



WELCOME TO PIZZA HUT SALES PROJECT

[Start Your Slide](#)

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.



RETRIEVE THE TOTAL NUMBER OF ORDERS PLACED.

```
SELECT
```

```
    COUNT(order_id) Total_Order
```

```
FROM
```

```
orders;
```

	Total_Order
▶	21350

CALCULATE THE TOTAL REVENUE GENERATED FROM PIZZA SALES.

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

	Revenue
▶	817860.05

IDENTIFY THE HIGHEST-PRICED PIZZA.

```
SELECT
    p.name, pi.price
FROM
    pizza_types p
    JOIN
    pizzas pi ON p.pizza_type_id = pi.pizza_type_id
WHERE
    pi.price = (SELECT
        MAX(price)
        FROM
            pizzas);
```

	name	price
▶	The Greek Pizza	35.95

IDENTIFY THE MOST COMMON PIZZA SIZE ORDERED.

```
SELECT
    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

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

```
SELECT
    p.name AS Name, SUM(o.quantity) AS quantity
FROM
    pizza_types p
    JOIN
    order_details o
    JOIN
    pizzas pi ON p.pizza_type_id = pi.pizza_type_id
    AND o.pizza_id = pi.pizza_id
GROUP BY p.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

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

```
SELECT
    pt.category AS Categories, SUM(o.quantity) AS Quantity
FROM
    order_details o
    JOIN
    pizzas p ON o.pizza_id = p.pizza_id
    JOIN
    pizza_types pt ON pt.pizza_type_id = p.pizza_type_id
GROUP BY Categories
ORDER BY Quantity DESC;
```

	Categories	Quantity
▶	Classic	14888
	Supreme	11987
	Veggie	11649
	Chicken	11050

DETERMINE THE DISTRIBUTION OF ORDERS BY HOUR OF THE DAY.

```
SELECT
    HOUR(o.time) AS Per_Hour, COUNT(o.order_id) AS Order_Id
FROM
    orders o
GROUP BY HOUR(time);
```

	Per_Hour	Order_Id
▶	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 name
FROM
    pizza_types
GROUP BY category
ORDER BY name DESC;
```

	category	name
▶	Supreme	9
	Veggie	9
	Classic	8
	Chicken	6

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.date, SUM(od.quantity) AS quantity
    FROM
        order_details od
    JOIN orders o ON od.order_id = o.order_id
    GROUP BY date) AS order_Quantity;
```

	avg_pizzas_ordered_per_day
▶	138

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

```
SELECT
    pt.name AS Name,
    ROUND(SUM(od.quantity * p.price), 2) AS Revenue
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.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 Category, Percentage_Contribution
from
(SELECT
  pt.category AS Category,
  ROUND(SUM(od.quantity * p.price), 2) AS Revenue,
  ROUND(
    SUM(od.quantity * p.price) * 100 /
    (SELECT SUM(od2.quantity * p2.price)
     FROM order_details od2
     JOIN pizzas p2 ON od2.pizza_id = p2.pizza_id),
    2
  ) AS Percentage_Contribution
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
ORDER BY
  Percentage_Contribution DESC) an;
```

	Category	Percentage_Contribution
▶	Classic	26.91
	Supreme	25.46
	Chicken	23.96
	Veggie	23.68

ANALYZE THE CUMULATIVE REVENUE GENERATED OVER TIME.

```
select date, sum(Revenue) over (order by date) as cum_revenue
from
(select o.date as date, round(sum(od.quantity * p.price), 0) as Revenue
from orders o join order_details od on o.order_id = od.order_id
join pizzas p on od.pizza_id = p.pizza_id
group by o.date) as sales;
```

	date	cum_revenue
►	01-01-2015	2714
	01-02-2015	5903
	01-03-2015	7502
	01-04-2015	9679
	01-05-2015	12251
	01-06-2015	15319
	01-07-2015	17551
	01-08-2015	19992
	01-09-2015	22345
	01-10-2015	25547
	01-11-2015	27534
	01-12-2015	29611
	02-01-2015	32343
	02-02-2015	34672
	02-03-2015	37051
	02-04-2015	39598
	02-05-2015	41998
	02-06-2015	44448
	02-07-2015	46743

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;
```

	category	name	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



THANK YOU FOR ATTENTION

See You Next