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Pizza Sales Analysis

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WHERE EVERY SLICE TELLS A STORY

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ABOUT US

A Pizza Sales analysis using SQL typically involves querying a database to extract insights like total sales, best-selling pizzas, peak order times, and customer preferences.

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1 Retrieve the total number of orders placed.

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

total_orders
21350

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2 Calculate the total revenue generated from pizza sales.

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

tota_sales
817860.05

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3 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

4 Identify the most common pizza size ordered

```
SELECT
pizzas.size, COUNT(order_details.order_id) AS order_count
FROM
order_details
JOIN
pizzas ON order_details.pizza_id = pizzas.pizza_id
GROUP BY pizzas.size
ORDER BY order_count DESC
LIMIT 1;
```

size	order_count
L	18526

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

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```
SELECT
pizza_types.name,
SUM(order_details.quantity) AS total_quantity
FROM
order_details
JOIN
pizzas ON order_details.pizza_id =
pizzas.pizza_id
JOIN
pizza_types ON pizzas.pizza_type_id =
pizza_types.pizza_type_id
GROUP BY pizza_types.name
ORDER BY total_quantity DESC
LIMIT 5;
```

name	total_quantity
The Classic Deluxe Pizza	2453
The Barbecue Chicken Pizza	2432
The Hawaiian Pizza	2422
The Pepperoni Pizza	2418
The Thai Chicken Pizza	2371

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6. Join the necessary tables to find the total quantity of each pizza category ordered.

```
SELECT
    pizza_types.category,
    SUM(order_details.quantity) AS total_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 total_quantity DESC;
```

category	total_quantity
Classic	14888
Supreme	11987
Veggie	11649
Chicken	11050

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

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

category	COUNT(name)
Chicken	6
Classic	8
Supreme	9
Veggie	9

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8. 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 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 revenue DESC
LIMIT 3;
```

name	revenue
The Thai Chicken Pizza	43434.25
The Barbecue Chicken Pizza	42768
The California Chicken Pizza	41409.5

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Conclusion

This project successfully analyzed pizza sales data using SQL, providing valuable insights for improving business operations.

Future enhancements can include integrating real-time sales dashboards and customer segmentation analysis.

Business Recommendations

Introduce discounts and promotions during low-sales periods to boost revenue.
Maintain a high stock of popular pizzas and their ingredients.
Optimize staff scheduling based on peak sales hours.
Launch new pizza flavors based on customer preferences and market trends.

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THANK YOU

FOR ATTENTION