

ABOUT PIZZA HUT SALE PROJECT

The PizzaHut Sales Analysis Project is a data-driven study focused on understanding sales trends, customer preferences, and revenue performance using SQL.

The project involves analyzing real transactional data from PizzaHut to:

- Calculate total orders and revenue
- Identify the most and least popular pizza types
- Find the most common pizza size
- Analyze sales patterns by time and date
- Evaluate which pizzas contribute most to revenue

The project is divided into three levels of analysis:

- **Basic:** Total orders, revenue, popular sizes, and top 5 pizza types
- Intermediate: Sales by category, hourly trends, and average daily orders
- **Advanced:** Revenue contribution by pizza type, cumulative revenue over time, and top performers in each category





ABOUT ME

My name is Anant Narayan, a passionate and detail-oriented with a strong interest in data analysis, SQL, and business intelligence. I enjoy working on real-world datasets to uncover actionable insights that support data-driven decision-making.

In this project, I explored transactional sales data from PizzaHut to analyze customer ordering behavior, product performance, and revenue trends. Using SQL, I performed multi-level analysis—from basic order counts to advanced revenue breakdowns—to understand key business metrics. The project sharpened my skills in writing efficient queries, performing table joins, aggregations, and applying business logic to solve real-life analytical problems.

With a growing foundation in tools like **SQL**, **Excel**, **Python**, and **Power BI**, I'm eager to contribute to data-centric roles where analytical thinking and precision are valued.

PROJECT OBJECTIVES

Basic:

- Retrieve the total number of orders placed.
- Calculate the total revenue generated from pizza sales.
- Identify the highest-priced pizza.
- Identify the most common pizza size ordered.
- List the top 5 most ordered pizza types along with their quantities.

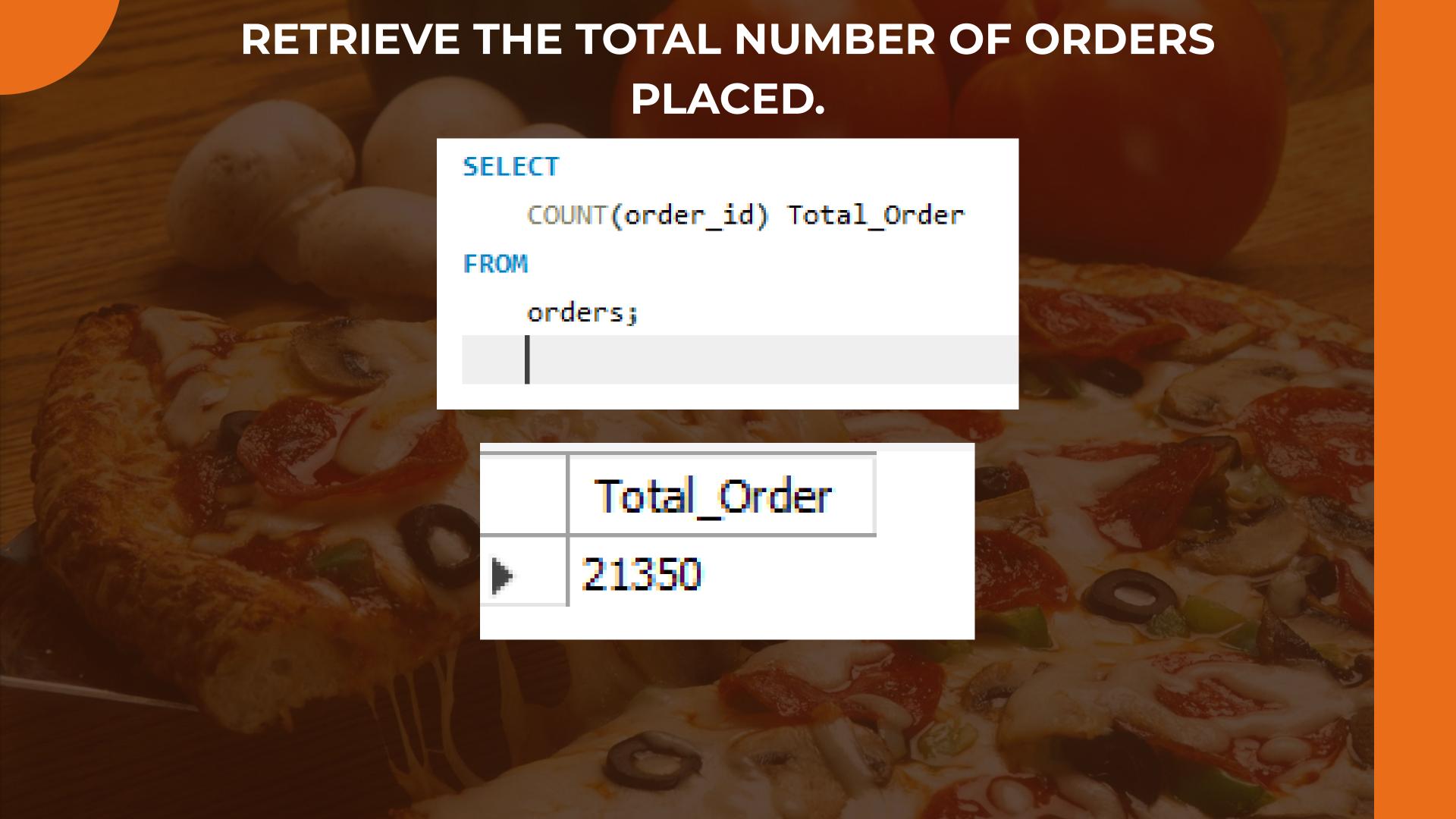
Intermediate:

