



PIZZA STORE

HOME

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Pizza Store

BY:

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DOMAIN: DATA ANALYTICS / SQL PROJECT



Pizza Sales Analysis using SQL





PIZZA STORE

HOME

ABOUT

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Menu Highlights



Margherita
your text here



BBQ Chicken
your text here



Beef Bolognese
your text here



Pepperoni
your text here



Market Analysis

To analyze pizza sales data using SQL queries.

Identify top-selling pizzas, revenue trends, and category performance.

Gain business insights to improve sales strategies.

Retrieve the total number of orders placed

```
SELECT
```

```
    COUNT(order_id) AS total_orders
```

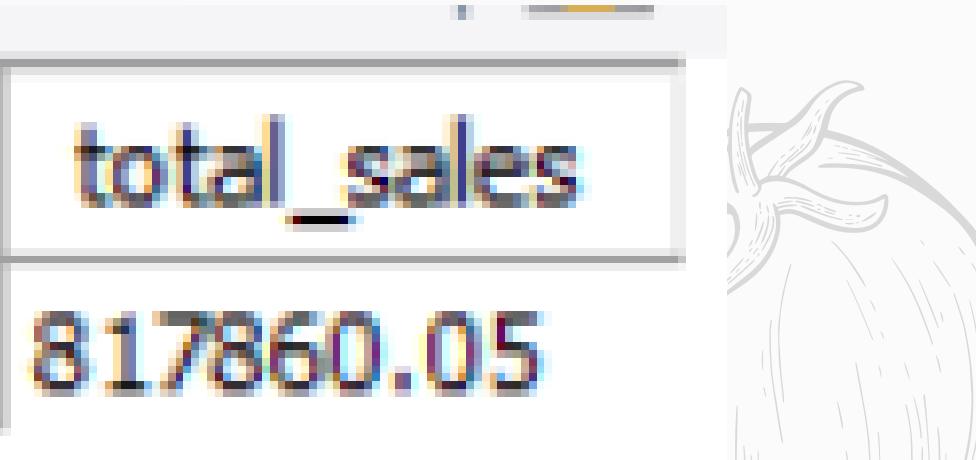
```
FROM
```

```
orders;
```

total_orders
21350

Calculate the total revenue generated from pizza sales

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



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(orders_details.order_details_id) AS order_count
FROM
    pizzas
JOIN
    orders_details
ON
    pizzas.pizza_id = orders_details.pizza_id
GROUP BY
    pizzas.size
ORDER BY
    order_count DESC;
```

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

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

```
SELECT  
    pizza_types.name, SUM(orders_details.quantity) AS quantity  
FROM  
    pizza_types  
        JOIN  
    pizzas ON pizza_types.pizza_type_id = pizzas.pizza_type_id  
        JOIN  
    orders_details ON orders_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 Barbeque 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(orders_details.quantity) AS quantity  
FROM  
    pizza_types  
        JOIN  
    pizzas ON pizza_types.pizza_type_id = pizzas.pizza_type_id  
        JOIN  
    orders_details ON orders_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), COUNT(order_id)  
FROM  
    orders  
GROUP BY HOUR(order_time);
```

HOUR(order_time)	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

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

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

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

```
SELECT  
    round(AVG(quantity),0)  
  FROM (  
    SELECT  
        orders.order_date,  
        SUM(orders_details.quantity) AS quantity  
      FROM  
        orders  
      JOIN  
        orders_details  
      ON  
        orders.order_id = orders_details.order_id  
      GROUP BY  
        orders.order_date  
    ) AS order_quantity;
```

round(AVG(quantity),0)

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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 revenue
FROM
    pizza_types
JOIN
    pizzas
ON
    pizzas.pizza_type_id = pizza_types.pizza_type_id
JOIN
    orders_details
ON
    orders_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(orders_details.quantity * pizzas.price) /
        (SELECT SUM(orders_details.quantity * pizzas.price)
        FROM orders_details
        JOIN pizzas
        ON pizzas.pizza_id = orders_details.pizza_id)
        ) * 100, 2
    ) AS percentage_contribution
FROM
    pizza_types
JOIN
    pizzas
ON
    pizza_types.pizza_type_id = pizzas.pizza_type_id
JOIN
    orders_details
ON
    orders_details.pizza_id = pizzas.pizza_id
GROUP BY
    pizza_types.category
ORDER BY
    percentage_contribution DESC;
```

category	percentage_contribution
Classic	26.91
Supreme	25.46
Chicken	23.96
Veggie	23.68

