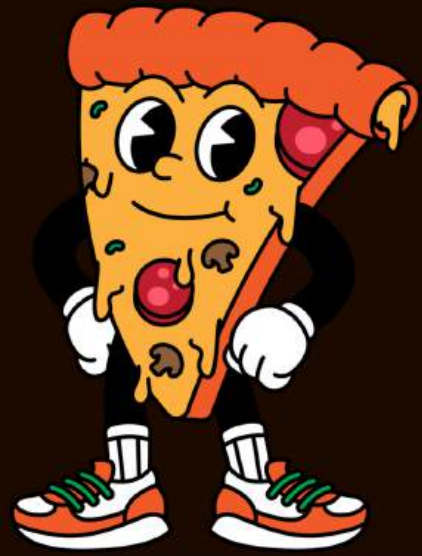# PIZZA SALES

All About Pizza!

Analysis Using SQL

INTRODUCTION

This project focuses on analyzing pizza sales data using SQL to identify key business insights.
The goal is to understand customer buying patterns, peak order times, best-selling pizza categories, and overall revenue trends.
By using SQL queries, we extract, clean, and analyze the data to support data-driven decision making for improving sales and operational efficiency.
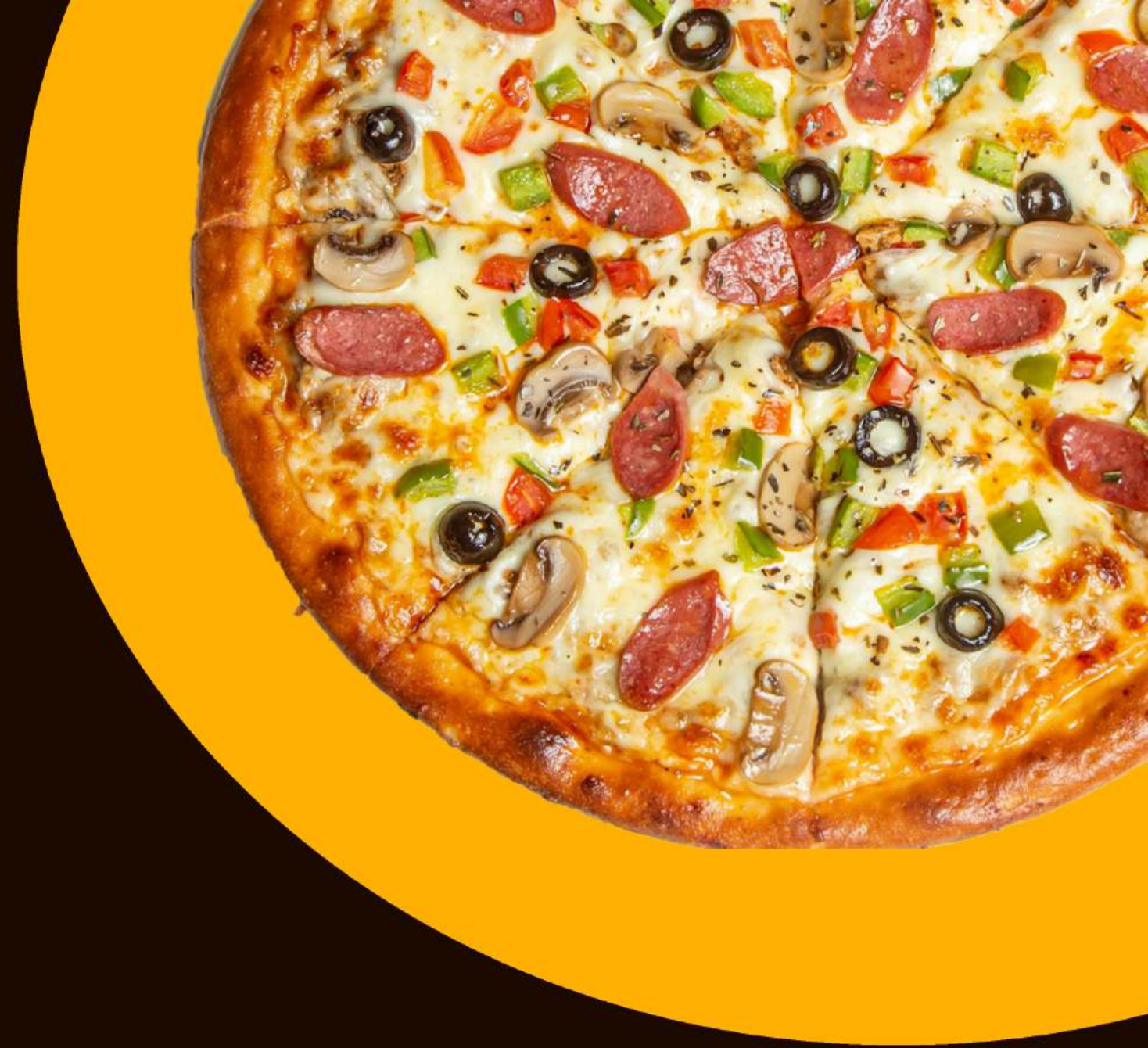
TOTAL ORDERS

```
SELECT

    COUNT(ORDER_ID) AS
    TOTAL_ORDERS
    FROM

        ORDERS;
```

