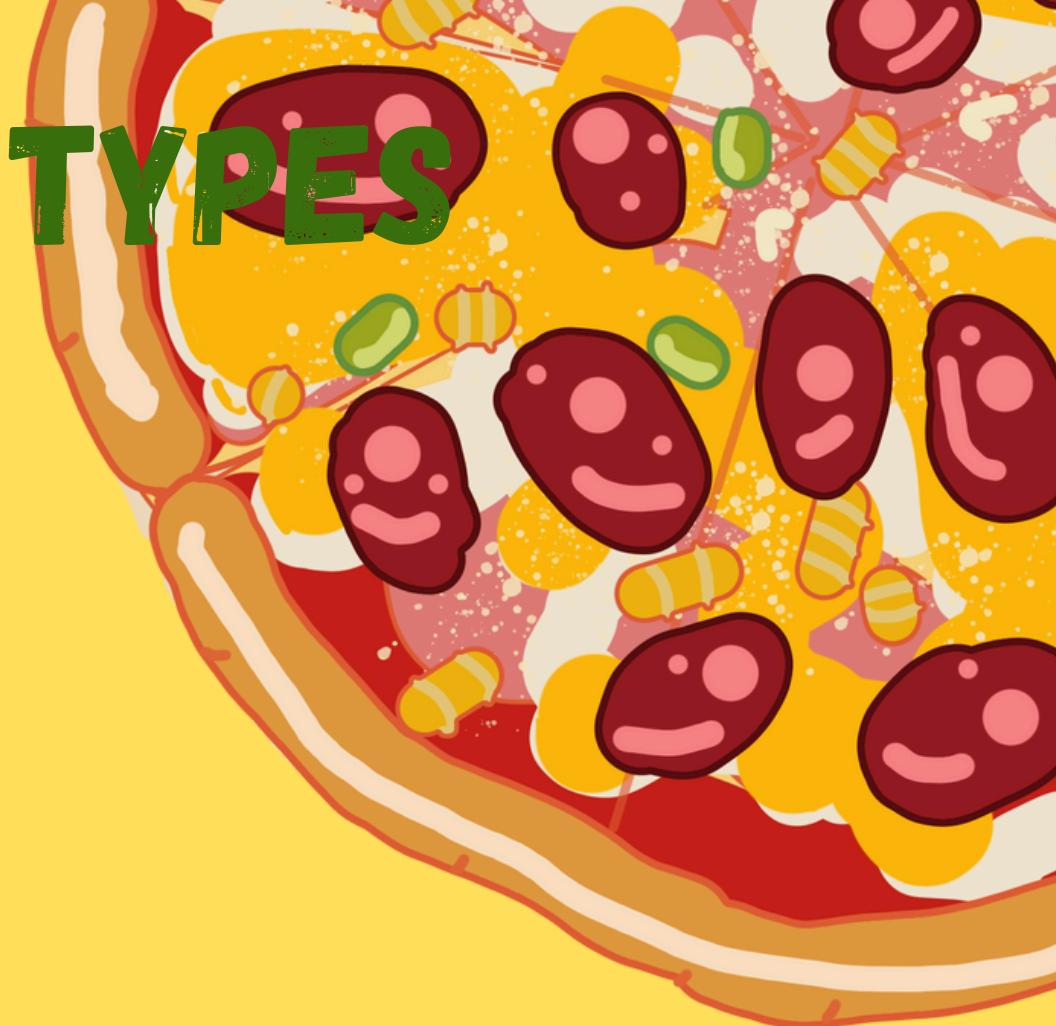
Result Grid | Filter Rows:

	name	price
▶	The Greek Pizza	35.95

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	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.

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

	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

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

```
SELECT  
    ROUND(AVG(quantity), 0)  
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 order_quantity;
```

	ROUND(AVG(quantity), 0)
▶	138

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

```
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

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_sales
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



ANALYZE THE CUMULATIVE REVENUE GENERATED OVER TIME.

```
select order_date,  
       sum(revenue) over(order by order_date) as cum_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;
```

	order_date	cum_revenue
▶	2015-01-01	2713.850000000004
	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	23990.35000000002
	2015-01-11	25862.65
	2015-01-12	27781.7
	2015-01-13	29831.30000000003
	2015-01-14	32358.70000000004
	2015-01-15	34343.50000000001
	2015-01-16	36937.65000000001
	2015-01-17	39001.75000000001
	2015-01-18	40978.60000000006
	2015-01-19	43365.75000000001
	2015-01-20	45763.65000000001
	2015-01-21	47804.20000000001
	2015-01-22	50300.90000000001
	2015-01-23	52724.60000000006
	2015-01-24	55013.85000000006
	2015-01-25	56631.40000000001
	2015-01-26	58515.80000000001
	2015-01-27	61043.85000000001
	2015-01-28	63059.85000000001
	2015-01-29	65105.150000000016
	2015-01-30	67375.45000000001



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

```
select 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;
```

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



THANK YOU

<https://github.com/adityakishori>



adikishor67@gmail.com

ADITYA KISHOR