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PIZZA SALE ANALYSIS



● ANALYSIS OF PIZZA SALE DATA USING MYSQL



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ABOUT PROJECT

Pizza Sale Data Analysis

This project focuses on analyzing pizza sales data using MySQL to uncover queries for data extraction and solve the questions of business shareholders that can improve decision-making for a pizza business. By leveraging a structured dataset, the analysis helps identify patterns in customer preferences, sales performance, and operational efficiency.





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DATA SET



orders



orders_details



pizza_types



pizzas

1 • `SELECT * FROM pizzahut.orders;`

order_id	order_date	order_time
1	2015-01-01	11:38:36
2	2015-01-01	11:57:40
3	2015-01-01	12:12:28
4	2015-01-01	12:16:31
5	2015-01-01	12:21:30
6	2015-01-01	12:29:36
7	2015-01-01	12:50:37
8	2015-01-01	12:51:37
9	2015-01-01	12:52:01
10	2015-01-01	13:00:15
11	2015-01-01	13:02:59
12	2015-01-01	13:04:41
13	2015-01-01	13:11:55
14	2015-01-01	13:14:19
15	2015-01-01	13:22:00

1 • `SELECT * FROM pizzahut.orders_details;`

order_details_id	order_id	pizza_id	quantity
1	1	hawaiian_m	1
2	2	classic_dlx_m	1
3	2	five_cheese_l	1
4	2	ital_supr_l	1
5	2	mexicana_m	1
6	2	thai_ckn_l	1
7	3	ital_supr_m	1
8	3	prsc_argla_l	1
9	4	ital_supr_m	1
10	5	ital_supr_m	1
11	6	bbq_ckn_s	1
12	6	the_greek_s	1
13	7	spinach_supr_s	1
14	8	spinach_supr_s	1
15	9	classic_dlx_s	1

1 • `SELECT * FROM pizzahut.pizza_types;`

pizza_type_id	name	category	ingredients
bbq_ckn	The Barbecue Chicken Pizza	Chicken	Barbecued Chicken, Red Peppers, Green Pepp...
cali_ckn	The California Chicken Pizza	Chicken	Chicken, Artichoke, Spinach, Garlic, Jalapeno P...
ckn_alfredo	The Chicken Alfredo Pizza	Chicken	Chicken, Red Onions, Red Peppers, Mushrooms...
ckn_pesto	The Chicken Pesto Pizza	Chicken	Chicken, Tomatoes, Red Peppers, Spinach, Garl...
southw_ckn	The Southwest Chicken Pizza	Chicken	Chicken, Tomatoes, Red Peppers, Red Onions, ...
thai_ckn	The Thai Chicken Pizza	Chicken	Chicken, Pineapple, Tomatoes, Red Peppers, T...
big_meat	The Big Meat Pizza	Classic	Bacon, Pepperoni, Italian Sausage, Chorizo Sau...
classic_dlx	The Classic Deluxe Pizza	Classic	Pepperoni, Mushrooms, Red Onions, Red Pepp...
hawaiian	The Hawaiian Pizza	Classic	Sliced Ham, Pineapple, Mozzarella Cheese
ital_cpdllo	The Italian Capocollo Pizza	Classic	Capocollo, Red Peppers, Tomatoes, Goat Chee...
napolitana	The Napolitana Pizza	Classic	Tomatoes, Anchovies, Green Olives, Red Onion...
pep_msh_pep	The Pepperoni, Mushroom, ...	Classic	Pepperoni, Mushrooms, Green Peppers
pepperoni	The Pepperoni Pizza	Classic	Mozzarella Cheese, Pepperoni
the_greek	The Greek Pizza	Classic	Kalamata Olives, Feta Cheese, Tomatoes, Garli...
bric_carre	The Brie Carre Pizza	Supreme	Brie Carre Cheese, Prosciutto, Caramelized Oni...

1 • `SELECT * FROM pizzahut.pizzas;`

pizza_id	pizza_type_id	size	price
bbq_ckn_s	bbq_ckn	S	12.75
bbq_ckn_m	bbq_ckn	M	16.75
bbq_ckn_l	bbq_ckn	L	20.75
cali_ckn_s	cali_ckn	S	12.75
cali_ckn_m	cali_ckn	M	16.75
cali_ckn_l	cali_ckn	L	20.75
ckn_alfredo_s	ckn_alfredo	S	12.75
ckn_alfredo_m	ckn_alfredo	M	16.75
ckn_alfredo_l	ckn_alfredo	L	20.75
ckn_pesto_s	ckn_pesto	S	12.75
ckn_pesto_m	ckn_pesto	M	16.75
ckn_pesto_l	ckn_pesto	L	20.75
southw_ckn_s	southw_ckn	S	12.75
southw_ckn_m	southw_ckn	M	16.75
southw_ckn_l	southw_ckn	L	20.75



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QUERY THAT WE COVERED HERE

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.





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1

RETRIEVE THE TOTAL NUMBER OF ORDERS PLACED.

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

Result Grid	
	total_order
▶	21350





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CALCULATE THE TOTAL REVENUE GENERATED FROM PIZZA SALES.

