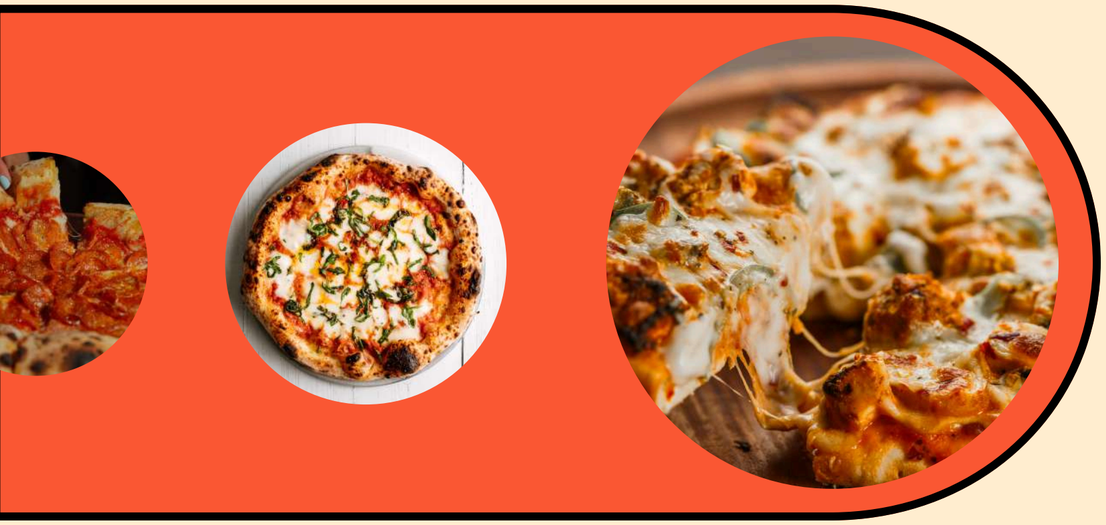
PIZZA HUT

SALES-ANALYSIS-SQL

KEY TAKEAWAYS



- Classic pizzas dominate both in quantity and revenue share, showing strong customer preference.
- Large size pizzas are the most frequently ordered, indicating demand for bigger portions.
- Revenue analysis reveals that a few premium pizzas contribute disproportionately to sales.
- The hourly distribution of orders helps identify peak business times, useful for staffing and promotions.
- Cumulative revenue tracking provides a clear picture of growth trends over time.

-- RETRIEVE THE TOTAL NUMBER OF ORDERS PLACED.

```
SELECT
    COUNT(order_id) AS total_orders
FROM
    orders;
```

	total_orders
▶	21350

KEY FINDING FOR THE QUERY :

THIS QUERY GIVES THE TOTAL NUMBER OF ORDERS RECORDED IN THE ORDERS TABLE.

-- CALCULATE THE TOTAL REVENUE GENERATED FROM PIZZA SALES.

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

total_revenue
817860.05

KEY FINDING FOR THE QUERY :

IT GIVES YOU ONE NUMBER — THE OVERALL SALES AMOUNT GENERATED FROM SELLING PIZZAS.

-- IDENTIFY THE HIGHEST-PRICED PIZZA.

```
SELECT pzt.name,
    pz.price
FROM
    pizzas as pz join pizza_types as pzt using(pizza_type_id)
Group BY pzt.name, pz.price
ORDER BY pz.price DESC
LIMIT 1;
```

	name	price
▶	The Greek Pizza	35.95

KEY FINDING FOR THE QUERY :

IT SHOWS WHICH PIZZA COSTS THE MOST ALONG WITH ITS PRICE

-- IDENTIFY THE MOST COMMON PIZZA SIZE ORDERED.

```
SELECT
    pz.size, COUNT(od.order_details_id) AS order_count
FROM
    pizzas AS pz
        JOIN
    order_details AS od USING (pizza_id)
GROUP BY pz.size
ORDER BY order_count DESC;
```

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

KEY FINDING FOR THE QUERY :

THIS QUERY SHOWS THE PIZZA SIZE THAT PEOPLE ORDER THE MOST

-- LIST THE TOP 5 MOST ORDERED PIZZA TYPES ALONG WITH THEIR QUANTITIES.

```
SELECT
    pzt.name, sum(od.quantity) AS most_order_qty
FROM
    pizzas AS pz
        JOIN
    order_details AS od USING (pizza_id) join pizza_types as
pzt using(pizza_type_id)
GROUP BY pzt.name
ORDER BY most_order_qty DESC
limit 5;
```

name	most_order_qty
The Classic Deluxe Pizza	2453
The Barbecue Chicken Pizza	2432
The Hawaiian Pizza	2422
The Pepperoni Pizza	2418
The Thai Chicken Pizza	2371

KEY FINDING FOR THE QUERY :

THIS QUERY SHOWS THE TOP 5 PIZZA TYPES THAT CUSTOMERS ORDER THE MOST, ALONG WITH THEIR TOTAL QUANTITIES.

