PIZZGOLD SALES ANALYSIS

Using MySQL

PIZZGOLD SALES ANALYSIS

INTRODUCTION

- A MySQL project to analyze pizza sales data
- Help answer key business questions
- Focused on learning and practicing SQL queries, joins, aggregations, and insights generations

By Asit → SQL & Data Analytics Project

PIZZGOLD SALES ANALYSIS

INDEX

1. Total Revenue generated from pizza sales
2. Identify the highest-priced pizza
3. Identify the most common pizza size ordered
4. Top 5 most order pizza types along with their qty
5. Total quantity of each pizza category ordered
6. the distribution of orders by hour of the day
7. average number of pizzas ordered by per day
8. % contribution of each pizza type to total revenue.
9. cumulative revenue generated over time.
10. Top 3 most ordered pizza types based on revenue for each pizza category

By Asit → SQL & Data Analytics Project

PIZZGOLD SALES ANALYSIS

QUERY - 1

Calculate the total revenue generated from pizza sales

```
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;
```

TABLE - 1

total_sales
817860.05

By Asit → SQL & Data Analytics Project

PIZZGOLD SALES ANALYSIS

QUERY - 2

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 ;
```

TABLE - 2

name	price
The Greek Pizza	35.95

PIZZGOLD SALES ANALYSIS

QUERY - 3

Identify the most common pizza size ordered

```
SELECT pizzas.size,
COUNT(order_details.order_details_id)
AS total_order FROM pizzas JOIN order_details
ON pizzas.pizza_id = order_details.pizza_id
GROUP BY size ORDER BY total_order DESC;
```

TABLE - 3

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

By Asit → SQL & Data Analytics Project

PIZZGOLD SALES ANALYSIS

QUERY - 4

List the top 5 most order pizza types along with their quantities

```
SELECT pizza_types.name AS Pizza_Type,
sum(order_details.quantity) AS Total_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 Total_Quantity DESC
LIMIT 5;
```

TABLE - 4

Pizza_Type	Total_Quantity
The Classic Deluxe Pizza	2453
The Barbecue Chicken Pizza	2432
The Hawaiian Pizza	2422
The Pepperoni Pizza	2418
The Thai Chicken Pizza	2371

QUERY - 5

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

```
SELECT pizza_types.category AS Category,
sum(order_details.quantity) AS Total_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 Category ORDER BY Total_Quantity DESC;
```

TABLE - 5

Category	Total_Quantity
Classic	14888
Supreme	11987
Veggie	11649
Chicken	11050

PIZZGOLD SALES ANALYSIS

QUERY - 6

Determine the distribution of orders by hour of the day

```
SELECT COUNT(order_id) AS Total_Order,
HOUR(orders.time) AS Hours FROM orders
GROUP BY hour(orders.time) ORDER BY Hours;
```

TABLE - 6

Total_Order	Hours
1	9
8	10
1231	11
2520	12
2455	13
1472	14
1468	15
1920	16
2336	17
2399	18
2009	19
1642	20
1198	21
663	22
28	23

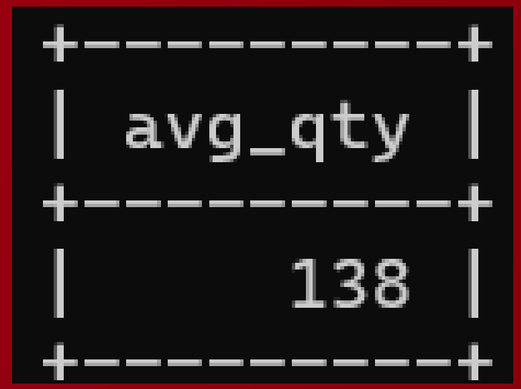
PIZZGOLD SALES ANALYSIS

QUERY - 7

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

```
CREATE VIEW order_quantity AS
SELECT orders.date,
SUM(order_details.quantity) AS quantity FROM orders
JOIN order_details
ON orders.order_id = order_details.order_id
GROUP BY orders.date;
SELECT ROUND (avg(quantity),0) AS avg_qty FROM
order_quantity;
```

TABLE - 7



avg_qty
138

By Asit → SQL & Data Analytics Project

PIZZGOLD SALES ANALYSIS

QUERY - 8

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

```
SELECT pizza_types.category,
ROUND((SUM(order_details.quantity * pizzas.price) /
(SELECT SUM(order_details.quantity *  pizzas.price) FROM
order_details join pizzas on order_details.pizza_id =
pizzas.pizza_id))*100,2)
 AS total_contribution 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;
```

TABLE - 8

category	total_contribution
Classic	26.91
Veggie	23.68
Supreme	25.46
Chicken	23.96

By Asit → SQL & Data Analytics Project

PIZZGOLD SALES ANALYSIS

QUERY - 9

Analyze the cumulative revenue generated over time.

```
SELECT dates, SUM(revenue) OVER(ORDER BY dates)
AS cum_revenue FROM
(SELECT orders.date AS dates ,
SUM(pizzas.price * order_details.quantity) 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 dates) AS sales;
```

TABLE - 9

dates	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	23990.350000000002
2015-01-11	25862.65
2015-01-12	27781.7
2015-01-13	29831.300000000003
2015-01-14	32358.700000000004
2015-01-15	34343.50000000001
2015-01-16	36937.65000000001
2015-01-17	39001.75000000001
2015-01-18	40978.600000000006
2015-01-19	43365.75000000001
2015-01-20	45763.65000000001
2015-01-21	47804.20000000001

PIZZGOLD SALES ANALYSIS

QUERY - 10

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

```
SELECT category, name, ROUND(revenue,2) FROM
(SELECT category,name,revenue, RANK()
OVER(PARTITION BY category ORDER BY revenue DESC) AS ranks 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 total_rev)
AS b WHERE ranks<=3 ;
```

TABLE - 10

category	name	round(revenue,2)
Chicken	The Thai Chicken Pizza	43434.25
Chicken	The Barbecue Chicken Pizza	42768
Chicken	The California Chicken Pizza	41409.5
Classic	The Classic Deluxe Pizza	38180.5
Classic	The Hawaiian Pizza	32273.25
Classic	The Pepperoni Pizza	30161.75
Supreme	The Spicy Italian Pizza	34831.25
Supreme	The Italian Supreme Pizza	33476.75
Supreme	The Sicilian Pizza	30940.5
Veggie	The Four Cheese Pizza	32265.7
Veggie	The Mexicana Pizza	26780.75
Veggie	The Five Cheese Pizza	26066.5

PIZZGOLD SALES ANALYSIS

THANK YOU!