- Join the necessary tables to find the total quantity of each pizza category ordered.
- Determine the distribution of orders by hour of the day.
- Join relevant tables to find the category-wise distribution of pizzas.
- Group the orders by date and calculate the average number of pizzas ordered per day.
- Determine the top 3 most ordered pizza types based on revenue.

Advanced:

- Calculate the percentage contribution of each pizza type to total revenue.
- Analyze the cumulative revenue generated over time.
- Determine the top 3 most ordered pizza types based on revenue for each pizza category.







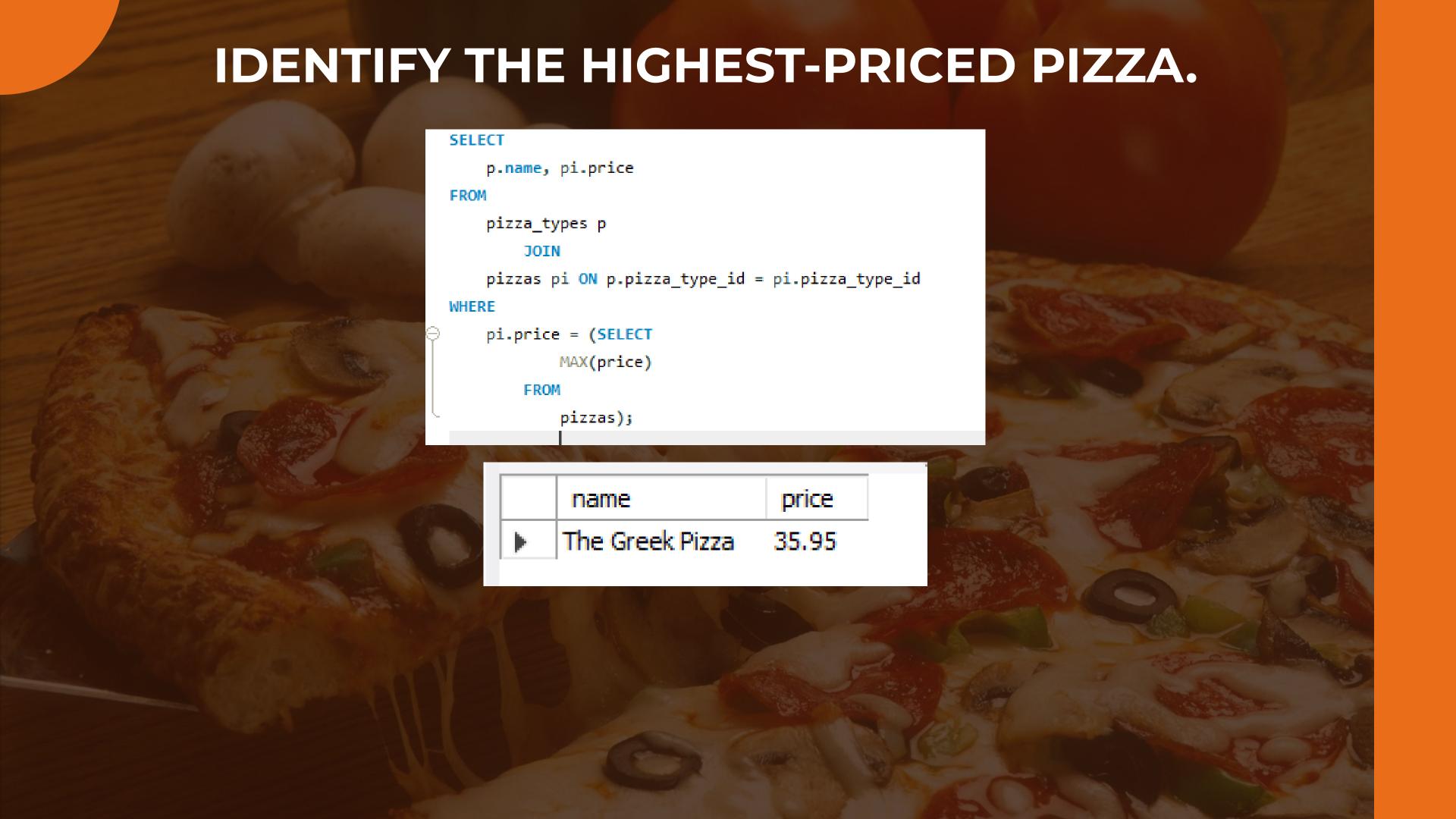
SELECT ROUND(SUM(order_details.quantity * pizzas.price), 2) AS Revenue FROM order_details JOIN