	total_orders
	21350

Result Grid

TOTAL SALES

```sql
SELECT
    ROUND(SUM(ORDER_DETAILS_ID.QUANTITY *
PIZZAS.PRICE), 2) AS TOTAL_SALE
FROM
    ORDER_DETAILS_ID
        JOIN
PIZZAS ON
ORDER_DETAILS_ID.PIZZA_ID = PIZZAS.PIZZA_ID
```

Result Grid

total_sale
817860.05

HIGHEST-PRICED PIZZA

```sql
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;
```

Result Grid		Filter Rows:
	name	price
▶	The Greek Pizza	35.95

THE MOST COMMON PIZZA SIZE ORDERED.


```sql
SELECT
    PIZZAS.SIZE,
    COUNT(ORDER_DETAILS_ID.ORDER_DETAILS_ID) AS
ORDER_COUNT
FROM
    ORDER_DETAILS_ID
        JOIN
    PIZZAS ON PIZZAS.PIZZA_ID =
ORDER_DETAILS_ID.PIZZA_ID
GROUP BY PIZZAS.SIZE
ORDER BY ORDER_COUNT  DESC;
```

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

Result Grid | Filter
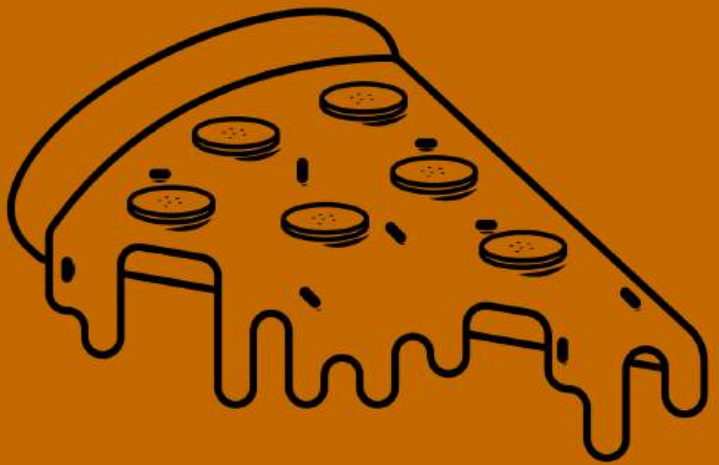
TOP 5 MOST ORDERED PIZZA

```sql
SELECT
    PIZZA_TYPES.NAME,
    SUM(ORDER_DETAILS_ID.QUANTITY) AS QUANTITIES
FROM
    PIZZA_TYPES
        JOIN
    PIZZAS ON PIZZA_TYPES.PIZZA_TYPE_ID = PIZZAS.PIZZA_TYPE_ID
        JOIN
    ORDER_DETAILS_ID ON ORDER_DETAILS_ID.PIZZA_ID =
PIZZAS.PIZZA_ID
GROUP BY PIZZA_TYPES.NAME
ORDER BY QUANTITIES DESC
LIMIT  5;
```
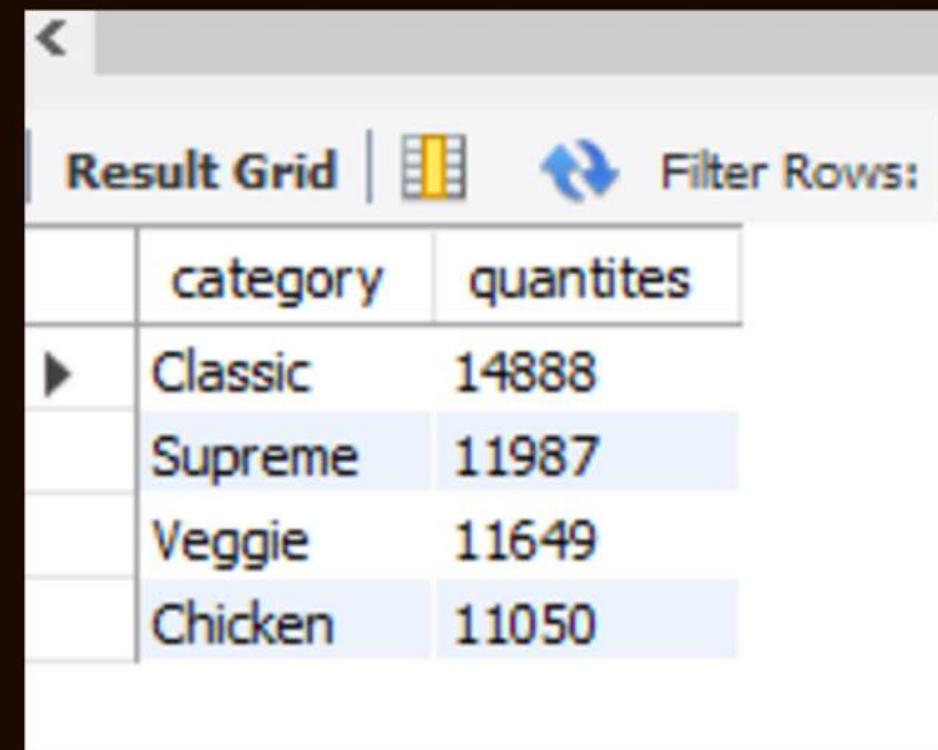
name	quantities
The Classic Deluxe Pizza	2453
The Barbecue Chicken Pizza	2432
The Hawaiian Pizza	2422
The Pepperoni Pizza	2418
The Thai Chicken Pizza	2371