Analyze the cumulative revenue generated over time

```
SELECT
    orders.order_date,
    ROUND(SUM(orders_details.quantity * pizzas.price), 2) AS daily_revenue,
    ROUND(SUM(SUM(orders_details.quantity * pizzas.price))
        OVER (ORDER BY orders.order_date), 2) AS cumulative_revenue
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
ORDER BY
    orders.order_date;
```

order_date	daily_revenue	cumulative_revenue
2015-01-01	2713.85	2713.85
2015-01-02	2731.9	5445.75
2015-01-03	2662.4	8108.15
2015-01-04	1755.45	9863.6
2015-01-05	2065.95	11929.55
2015-01-06	2428.95	14358.5
2015-01-07	2202.2	16560.7
2015-01-08	2838.35	19399.05
2015-01-09	2127.35	21526.4
2015-01-10	2463.95	23990.35
2015-01-11	1872.3	25862.65
2015-01-12	1919.05	27781.7
2015-01-13	2049.6	29831.3
2015-01-14	2527.4	32358.7
2015-01-15	1984.8	34343.5
2015-01-16	2594.15	36937.65
2015-01-17	2064.1	39001.75
2015-01-18	1976.85	40978.6
2015-01-19	2387.15	43365.75
2015-01-20	2397.9	45763.65
2015-01-21	2040.55	47804.2
2015-01-22	2496.7	50300.9
2015-01-23	2423.7	52724.6
2015-01-24	2289.25	55013.85
2015-01-25	1617.55	56631.4
2015-01-26	1884.4	58515.8
2015-01-27	2528.05	61043.85

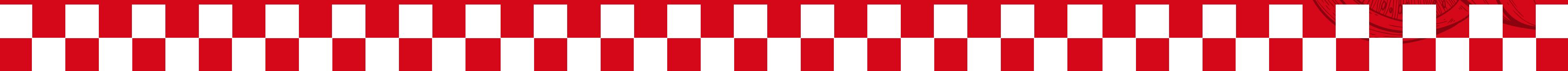
Determine the top 3 most ordered pizza types based on revenue for each pizza category

```
SELECT
    category,
    pizza_name,
    revenue,
    rnk AS rank_number
FROM (
    SELECT
        pizza_types.category,
        pizza_types.name AS pizza_name,
        ROUND(SUM(orders_details.quantity * pizzas.price), 2) AS revenue,
        ROW_NUMBER() OVER (
            PARTITION BY pizza_types.category
            ORDER BY SUM(orders_details.quantity * pizzas.price) DESC
        ) AS rnk
    FROM
        pizza_types
    JOIN
        pizzas
    ON pizza_types.pizza_type_id = pizzas.pizza_type_id
    JOIN
        orders_details
    ON orders_details.pizza_id = pizzas.pizza_id
    GROUP BY
        pizza_types.category, pizza_types.name
) AS ranked
WHERE rnk <= 3
ORDER BY
    category, rank_number;
```

category	pizza_name	revenue	rank_number
Chicken	The Thai Chicken Pizza	43434.25	1
Chicken	The Barbecue Chicken Pizza	42768	2
Chicken	The California Chicken Pizza	41409.5	3
Classic	The Classic Deluxe Pizza	38180.5	1
Classic	The Hawaiian Pizza	32273.25	2
Classic	The Pepperoni Pizza	30161.75	3
Supreme	The Spicy Italian Pizza	34831.25	1
Supreme	The Italian Supreme Pizza	33476.75	2
Supreme	The Sicilian Pizza	30940.5	3
Veggie	The Four Cheese Pizza	32265.7	1
Veggie	The Mexicana Pizza	26780.75	2
Veggie	The Five Cheese Pizza	26066.5	3

Store Ambience

Our store provides a warm and welcoming atmosphere with clean, well-lit spaces that create a pleasant and memorable experience for every customer.



Pricing Strategy

01

Combo Deals

Our pricing strategy ensures products are affordable while maintaining good profit margins.

02

Discounts

1. We regularly review market trends and competitor prices to stay competitive.
2. This helps our store provide the best value without compromising on quality.





Thank
you!