Revenue

pizzas ON order_details.pizza_id = pizzas.pizza_id;

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```
p.size, COUNT(o.quantity) AS quantity

FROM

pizzas p

    JOIN

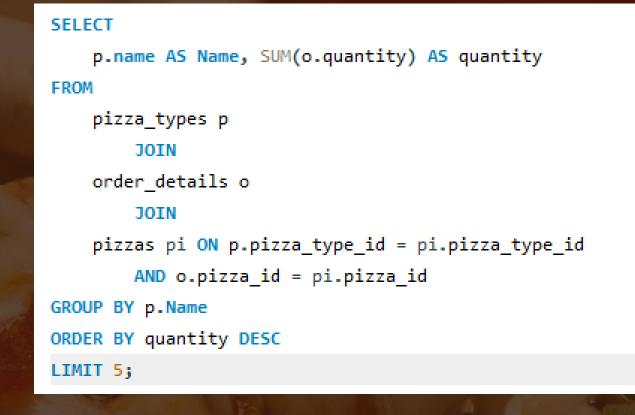
order_details o ON p.pizza_id = o.pizza_id

GROUP BY size

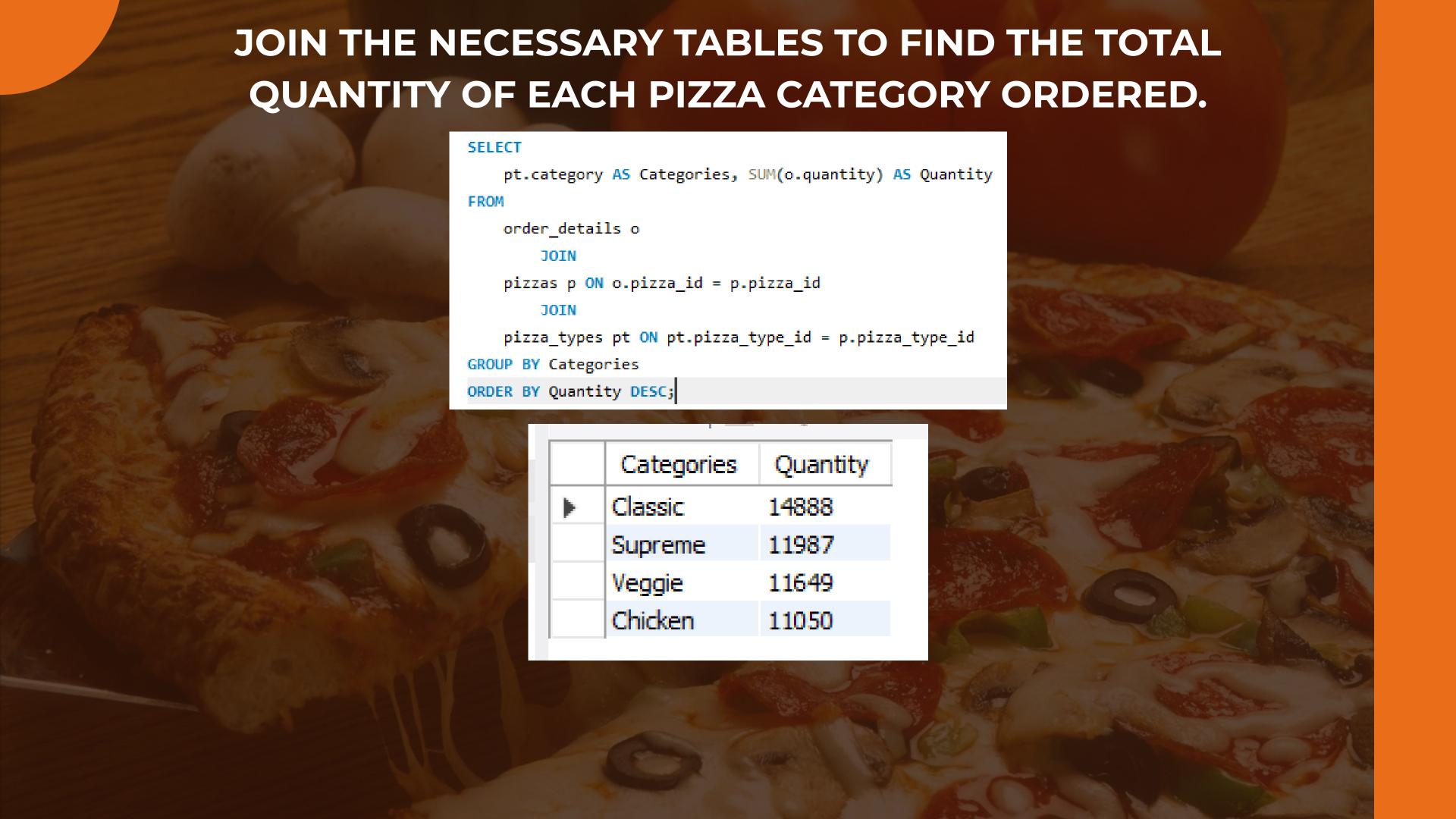
ORDER BY quantity DESC;
```