Result Grid | Filter Rows:

Result 1

7

TOTAL QUANTITY OF EACH PIZZA CATEGORY ORDERED

```sql
SELECT
    PIZZA_TYPES.CATEGORY,
    SUM(ORDER_DETAILS_ID.QUANTITY) AS QUANTITES
FROM
    PIZZA_TYPES
        JOIN
    PIZZAS ON PIZZA_TYPES.PIZZA_TYPE_ID = PIZZAS.PIZZA_TYPE_ID
        JOIN
    ORDER_DETAILS_ID ON ORDER_DETAILS_ID.PIZZA_ID = PIZZAS.PIZZA_ID
GROUP BY PIZZA_TYPES.CATEGORY
ORDER BY QUANTITES DESC;
```

Result Grid | Filter Rows:

category	quantites
Classic	14888
Supreme	11987
Veggie	11649
Chicken	11050

8

ORDERS BY HOUR OF THE DAY

```sql
SELECT
    HOUR(ORDER_TIME) AS HOUR,
COUNT(ORDER_ID) AS ORDER_COUNT
FROM
    ORDERS
GROUP BY HOUR(OR;ER_TIME);
```

Result Grid		Filter
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	
10	8	
9	1	

CATEGORY-WISE DISTRIBUTION OF PIZZAS

SELECT
  CATEGORY, COUNT(NAME)
FROM
  PIZZA_TYPES
GROUP BY CATEGORY;

Result Grid	category	count(name)
	Chicken	6
	Classic	8
	Supreme	9
	Veggie	9

AVERAGE PIZZAS ORDERED PER DAY

```sql
SELECT
    ROUND(AVG(quantity), 0) AS avg_order_per_day
FROM
    (SELECT
        orders.order_date,
        SUM(order_details_id.quantity) AS quantity
    FROM
        orders
    JOIN order_details_id ON order_details_id.order_id =
orders.order_id
    GROUP BY orders.order_date
    ORDER BY quantity) AS order_quantity;
```