-- JOIN THE NECESSARY TABLES TO FIND THE TOTAL QUANTITY OF EACH PIZZA CATEGORY ORDERED.

```
SELECT
    pzt.category, SUM(od.quantity) AS total_quantity
FROM
    pizza_types AS pzt
        JOIN
    pizzas AS pz USING (pizza_type_id)
        JOIN
    order_details AS od USING (pizza_id)
GROUP BY pzt.category
ORDER BY total_quantity DESC;
```

	category	total_quantity
▶	Classic	14888
	Supreme	11987
	Veggie	11649
	Chicken	11050

KEY FINDING FOR THE QUERY :

THIS QUERY SHOWS THE TOTAL QUANTITY OF PIZZAS ORDERED IN EACH CATEGORY, SORTED FROM HIGHEST TO LOWEST

-- DETERMINE THE DISTRIBUTION OF ORDERS BY HOUR OF THE DAY.

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

hour	ord_count
11	1231
12	2520
13	2455
14	1472
15	1468
16	1920
17	2336
18	2399
19	2009
20	1642
21	1198

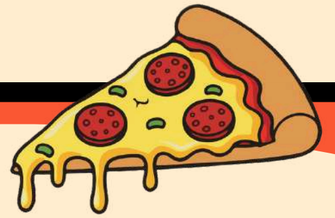
KEY FINDING FOR THE QUERY :

THIS QUERY SHOWS THE NUMBER OF ORDERS PLACED IN EACH HOUR OF THE DAY, HELPING IDENTIFY PEAK ORDERING TIMES.

-- JOIN RELEVANT TABLES TO FIND THE CATEGORY-WISE DISTRIBUTION OF PIZZAS

```
SELECT
    category, COUNT(name) AS pizza_type
FROM
    pizza_types
GROUP BY category;
```

	category	pizza_type
▶	Chicken	6
	Classic	8
	Supreme	9
	Veggie	9



KEY FINDING FOR THE QUERY :

THIS QUERY SHOWS THE NUMBER OF DIFFERENT PIZZA TYPES AVAILABLE IN EACH CATEGORY, GIVING A CATEGORY-WISE DISTRIBUTION.

-- GROUP THE ORDERS BY DATE AND CALCULATE THE AVERAGE NUMBER OF PIZZAS ORDERED PER DAY.

```
SELECT
    ROUND(AVG(quantity), 0) AS
avg_pizza_ordered_per_day
FROM
    (SELECT
        o.order_date, SUM(od.quantity) AS quantity
    FROM
        orders AS o
    JOIN order_details AS od USING (order_id)
    GROUP BY order_date) AS order_quantity;
```

	avg_pizza_ordered_per_day
▶	138

KEY FINDING FOR THE QUERY :

THIS QUERY CALCULATES THE AVERAGE NUMBER OF PIZZAS ORDERED PER DAY, SHOWING THE TYPICAL DAILY DEMAND

-- DETERMINE THE TOP 3 MOST ORDERED PIZZA TYPES BASED ON REVENUE.

```
SELECT
    pzt.name, SUM(od.quantity * pz.price) AS revenue
FROM
    order_details AS od
        JOIN
    pizzas AS pz USING (pizza_id)
        JOIN
    pizza_types AS pzt USING (pizza_type_id)
GROUP BY pzt.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

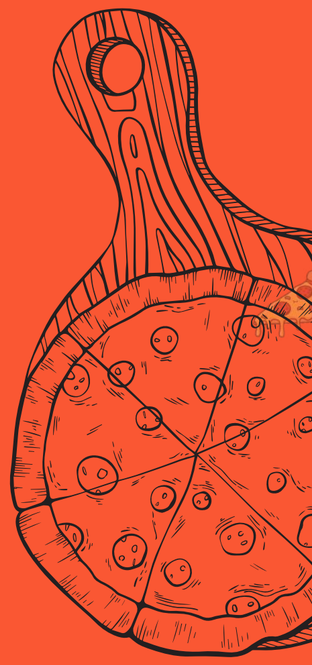
KEY FINDING FOR THE QUERY :

THIS QUERY SHOWS THE TOP 3 PIZZA TYPES THAT GENERATED THE HIGHEST REVENUE, LISTING THEM IN ORDER FROM THE MOST PROFITABLE TO THE LEAST AMONG THOSE THREE

-- CALCULATE THE PERCENTAGE CONTRIBUTION OF EACH PIZZA TYPE TO TOTAL REVENUE.

