

PROJECT ON PIZZA HUT SALES USING SQL





WELCOME

Hello my name is **Anuj Chugh** and in this project i have used sql query for finding meaningful data insights for **Pizza Hut** using **SELECT , JOIN , ORDER, GROUP BY , SUBQUERY , Aggregate function .**

The analysis revealed sales trends, customer preferences, aiding better business decisions with accurate structured reporting



Retrieve the total number of orders placed.

Query

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

Result

	total_orders
▶	21350

Calculate the total revenue generated from pizza sales

Query

```
3 • select round(sum(order_details.quantity * pizzas.price),2) as total_sales  
4   from order_details  
5   join pizzas  
6   on pizzas.pizza_id = order_details.pizza_id;  
7 |
```

Result

Result Grid	
	total_sales
▶	326558.05

Identify the highest-priced pizza.

Query

```
3 • select pizza_types.name , pizzas.price  
4   from pizza_types join pizzas  
5     on pizza_types.pizza_type_id = pizzas.pizza_type_id  
6   order by pizzas.price desc limit 1;  
7
```

Result

	name	price
▶	The Greek Pizza	35.95

List the top 5 most ordered pizza types along with their quantities.

Query

- ```
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;
```

## Result

|   | name                       | quantity |
|---|----------------------------|----------|
| ▶ | The Barbecue Chicken Pizza | 1017     |
|   | The Pepperoni Pizza        | 986      |
|   | The Hawaiian Pizza         | 967      |
|   | The Classic Deluxe Pizza   | 954      |
|   | The Thai Chicken Pizza     | 925      |

# Join the necessary tables to find the total quantity of each pizza category ordered

## Query

```
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;
```

## Result

|   | category | quantity |
|---|----------|----------|
| ▶ | Classic  | 5909     |
|   | Supreme  | 4765     |
|   | Veggie   | 4718     |
|   | Chicken  | 4397     |

# Determine the distribution of orders by hour of the day.

## Query

- ```
select hour(order_time) , count(order_id) as order_count from orders  
group by hour(order_time)
```

Result

	hour(order_time)	order_count
▶	11	1231
	12	2520
	13	2455
	14	1472
	15	1468
	16	1920
	17	2336
	18	2399

Join relevant tables to find the category-wise distribution of pizzas.

Query

```
• select category , count(name) from pizza_types  
group by category ;
```

Result

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

Group the orders by date and calculate the average number of pizzas ordered per day.

Query

```
select round(avg(quantity) , 0) as average_order_day from  
  (select orders.order_date as 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;
```

Result

	average_order_day
▶	138

Determine the top 3 most ordered pizza types based on revenue.

Query

```
• select pizza_types.name ,  
sum(order_details.quantity * pizzas.price) 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;
```

Result

	name	revenue
▶	The Barbecue Chicken Pizza	17958.75
	The Thai Chicken Pizza	16869.75
	The California Chicken Pizza	16213

Calculate the percentage contribution of each pizza type to total revenue.

Query

```
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;
```

Result

	category	revenue
▶	Classic	26.73
	Supreme	25.37
	Veggie	24
	Chicken	23.9

Analyze the cumulative revenue generated over time.

Query

```
select order_date ,  
round(sum(revenue) over (order by order_date) , 0) 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;
```

Result

	order_date	cum_revenue
▶	2015-01-01	2714
	2015-01-02	5446
	2015-01-03	8108
	2015-01-04	9864
	2015-01-05	11930
	2015-01-06	14358
	2015-01-07	16561
	2015-01-08	19399
	2015-01-09	21526
	2015-01-10	23990
	2015-01-11	25863
	2015-01-12	27782
	2015-01-13	29921

Result 11 ×

Determine the top 3 most ordered pizza types based on revenue for each pizza category.

Query

```
• 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.quantity) * pizzas.price) 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 , pizza_types.name) as a) as b  
  where rn <=3;
```

Result

	name	revenue
▶	The Barbecue Chicken Pizza	17958.75
	The Thai Chicken Pizza	16869.75
	The California Chicken Pizza	16213
	The Classic Deluxe Pizza	14860
	The Hawaiian Pizza	12810.75
	The Pepperoni Pizza	12292
	The Spicy Italian Pizza	14076.5
	The Italian Supreme Pizza	13415
	The Sicilian Pizza	12139.75
	The Four Cheese Pizza	13279.200000000088
	The Five Cheese Pizza	10637.5
	The Mexicana Pizza	10357.75

Result 3 ×

Identify the most common pizza size ordered.

Query

- ```
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;
```

## Result

|   | size | order_count |
|---|------|-------------|
| ▶ | L    | 7417        |
|   | M    | 6109        |
|   | S    | 5650        |
|   | XL   | 230         |
|   | XXL  | 13          |



# CONTACT



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LARANA PIZZA

# THANK YOU!