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

Result Grid	
	total_sales
▶	817860.05





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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 pizzas.price DESC
LIMIT 1
```

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





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IDENTIFY THE MOST COMMON PIZZA SIZE ORDERED.

```
SELECT
    COUNT(orders_details.quantity) as order_count , pizzas.size
FROM
    orders_details
    JOIN
    pizzas ON orders_details.pizza_id = pizzas.pizza_id
group by pizzas.size
order by order_count desc
```

Result Grid			Filter
	order_count	size	
▶	18526	L	
	15385	M	
	14137	S	
	544	XL	
	28	XXL	





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

```
SELECT
    pizza_types.name,
    SUM(orders_details.quantity) AS total_order
FROM
    pizzas
    JOIN
    orders_details ON pizzas.pizza_id = orders_details.pizza_id
    JOIN
    pizza_types ON pizzas.pizza_type_id = pizza_types.pizza_type_id
GROUP BY pizza_types.name
ORDER BY total_order DESC
LIMIT 5 ;
```

Result Grid			Filter Rows:
	name	total_order	
▶	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.

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

	category	total_order
▶	Classic	14888
	Veggie	11649
	Supreme	11987
	Chicken	11050





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DETERMINE THE DISTRIBUTION OF ORDERS BY HOUR OF THE DAY.

```
SELECT  
    HOUR(order_time) AS perhour, COUNT(order_id)  
FROM  
    orders  
GROUP BY perhour ;
```

	perhour	COUNT(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





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JOIN RELEVANT TABLES TO FIND THE CATEGORY-WISE DISTRIBUTION OF PIZZAS.

```
SELECT
    pizza_types.category, COUNT(pizza_types.name)
FROM
    pizza_types
GROUP BY pizza_types.category ;
```

Result Grid			Filter Rows:
	category	COUNT(pizza_types.name)	
▶	Chicken	6	
	Classic	8	
	Supreme	9	
	Veggie	9	





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GROUP THE ORDERS BY DATE AND CALCULATE THE AVERAGE NUMBER OF PIZZAS ORDERED PER DAY.

```
SELECT
```

```
ROUND(AVG(total_order), 0) as avarage_order
```

```
FROM
```

```
(SELECT
```

```
orders.order_date,
```

```
SUM(orders_details.quantity) AS total_order
```

```
FROM
```

```
orders
```

```
JOIN orders_details ON orders.order_id = orders_details.order_id
```

```
GROUP BY orders.order_date) AS order_per_day ;
```

Result Grid

avarage_order

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

```
SELECT
    pizza_types.name,
    SUM(orders_details.quantity * pizzas.price) AS total_sales
FROM
    orders_details
    JOIN
    pizzas ON pizzas.pizza_id = orders_details.pizza_id
    JOIN
    pizza_types ON pizzas.pizza_type_id = pizza_types.pizza_type_id
GROUP BY pizza_types.name
ORDER BY total_sales DESC
LIMIT 3;
```

	name	total_sales
▶	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.

```
SELECT
  orders_details.pizza_id,
  ROUND((ROUND(SUM(orders_details.quantity * pizzas.price),
    0) / (SELECT
      ROUND(SUM(orders_details.quantity * pizzas.price),
        2)
    FROM
      orders_details
    JOIN
      pizzas ON pizzas.pizza_id = orders_details.pizza_id)) * 100,
    2) AS per_revenue
FROM
  orders_details
  JOIN
  pizzas ON orders_details.pizza_id = pizzas.pizza_id
GROUP BY orders_details.pizza_id
ORDER BY per_revenue DESC ;
```

Result Grid			Filter Rows:
	pizza_id	per_revenue	
▶	thai_ckn_l	3.58	
	five_cheese_l	3.19	
	four_cheese_l	2.89	
	spicy_ital_l	2.81	
	big_meat_s	2.81	
	southw_ckn_l	2.58	
	bbq_ckn_l	2.52	
	cali_ckn_l	2.35	
	classic_dlx_m	2.31	
	mexicana_l	2.15	
	bbq_ckn_m	1.96	
	cali_ckn_m	1.93	
	ital_supr_l	1.9	
	ital_supr_m	1.9	
	hawaiian_l	1.85	





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ANALYZE THE CUMULATIVE REVENUE GENERATED OVER TIME.

```
select order_date , sum(sale_per_day) over(order by order_date) as cum_sale from
(SELECT
  ROUND(SUM(orders_details.quantity * pizzas.price),
    0) as sale_per_day,
  orders.order_date
FROM
  orders_details
  JOIN
  pizzas ON orders_details.pizza_id = pizzas.pizza_id
  JOIN
  orders ON orders.order_id = orders_details.order_id
GROUP BY orders.order_date) as sale ;
```

Result Grid			Filter Row
	order_date	cum_sale	
▶	2015-01-01	2714	
	2015-01-02	5446	
	2015-01-03	8108	
	2015-01-04	9863	
	2015-01-05	11929	
	2015-01-06	14358	
	2015-01-07	16560	
	2015-01-08	19398	
	2015-01-09	21525	
	2015-01-10	22000	





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FOR ATTENTION

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