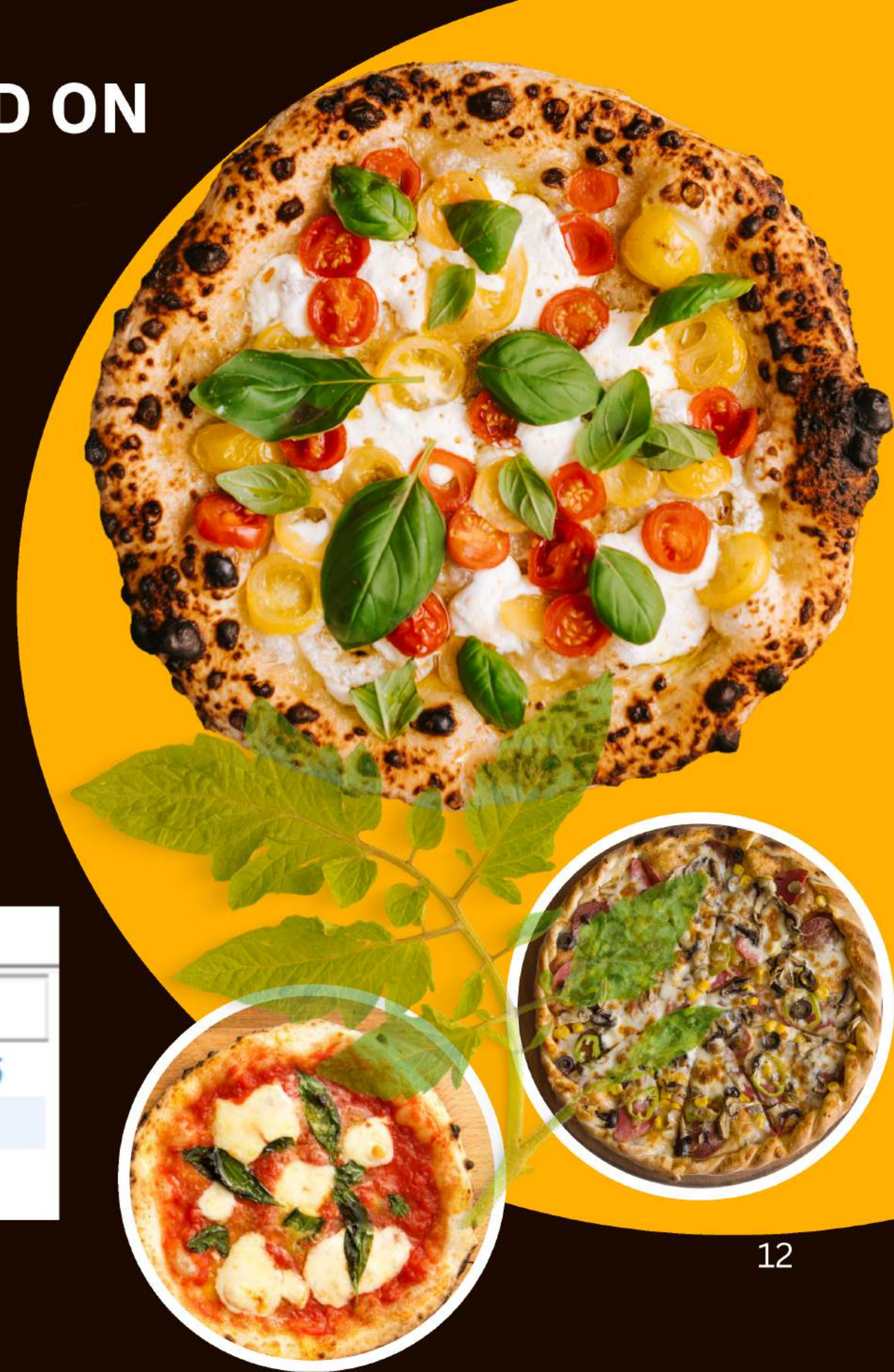| Result Grid		Fil
avg_order_per_day		
▶ 138		

TOP 3 MOST ORDERED PIZZA TYPES BASED ON REVENUE

```
SELECT
  PIZZA_TYPES.NAME,
  SUM(ORDER_DETAILS_ID.QUANTITY * PIZZAS.PRICE) AS
REVENUE
FROM
  PIZZA_TYPES
    JOIN
  PIZZAS ON PIZZA_TYPES.PIZZA_TYPE_ID =
PIZZAS.PIZZA_TYPE_ID
    JOIN
  ORDER_DETAILS_ID ON ORDER_DETAILS_ID.PIZZA_ID =
PIZZAS.PIZZA_ID
GROUP BY PIZZA_TYPES.NAME
ORDER BY REVENUE DESC
LIMIT 3;
```

Result Grid		Filter Rows:	
	name		revenue
▶	The Thai Chicken Pizza		43434.25
	The Barbecue Chicken Pizza		42768
	The California Chicken Pizza		41409.5

