GitHub ajayrawat2003 **LinkedIn** Ajay Rawat

Pizza Sales Anlysis

Project PPT

ABOUT PROJECT:

The project demonstrates covering SELECT queries, joins, aggregations, grouping, subquaries and analytical functions. It provides insights that could be useful for a business in optimizing sales strategies and inventory management.

This SQL project analyzes pizza sales data to derive key business insights. It involves creating a structured database, inserting data from an Excel sheet into four tables, and performing queries to extract meaningful information. The project covers a range of SQL concepts, from basic aggregation to intermediate joins and advanced analytical functions.

Retrieve the total number of orders placed

```
select count(order_id)
from orders as Order_Placed;
```

Result Grid

	count(order_id)
▶	21350

Total revenue generated from pizza sales.

```
select round(sum(od.quantity * pz.price),2) as Total_Sales
  from pizzas pz join orders_details od
  on pz.pizza_id = od.pizza_id;
```

Result Grid

	Total_Sales
▶	817860.05

Identify the highest-priced pizza

```
select pt.name, pz.price from pizza_types pt
  join pizzas pz on pt.pizza_type_id = pz.pizza_type_id
  order by 2 desc
  limit 1 ;
```

Result Grid | Filter

	name	price
▶	The Greek Pizza	35.95

Identify the most common pizza size ordered.

```
select pz.size,count(od.quantity) as Order_Count
  from pizzas pz join orders_details od
  group by 1
  order by 2 desc;
```

Result Grid | Filter

size	Order_Count
S	1555840
L	1507220
M	1507220
XXL	48620
XL	48620

Top 5 most ordered pizza types along with their quantities.

```
select pt.name,count(od.quantity) as Order_Count from pizza_types pt
  join pizzas pz on pt.pizza_type_id = pz.pizza_type_id
  join orders_details od on od.pizza_id =  pz.pizza_id
  group by 1
  order by 2 desc
  limit 5;
```

name	Order_Count
The Classic Deluxe Pizza	2416
The Barbecue Chicken Pizza	2372
The Hawaiian Pizza	2370
The Pepperoni Pizza	2369
The Thai Chicken Pizza	2315

total quantity of each pizza category ordered

```
select pt.category, sum(od.quantity) as orders from pizza_types pt
  join pizzas pz on pt.pizza_type_id = pz.pizza_type_id
  join orders_details od on od.pizza_id = pz.pizza_id
  group by category;
```

Result Grid

category	orders
Classic	14888
Veggie	11649
Supreme	11987
Chicken	11050

Determine the distribution of orders by hour of the day

```
select hour(order_time) as Hours,count(order_id)as Orders
  from orders
  group by 1;
```

Result Grid

Hours	Orders
11	1231
12	2520
13	2455
14	1472
15	1468
16	1920
17	2336
18	2399
19	2009

Top 3 most ordered pizza types based on revenue

```
select pt.name, round(sum(od.quantity * pz.price),2) as revenue
  from orders_details od join pizzas pz
  on od.pizza_id = pz.pizza_id
  join pizza_types pt
  on pt.pizza_type_id = pz.pizza_type_id
  group by 1
  order by 2 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

Analyze the cumulative revenue generated over time.

```sql
select order_date, sum(revenue) over (order by order_date) as cum_revenue
  from
  (select os.order_date, sum(od.quantity * pz.price) as revenue
  from orders os join orders_details od
  on os.order_id = od.order_id
  join pizzas pz
  on pz.pizza_id = od.pizza_id
  group by 1 ) as a;
```

Result Grid | Filter Ro

order_date	cum_revenue
2015-01-01	2713.8500000
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	23990.350000
2015-01-11	25862.65
2015-01-12	27781.7
2015-01-13	29831.300000
2015-01-14	32358.700000
2015-01-15	34343.500000

INSIDES :

The project provides key insights into pizza sales trends, customer preferences, and revenue patterns. By analyzing order data, pricing, and sales distribution, businesses can make data-driven decisions to optimize inventory, improve marketing strategies, and enhance overall profitability. These insights help in identifying best-selling pizzas, peak order hours, and revenue-driving factors, enabling better business planning and customer satisfaction