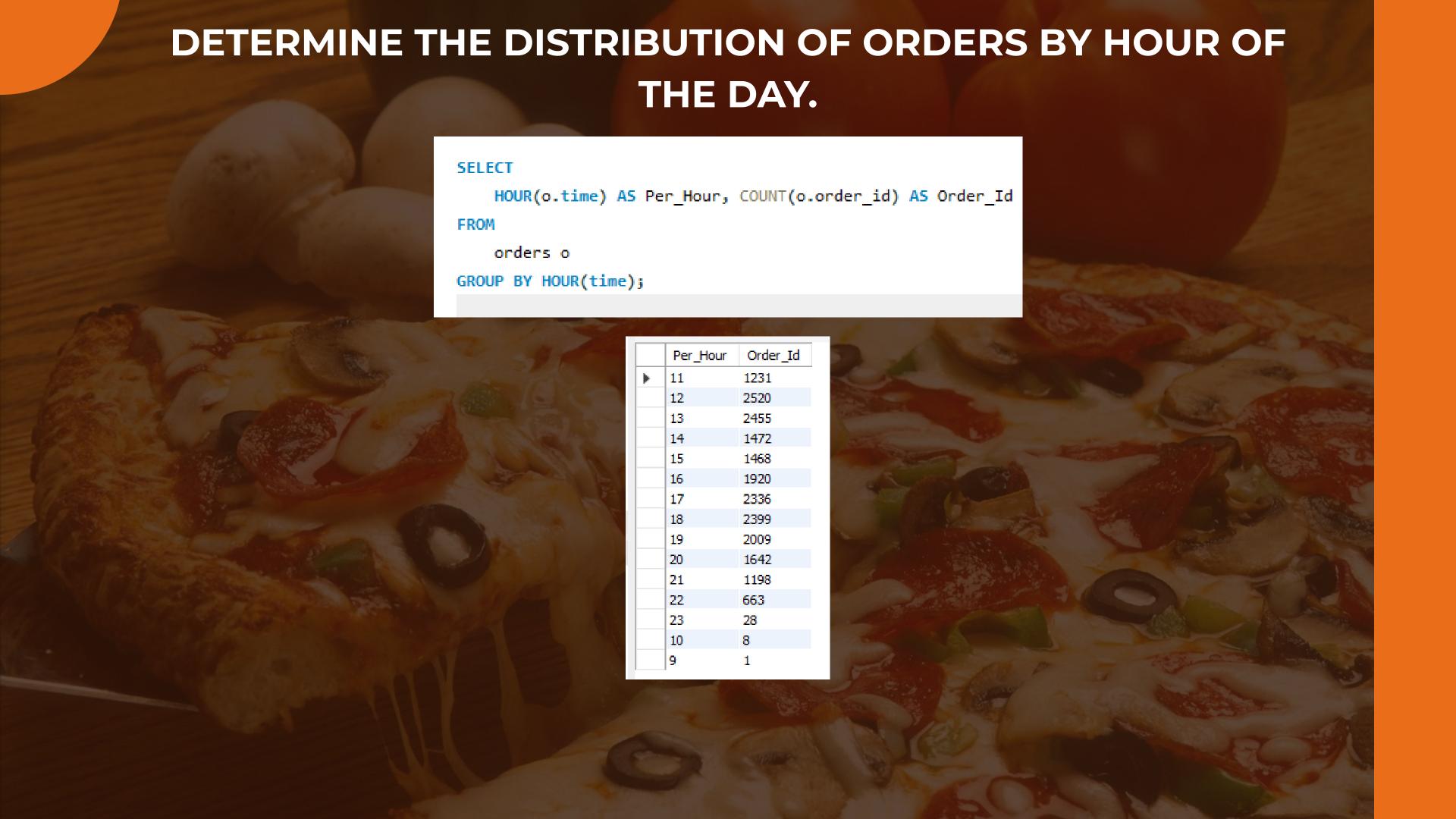
	size	quantity
•	L	18526
	M	15385
	S	14137
	XL	544
	XXL	28

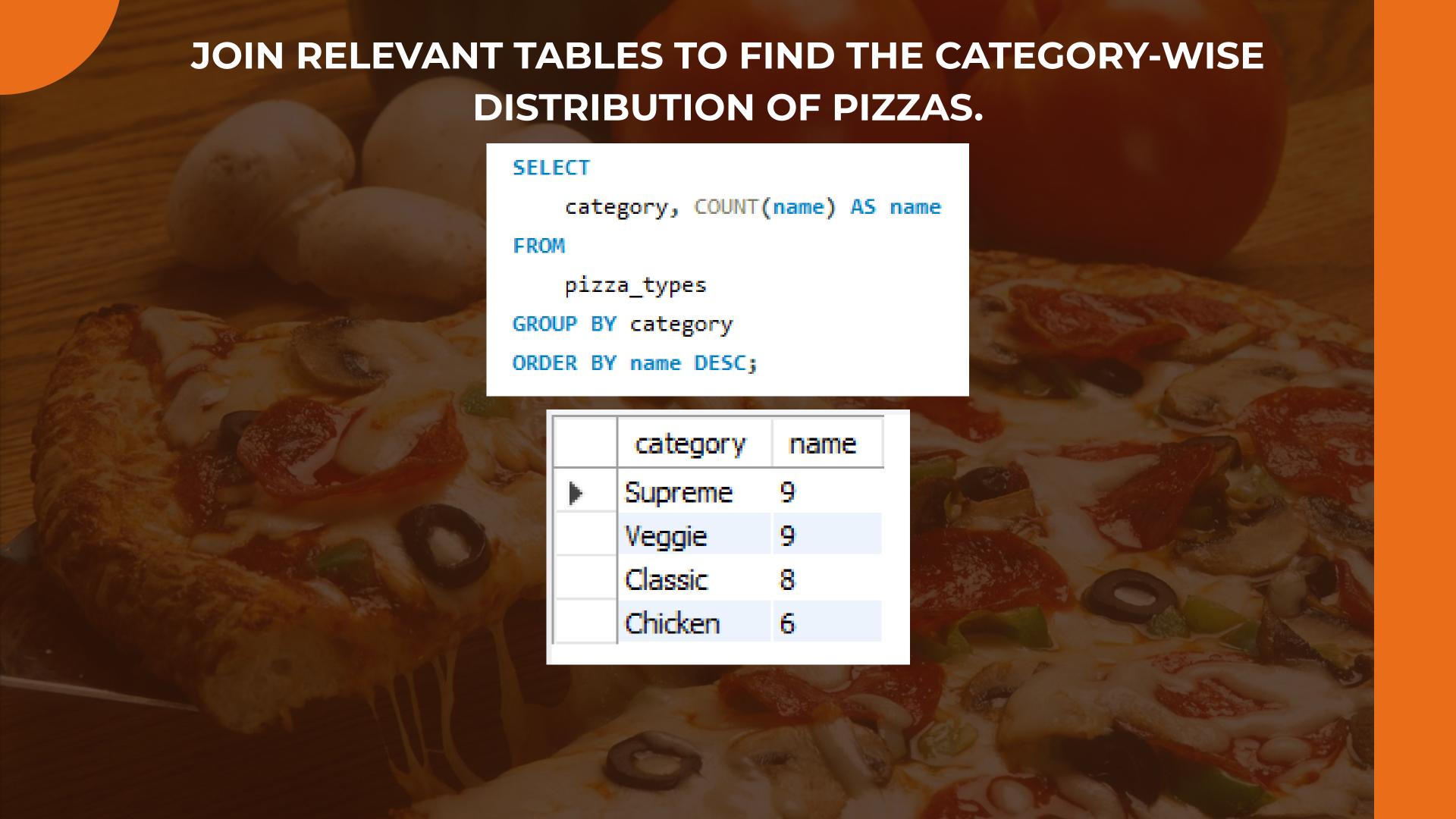


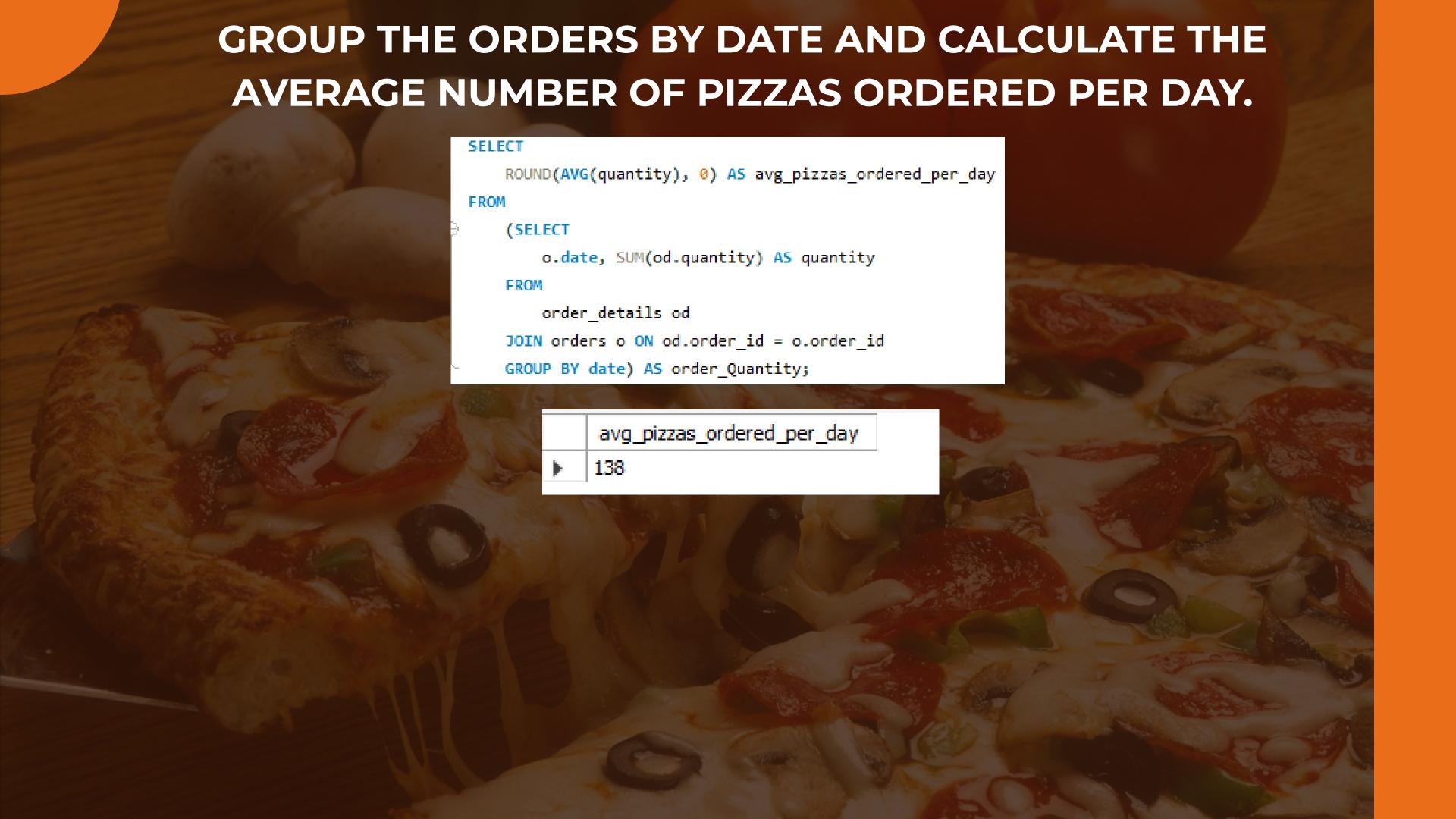