PERCENTAGE OF EACH PIZZA TYPE TO TOTAL REVENUE

```sql
SELECT
    PIZZA_TYPES.CATEGORY,
    ROUND (SUM(ORDER_DETAILS_ID.QUANTITY * PIZZAS.PRICE) / ( SELECT
    ROUND(SUM(ORDER_DETAILS_ID.QUANTITY * PIZZAS.PRICE),
        2) AS TOTAL_SALE
FROM
    ORDER_DETAILS_ID
        JOIN
    PIZZAS ON ORDER_DETAILS_ID.PIZZA_ID = PIZZAS.PIZZA_ID) * 100 ,2 )AS REVENUE
FROM
    PIZZA_TYPES
        JOIN
    PIZZAS ON PIZZA_TYPES.PIZZA_TYPE_ID = PIZZAS.PIZZA_TYPE_ID
        JOIN
    ORDER_DETAILS_ID ON ORDER_DETAILS_ID.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

THE CUMULATIVE REVENUE GENERATED OVER TIME

```sql
SELECT
 ORDER_DATE , SUM(REVENUE) OVER(ORDER BY ORDER_DATE) AS
CUM_REVENUE
FROM
(SELECT ORDERS.ORDER_DATE ,
 SUM(ORDER_DETAILS_ID.QUANTITY * PIZZAS.PRICE) AS REVENUE
FROM
ORDER_DETAILS_ID
 JOIN
PIZZAS ON ORDER_DETAILS_ID.PIZZA_ID = PIZZAS.PIZZA_ID
JOIN
 ORDERS ON ORDERS.ORDER_ID = ORDER_DETAILS_ID.ORDER_ID
GROUP BY ORDERS.ORDER_DATE ) AS SALES;
```

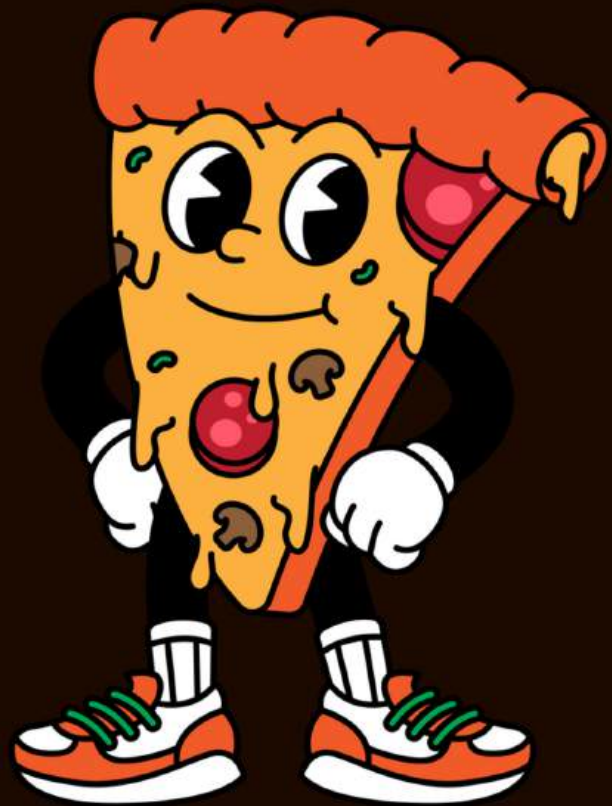| order_date	cum_revenue
2015-01-01	2713.8500000000004
2015-01-02	5445.75
2015-01-03	8108.15
2015-01-04	9863.6
2015-01-05	11929.55
2015-01-06	14358.5
2015-01-07	16560.7
2015-01-08	19399.05
2015-01-09	21526.4
2015-01-10	23990.35000000002
2015-01-11	25862.65
2015-01-12	27781.7
2015-01-13	29831.300000000003
2015-01-14	32358.700000000004
2015-01-15	34343.5000000001
2015-01-16	36937.65000000001
2015-01-17	39001.75000000001
2015-01-18	40978.600000000006
2015-01-19	43365.75000000001

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 RN
FROM
(SELECT PIZZA_TYPES.CATEGORY,PIZZA_TYPES.NAME ,SUM(ORDER_DETAILS_ID.QUANTITY * PIZZAS.PRICE )
AS REVENUE
FROM ORDER_DETAILS_ID
 JOIN
 PIZZAS
ON ORDER_DETAILS_ID.PIZZA_ID = PIZZAS.PIZZA_ID
JOIN
 PIZZA_TYPES
ON PIZZA_TYPES.PIZZA_TYPE_ID = PIZZAS.PIZZA_TYPE_ID
GROUP BY PIZZA_TYPES.CATEGORY , PIZZA_TYPES.NAME) AS A ) AS B
WHERE RN <= 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	32265.70000
The Mexicana Pizza	26780.75
The Five Cheese Pizza	26066.5

Result Grid | Filter Rows:

THANK YOU