PIZZA SPOT

PIZZA SALES IN 2015

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AMOGH SAWANT

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PIZZA SALES
IN 2015 using SQL

- As part of a pizza chain's business analysis, we have been tasked with analyzing sales data to gain insights into customer preferences and revenue generation.
- The data comprises four main tables: orders, order_details, pizzas, and pizza_types. Leveraging SQL queries, we aim to extract valuable information regarding order patterns, revenue generation, popular pizza types, and more.

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Data Model

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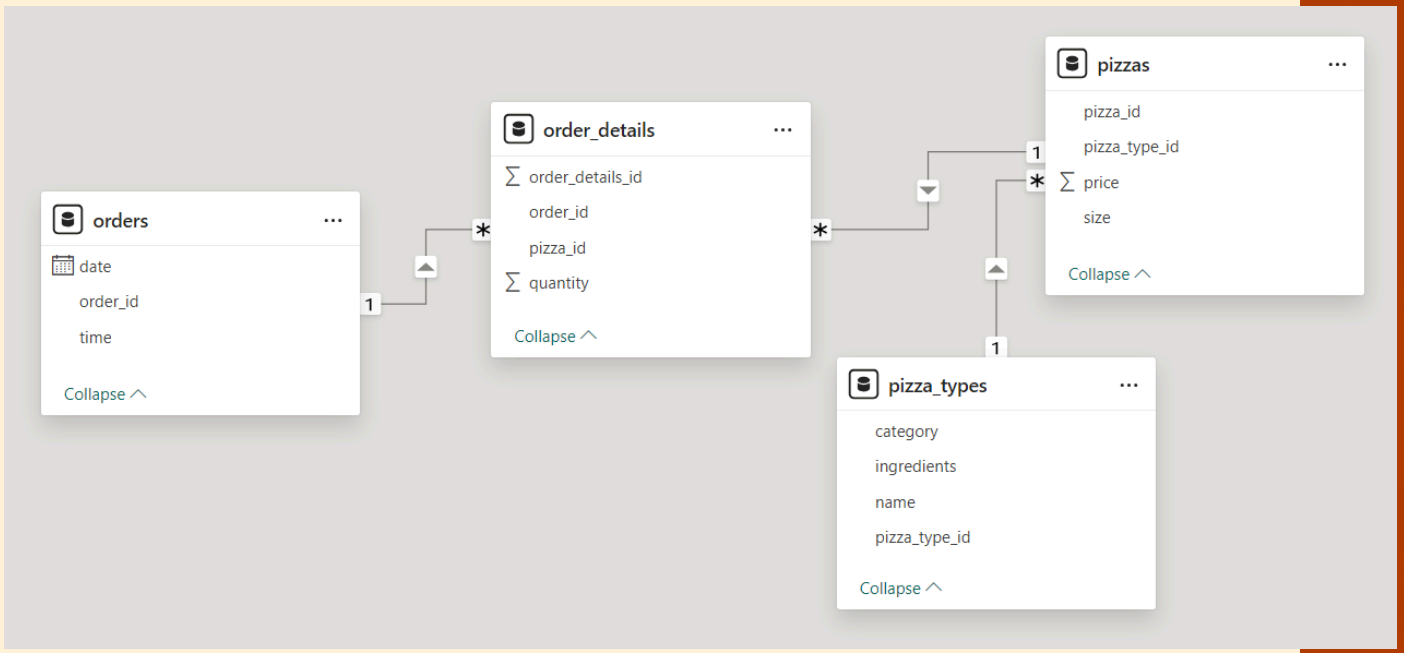
IN 2015



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Retrieve the total number of orders placed

PIZZA SALES IN 2015

```sql
-- Retrieve the total number of orders placed.

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

Result Grid

total_orders
21350

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Calculate the total revenue generated from pizza sales

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IN 2015

```sql
-- Calculate the total revenue generated from pizza sales.

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

Result Grid

	total_revenue
▶	817860.05

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Identify the highest-priced pizza

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IN 2015

```sql
-- Identify the highest-priced pizza.

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

	name	price
▶	The Greek Pizza	35.95

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Identify the most common pizza size ordered

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IN 2015

```sql
-- Identify the most common pizza size ordered.

SELECT
    p.size AS pizza_size,
    COUNT(d.order_details_id) AS order_count
FROM
    pizzas p
        JOIN
    order_details d ON p.pizza_id = d.pizza_id
GROUP BY p.size
ORDER BY order_count DESC
```

pizza_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

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IN 2015

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

SELECT
    t.name, SUM(d.quantity) AS quantity
FROM
    pizza_types t
        JOIN
    pizzas p ON p.pizza_type_id = t.pizza_type_id
        JOIN
    order_details d ON p.pizza_id = d.pizza_id
GROUP BY t.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

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

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IN 2015

```sql
-- Join the necessary tables to find
-- the total quantity of each pizza category ordered.

