

PIZZA SALES ANALYSIS USING MYSQL

by - Aniruddha Desai



OVERVIEW

- 1. This project utilized SQL to uncover trends and insights that can drive business decisions.**
- 2. The dataset included key information on customer orders, pizza types, and sales figures, allowing for a holistic exploration of sales performance.**

Dataset Link :

<https://github.com/aniruddhadesai18/Pizza-Sales-Analysis-using-MY-SQL>

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 price DESC
LIMIT 1;
```

Result Grid | Filter Rows:

	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 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 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

FIND THE TOTAL QUANTITY OF EACH PIZZA CATEGORY ORDERED

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

category	quantity
Classic	14888
Supreme	11987
Veggie	11649
Chicken	11050

DETERMINE THE DISTRIBUTION OF ORDERS BY HOUR OF THE DAY

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

hour	order_count
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

FIND THE CATEGORY-WISE DISTRIBUTION OF PIZZAS

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

category	count
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  
    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 order_quantity;
```

Avg_pizzas_ordered_per_day: 138

DETERMINE THE TOP 3 MOST ORDERED PIZZA TYPES BASED ON REVENUE

SELECT

```
    pizza_types.name,  
    ROUND(SUM(order_details.quantity * pizzas.price),  
        2) 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) / (SELECT
        ROUND(SUM(order_details.quantity * pizzas.price),
        2) AS Total_sales
    )
    FROM
        order_details
        JOIN
            pizzas ON pizzas.pizza_id = order_details.pizza_id) * 100,
    2) 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
ORDER BY revenue DESC;
```

category	revenue
Classic	26.91
Supreme	25.46
Chicken	23.96
Veggie	23.68



CONNECT FOR MORE

✉️ aniruddhadesai18@gmail.com

 www.linkedin.com/in/aniruddha-desai-028599263