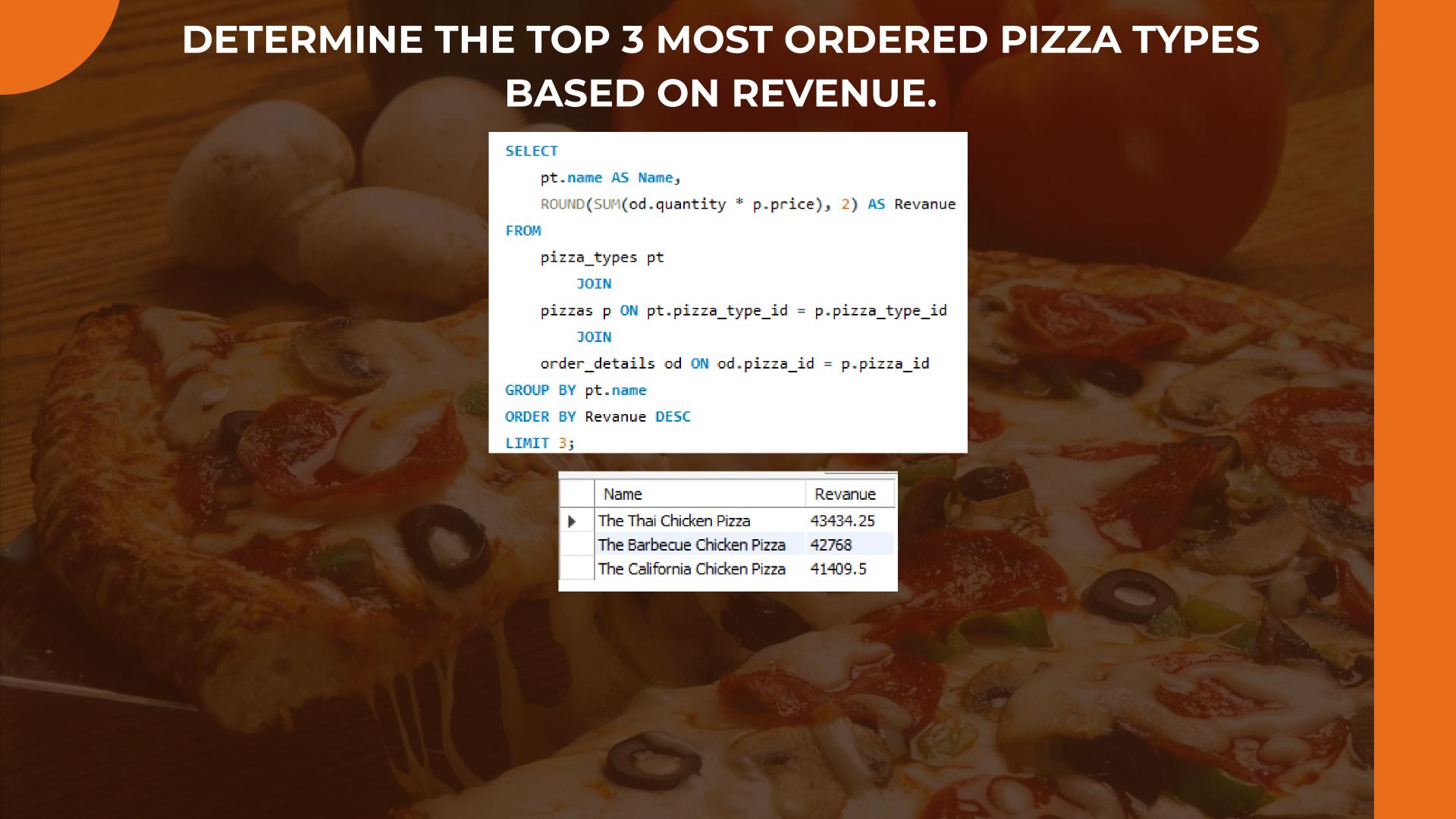
	Name	quantity
>	The Classic Deluxe Pizza	2453
	The Barbecue Chicken Pizza	2432
	The Hawaiian Pizza	2422
	The Pepperoni Pizza	2418