SELECT
    t.category, SUM(d.quantity) AS total_quantity
FROM
    pizza_types t
        JOIN
    pizzas p ON p.pizza_type_id = t.pizza_type_id
        JOIN
    order_details d ON d.pizza_id = p.pizza_id
GROUP BY t.category
ORDER BY total_quantity DESC
```

category	total_quantity
Classic	14888
Supreme	11987
Veggie	11649
Chicken	11050

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Determine the distribution of orders by hour of the day

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IN 2015

```sql
-- Determine the distribution of orders by hour of the day.

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

per_hour	order_count
12	2520
13	2455
18	2399
17	2336
19	2009
16	1920
20	1642
14	1472
15	1468
11	1231
21	1198
22	663
23	28
10	8
9	1

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

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IN 2015

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

select category, count(name) as total_pizzas from pizza_types
group by category
order by total_pizzas desc;
```

category	total_pizzas
Supreme	9
Veggie	9
Classic	8
Chicken	6

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

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IN 2015

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

SELECT
    ROUND(AVG(quantity), 0) AS avg_pizzas_ordered_per_day
FROM
    (SELECT
        o.order_date, SUM(d.quantity) AS quantity
    FROM
        orders o
    JOIN order_details d ON o.order_id = d.order_id
    GROUP BY o.order_date
    ORDER BY quantity DESC) AS order_quantity;
```


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	avg_pizzas_ordered_per_day
▶	138

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Determine the top 3 most ordered pizza types based on revenue

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IN 2015

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

SELECT
    t.name, SUM(d.quantity * p.price) AS revenue
FROM
    pizza_types t
        JOIN
    pizzas p ON t.pizza_type_id = p.pizza_type_id
        JOIN
    order_details d ON d.pizza_id = p.pizza_id
GROUP BY t.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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Calculate the percentage contribution of each pizza type to total revenue

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IN 2015

```sql
-- Calculate the percentage contribution of each pizza type to total revenue.
SELECT
    t.category,
    ROUND(SUM(p.price * d.quantity), 2) AS revenue,
    ROUND((SUM(p.price * d.quantity) / (SELECT
                    ROUND(SUM(p.price * d.quantity), 2) AS total_revenue
                FROM
                    pizzas p
                        JOIN
                    order_details d ON p.pizza_id = d.pizza_id)) * 100,
            2) AS pct_revenue
FROM
    pizza_types t
        JOIN
    pizzas p ON t.pizza_type_id = p.pizza_type_id
        JOIN
    order_details d ON d.pizza_id = p.pizza_id
GROUP BY t.category
ORDER BY pct_revenue DESC
```

category	revenue	pct_revenue
Classic	220053.1	26.91
Supreme	208197	25.46
Chicken	195919.5	23.96
Veggie	193690.45	23.68

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Analyze the cumulative revenue generated over time

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```sql
-- Analyze the cumulative revenue generated over time.

select order_date,
round(sum(revenue) over(order by order_date),2) as cum_revenue
from
(select o.order_date, sum(d.quantity*p.price) as revenue
from pizzas p
join order_details d
on p.pizza_id=d.pizza_id
join orders o
on o.order_id=d.order_id
group by order_date) as sales;
```

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

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

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```sql
-- Determine the top 3 most ordered pizza types
-- based on revenue for each pizza category.
select category, name, revenue,
rank() over(partition by category order by revenue desc) as rn
from
(select category, name, revenue,
rank() over(partition by category order by revenue desc) as rn
from
(select t.category, t.name, sum(p.price*d.quantity) as revenue
from pizza_types t
join pizzas p
on t.pizza_type_id=p.pizza_type_id
join order_details d
on p.pizza_id=d.pizza_id
group by t.category, t.name) as a) as b
where rn <= 3;
```

category	name	revenue	rn
Chicken	The Thai Chicken Pizza	43434.25	1
Chicken	The Barbecue Chicken Pizza	42768	2
Chicken	The California Chicken Pizza	41409.5	3
Classic	The Classic Deluxe Pizza	38180.5	1
Classic	The Hawaiian Pizza	32273.25	2
Classic	The Pepperoni Pizza	30161.75	3
Supreme	The Spicy Italian Pizza	34831.25	1
Supreme	The Italian Supreme Pizza	33476.75	2
Supreme	The Sicilian Pizza	30940.5	3
Veggie	The Four Cheese Pizza	32265.70000000065	1
Veggie	The Mexicana Pizza	26780.75	2
Veggie	The Five Cheese Pizza	26066.5	3

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IN 2015

Thank you

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