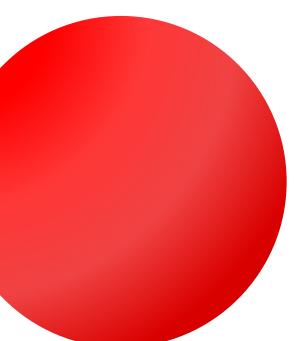




Pizza Hut

Pizza Hut Outlet Report - 2015

Presented by Atharva Sutar



Introduction

Pizza Hut outlets are known for their casual and family-friendly ambiance. The red-checkered tablecloths, cozy booths, and friendly staff create a welcoming atmosphere. The all-you-can-eat salad bar was a unique feature in many Pizza Hut restaurants.

Pizza Hut offers an extensive menu beyond just pizzas. Customers can enjoy pasta dishes, wings, salads, and desserts. Their famous Pan Pizza, with its crispy crust and gooey cheese, remains a favorite.

Company Overview

Pizza Hut, a global pizza restaurant chain, has been delighting pizza lovers for decades. With its iconic red roof and distinctive dine-in experience, Pizza Hut has become synonymous with pizza across the world.



About us

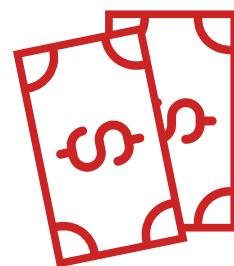
Legacy & History

Founded in 1958 by Dan and Frank Carney in Wichita, Kansas, Pizza Hut has a rich history. It was one of the pioneers in the pizza delivery business.

Global Reach

With thousands of outlets worldwide, Pizza Hut caters to diverse tastes and preferences. Whether you're in New York, Mumbai, or Tokyo, you'll find a Pizza Hut.

Problems



Problem 1

Pizza outlets are experiencing revenue fluctuations due to seasonality, rise in competition due to delivery apps and other fast food options.



Problem 2

Outlets are facing low footfall due to bad location, poor marketing and bad customer experience.



Problem 3

Inventory Management is the biggest issue in food industry. Customers having varying tastes, maintaining quality across the range and offering wide variety of pizzas are some bits of these.

Tools and Requests



MySQL



Microsoft Excel

1. Retrieve the total number of orders placed.
2. Calculate the total revenue generated from pizza sales.
3. Identify the highest-priced pizza.
4. Identify the most common pizza size ordered.
5. List the top 5 most ordered pizza types along with their quantities.
6. Join the necessary tables to find the total quantity of each pizza category ordered.
7. Determine the distribution of orders by hour of the day.
8. Join relevant tables to find the category-wise distribution of pizzas.
9. Group the orders by date and calculate the average number of pizzas ordered per day.
10. Determine the top 3 most ordered pizza types based on revenue.
11. Calculate the percentage contribution of each pizza type to total revenue.
12. Analyze the cumulative revenue generated over time.

**12 Ad hoc
Requests**



Q1. Retrieve the total number of orders placed in 2015.



```
● ● ●  
SELECT COUNT(*) AS total_orders  
FROM orders;
```



21350

Orders Placed

Q2. Calculate the total revenue generated from pizza sales.



```
SELECT ROUND(SUM(od.quantity * price),2) AS total_sales  
FROM pizzahut.order_details od  
JOIN pizzas p ON od.pizza_id = p.pizza_id;
```



\$817860

Total Revenue



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Q3. Identify the highest-priced pizza.



```
SELECT pt.name, size, p.price FROM pizza_types pt
JOIN pizzas p ON pt.pizza_type_id = p.pizza_type_id
ORDER BY p.price DESC LIMIT 1;
```



Pizza Name:

**The Greek
Pizza (XXL)**

Pizza Price:

\$35.95

Q4. Identify the most common pizza size ordered.



```
SELECT size, COUNT(order_Details_ID) AS pizza_sizes_quantity
FROM order_details od
JOIN pizzas p ON od.pizza_id = p.pizza_id
JOIN orders o ON od.order_id = o.order_id
GROUP BY size
ORDER BY pizza_sizes_quantity DESC LIMIT 1;
```

Pizza Size:

LARGE (L)



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Q5. List the top 5 most ordered pizza types along with their quantities.



```
SELECT pt.name, SUM(quantity) AS name_quantity FROM order_details od
JOIN pizzas p ON od.pizza_id = p.pizza_id
JOIN pizza_types pt ON p.pizza_type_id = pt.pizza_type_id
GROUP BY pt.name ORDER BY name_quantity DESC LIMIT 5;
```



