

PIZZA SALES PROJECT





WELCOME TO MY PIZZA SALES PROJECT.

Hello, I'm Anshika Rajput. Today, I'll present an in-depth analysis of sales performance. In this project, I analyzed sales data and showcased my SQL skills by solving various questions based on my analysis of the pizza sales data.



SUMMARY

In this Pizza Sales Project, I delved into a comprehensive analysis of sales performance, and used SQL queries to extract insights from four main tables: Orders, Order Details, Pizzas, and Pizza Types. Through this data , I uncovered key trends in sales patterns, popular pizza types, and customer preferences.

-- 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. --



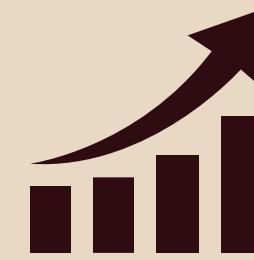
```
SELECT  
    SUM(order_details.quantity * pizzas.price) AS TOTAL_SALES  
FROM  
    order_details  
    JOIN  
    pizzas ON pizzas.pizza_id = order_details.pizza_id;
```



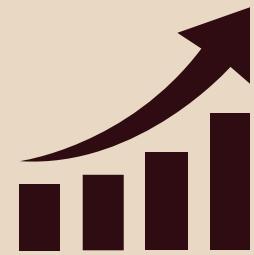
TOTAL_SALES

817860.049999993

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;
```



name	price
The Greek Pizza	35.95

IDENTIFY THE MOST COMMON PIZZA SIZE ORDERED

SELECT

```
pizzas.size,  
COUNT(order_details.order_details_id) AS total_orders
```

FROM

```
pizzas
```

JOIN

```
order_details ON pizzas.pizza_id = order_details.pizza_id
```

GROUP BY pizzas.size

ORDER BY total_orders DESC

LIMIT 1;



size	total_orders
L	18526

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

JOIN THE NECESSARY TABLES TO 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 order_details.pizza_id = pizzas.pizza_id  
GROUP BY pizza_types.category  
ORDER BY Quantity DESC;
```



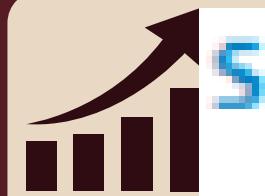
category	Quantity
Classic	14888
Supreme	11987
Veggie	11649
Chicken	11050

DETERMINE THE DISTRIBUTION OF ORDERS BY HOUR OF THE DAY.

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

hour	total_orders
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 total

FROM

pizza_types

GROUP BY category;



category	total
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Chicken	6
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Classic	8
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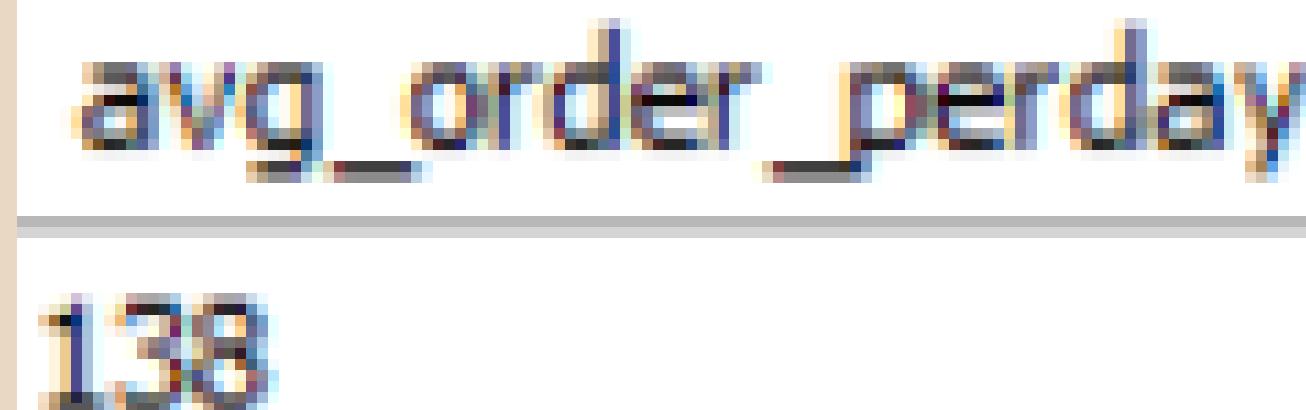
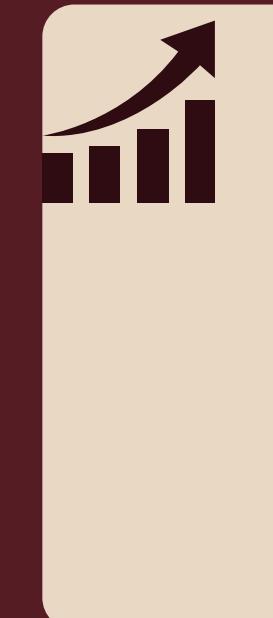
Supreme	9
---------	---

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_sum), 0) as avg_order_perday  
FROM  
(SELECT  
    orders.order_date, SUM(order_details.quantity) AS total_sum  
FROM  
    orders  
JOIN order_details ON orders.order_id = order_details.order_id  
GROUP BY orders.order_date) AS temp;
```



DETERMINE THE TOP 3 MOST ORDERED PIZZA TYPES BASED ON REVENUE



```
SELECT
    pizza_types.name,
    SUM(order_details.quantity * pizzas.price) AS revenue
FROM
    pizza_types
    JOIN
    pizzas ON pizzas.pizza_type_id = pizza_types.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
```



category	revenue
Classic	26.91
Supreme	25.46
Chicken	23.96
Veggie	23.68

ANALYZE THE CUMULATIVE REVENUE GENERATED OVER TIME.



```
select order_date,  
       sum(revenue)  
             over(order by order_date)  
         as cum_revenue  
     from  
     (SELECT  
          orders.order_date,  
          SUM(order_details.quantity * pizzas.price) AS revenue  
      FROM  
          order_details  
          JOIN  
          pizzas ON order_details.pizza_id = pizzas.pizza_id  
          JOIN  
          orders ON orders.order_id = order_details.order_id  
     GROUP BY orders.order_date) as sales;
```



order_date	cum_revenue
2015-01-01	2713.850000000004
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	29831.30000000003
2015-01-14	32358.70000000004

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