	The Thai Chicken Pizza	2371





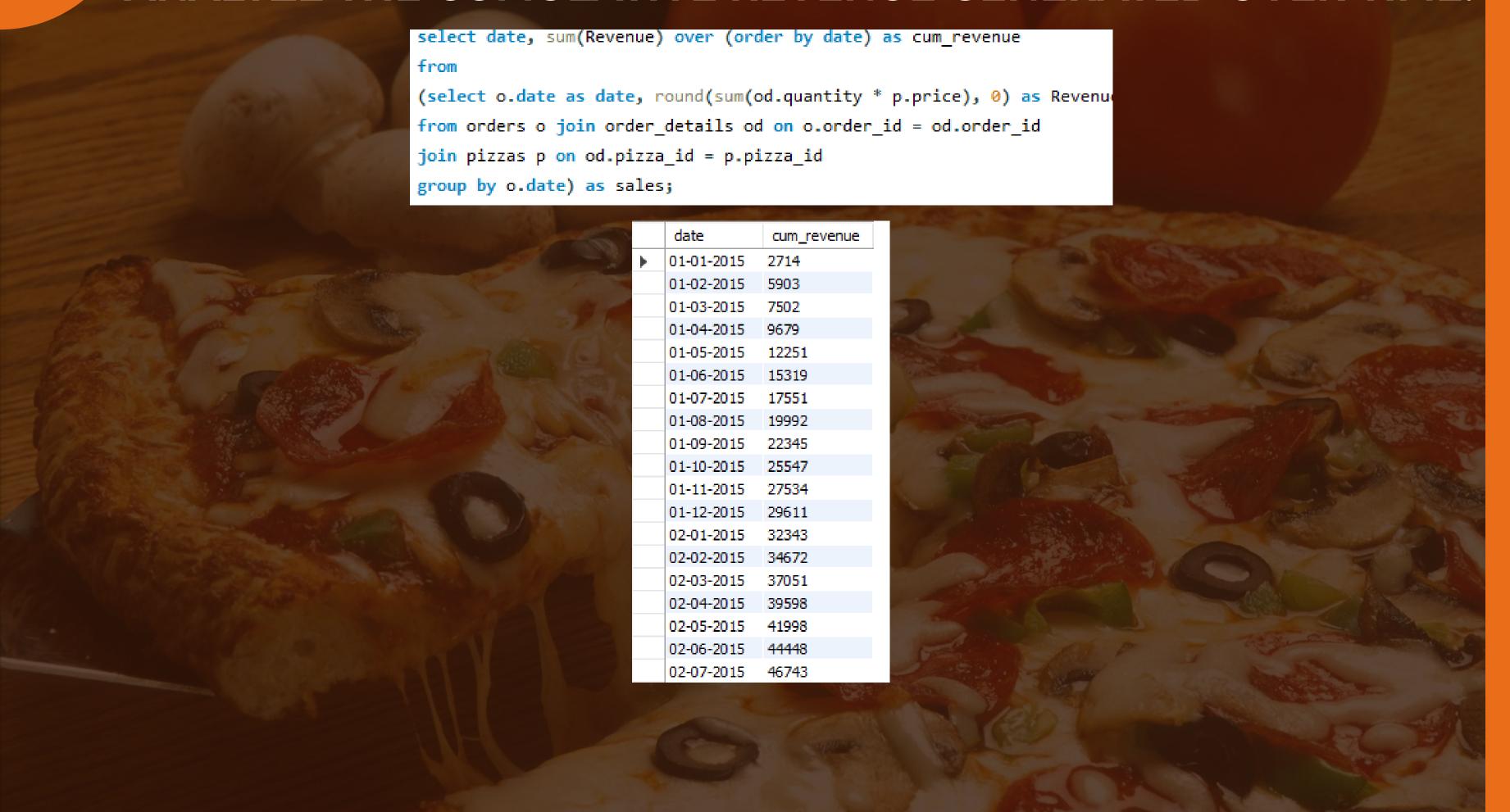








ANALYZE THE CUMULATIVE REVENUE GENERATED OVER TIME.



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

