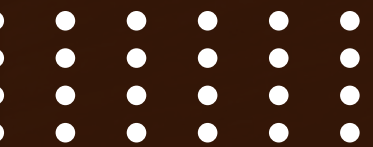


PIZZA SALES ANALYSIS



**INSIGHTS
FROM THE
DATA**

Start Your Slide



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.

```
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;
```

	total_revenue
▶	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;
```

	name	price
▶	The Greek Pizza	35.95



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 pizzas.size
ORDER BY order_count DESC;
```

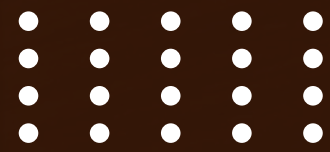
	size	order_count
▶	L	18526
	M	15385
	S	14137
	XL	544
	XXL	28

LIST THE TOP 5 MOST ORDERED PIZZA TYPES . ALONG WITH THEIR QUANTITIES.



```
SELECT
    pizza_types.name,
    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.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



JOIN THE NECESSARY TABLES TO FIND THE TOTAL QUANTITY OF EACH PIZZA CATEGORY ORDERED.



```
SELECT
    pizza_types.category, SUM(order_details.quantity) AS total
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 category;
```

	category	total
▶	Classic	14888
	Veggie	11649
	Supreme	11987
	Chicken	11050



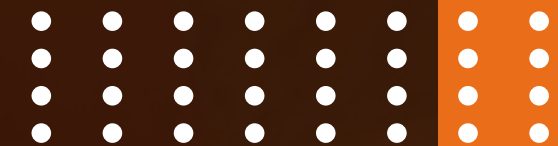
Classic



Veggie Delight



Chicken



DETERMINE THE DISTIBUTION OF ORDERS BY HOUR OF THE DAY.

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

	hour	total
▶	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.



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

	category	count
▶	Chicken	6
	Classic	8
	Supreme	9
	Veggie	9

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

```
SELECT
    ROUND(AVG(quantity), 2) AS average
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 average_quantity;
```

	average
▶	138.47





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

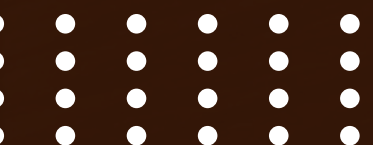


CALCULATE THE PERCENTAGE CONTRIBUTION OF EACH PIZZA TYPE TO TOTAL REVENUE.



```
SELECT pizza_types.category,  
ROUND(sum(order_details.quantity*pizzas.price)*100/sum(sum(order_details.quantity*pizzas.price)) OVER(),1) AS percentage_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;
```

	category	percentage_revenue
▶	Classic	26.9
	Veggie	23.7
	Supreme	25.5
	Chicken	24



ANALYZE THE CUMULATIVE REVENUE GENERATED OVER TIME.



```
SELECT order_date,  
ROUND(SUM(revenue) over(ORDER BY order_date),2) 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 order_date) AS sales  
LIMIT 10;
```



	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
	2015-01-07	16560.7
	2015-01-08	19399.05
	2015-01-09	21526.4
	2015-01-10	23990.35



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 category_revenue
  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 total_revenue) as total
WHERE category_revenue<=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	32265.700000000065
	The Mexicana Pizza	26780.75
	The Five Cheese Pizza	26066.5