Pizza Name	Qty
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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Q6. Join the necessary tables to find the total quantity of each pizza category ordered.



```
SELECT pt.category, SUM(quantity) AS category_quantity
FROM order_details od
JOIN pizzas p ON od.pizza_id = p.pizza_id
JOIN pizza_types pt ON p.pizza_type_id = pt.pizza_type_id
GROUP BY pt.category ORDER BY category_quantity DESC;
```

Pizza Category	Qty
Classic	14888
Supreme	11987
Veggie	11649
Chicken	11050



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Q7. Determine the distribution of orders by hour of the day.

```
● ● ●  
WITH cte1 AS  
    (SELECT *, HOUR(time) AS hours FROM orders)  
  
SELECT hours, COUNT(order_id) FROM cte1  
GROUP BY hours ORDER BY hours;
```



Hour	Order Distribution
9	1
10	8
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

Q8. Join relevant tables to find the category-wise distribution of pizzas.

```
SELECT category, COUNT(name) AS pizza_count  
FROM pizza_types  
GROUP BY category ORDER BY pizza_count DESC;
```



Pizza Category	Count
Veggie	9
Supreme	9
Classic	8
Chicken	6



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Q9. Group the orders by date and calculate the average number of pizzas ordered per day.



```
WITH cte AS
  (SELECT date, SUM(quantity) AS total_pizzas_ordered_per_day
   FROM order_details od
   JOIN orders o ON od.order_id = o.order_id
   GROUP BY date)

SELECT ROUND(AVG(total_pizzas_ordered_per_day),0) FROM cte;
```

Average Pizzas ordered per day:

138

Q10. Determine the top 3 most ordered pizza types based on revenue.



```
WITH cte1 AS
  (SELECT od.order_details_id, od.order_id, od.pizza_id, od.quantity,
   o.date, o.time, p.pizza_type_id, p.size, p.price FROM order_details od
  JOIN orders o ON od.order_id = o.order_id
  JOIN pizzas p ON od.pizza_id = p.pizza_id)

SELECT name, SUM(price * quantity) AS revenue_per_pizza FROM cte1 c
JOIN pizza_types pt ON c.pizza_type_id = pt.pizza_type_id
GROUP BY name ORDER BY revenue_per_pizza DESC LIMIT 3
```



Pizza Name	Revenue / Pizza
The Thai Chicken Pizza	\$ 43434.25
The Barbecue Chicken Pizza	\$ 42768
The California Chicken Pizza	\$ 41409.5



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Q11. Calculate the percentage contribution of each pizza category to total revenue.



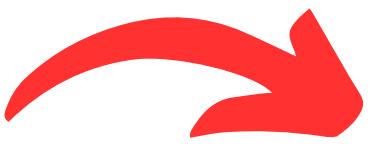
```
WITH cte AS
    (SELECT order_details_id, order_id, od.pizza_id, quantity, p.pizza_type_id, size,
    price, name, category, ingredients, quantity * price AS sales FROM order_details od
    JOIN pizzas p ON od.pizza_id = p.pizza_id
    JOIN pizza_types pt ON p.pizza_type_id = pt.pizza_type_id)

SELECT category,
ROUND((SUM(sales)/817860) * 100, 2) AS revenue_percentage_per_pizza_category FROM cte
GROUP BY category ORDER BY revenue_percentage_per_pizza_category DESC;
```

Pizza Category	RCPPC
Classic	26.91%
Supreme	25.46%
Chicken	23.96%
Veggie	23.68%

Q12. Analyze the cumulative revenue generated over time.

```
● ● ●  
WITH cte AS  
    (SELECT MONTH(date) AS months,  
     ROUND(SUM(quantity * price),0) AS sales FROM order_details od  
      JOIN pizzas p ON od.pizza_id = p.pizza_id  
      JOIN orders o ON od.order_id = o.order_id  
     GROUP BY MONTH(date))  
  
SELECT *, SUM(sales) OVER(ORDER BY months) AS cumulative_revenue FROM cte;
```



Months	Sales	Cumulative Revenue
1	69793	69793
2	65160	134953
3	70397	205350
4	68737	274087
5	71403	345490
6	68230	413720
7	72558	486278
8	68278	554556
9	64180	618736
10	64028	682764
11	70395	753159
12	64701	817860



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Thank You

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