```
SELECT category, name, revenue, ranks

FROM (

SELECT

pt.category,
pt.name,
ROUND(SUM(od.quantity * p.price), 0) AS revenue,
RANK() OVER (PARTITION BY pt.category ORDER BY SUM(od.quantity * p.price) DESC) AS ranks

FROM pizza_types pt
JOIN pizzas p ON pt.pizza_type_id = p.pizza_type_id
JOIN order_details od ON od.pizza_id = p.pizza_id
GROUP BY pt.category, pt.name

) ranked_pizzas
WHERE ranks <= 3;
```

		revenue	ranks
Chicken	The Thai Chicken Pizza	43434	1
Chicken	The Barbecue Chicken Pizza	42768	2
Chicken	The California Chicken Pizza	41410	3
Classic	The Classic Deluxe Pizza	38180	1
Classic	The Hawaiian Pizza	32273	2
Classic	The Pepperoni Pizza	30162	3
Supreme	The Spicy Italian Pizza	34831	1
Supreme	The Italian Supreme Pizza	33477	2
Supreme	The Sicilian Pizza	30940	3
Veggie	The Four Cheese Pizza	32266	1
Veggie	The Mexicana Pizza	26781	2
Veggie	The Five Cheese Pizza	26066	3
	Chicken Chicken Classic Classic Classic Supreme Supreme Supreme Veggie Veggie	Chicken The Barbecue Chicken Pizza Chicken The California Chicken Pizza Classic The Classic Deluxe Pizza Classic The Hawaiian Pizza Classic The Pepperoni Pizza Supreme The Spicy Italian Pizza Supreme The Italian Supreme Pizza Supreme The Sicilian Pizza Veggie The Four Cheese Pizza Veggie The Mexicana Pizza	Chicken The Barbecue Chicken Pizza 42768 Chicken The California Chicken Pizza 41410 Classic The Classic Deluxe Pizza 38180 Classic The Hawaiian Pizza 32273 Classic The Pepperoni Pizza 30162 Supreme The Spicy Italian Pizza 34831 Supreme The Italian Supreme Pizza 33477 Supreme The Sicilian Pizza 30940 Veggie The Four Cheese Pizza 32266 Veggie The Mexicana Pizza 26781