```
SELECT
    pzt.category,
    ROUND(SUM(od.quantity * pz.price) / (SELECT
                ROUND(SUM(od.quantity * pz.price), 2) AS total_sales
            FROM
                order_details AS od
                    JOIN
                pizzas AS pz USING (pizza_id)) * 100,
        2) AS revenue
FROM
    pizza_types AS pzt
        JOIN
    pizzas AS pz USING (pizza_type_id)
        JOIN
    order_details AS od USING (pizza_id)
GROUP BY pzt.category
ORDER BY revenue DESC;
```

category	revenue
Classic	26.91
Supreme	25.46
Chicken	23.96
Veggie	23.68

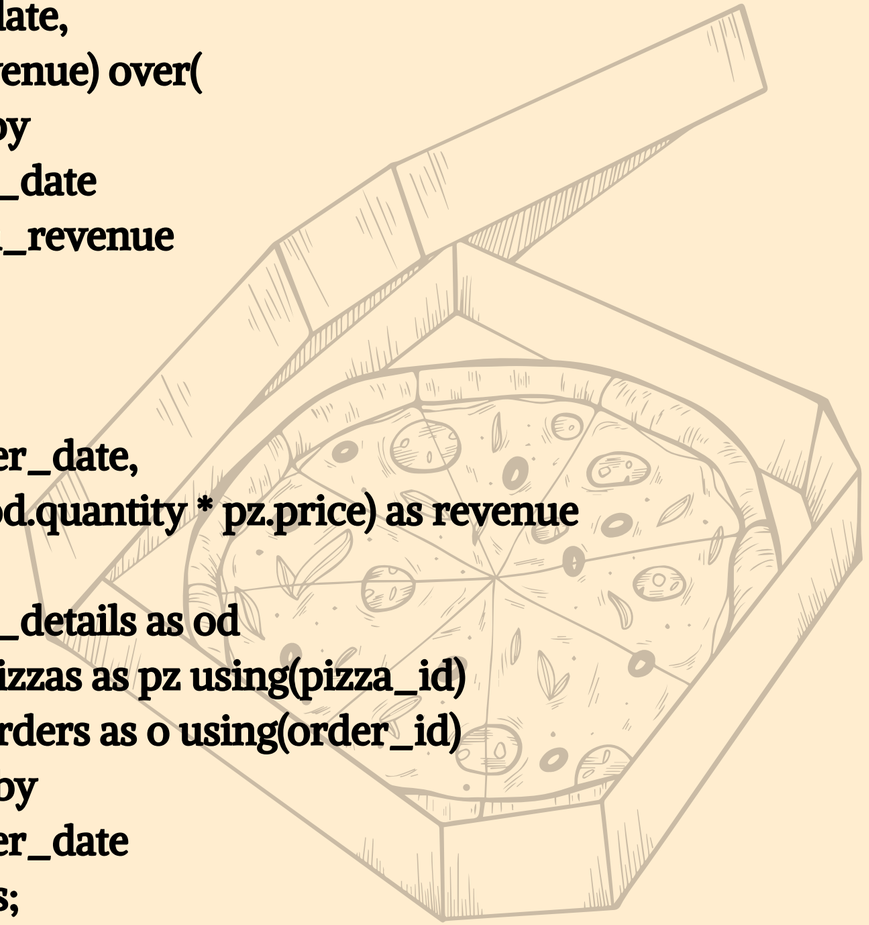


KEY FINDING FOR THE QUERY :

THIS QUERY SHOWS THE PERCENTAGE OF TOTAL REVENUE CONTRIBUTED BY EACH PIZZA CATEGORY, HIGHLIGHTING WHICH CATEGORIES EARN THE MOST.

-- ANALYZE THE CUMULATIVE REVENUE GENERATED OVER TIME.

```
select
  order_date,
  sum(revenue) over(
    order by
      order_date
  ) as cum_revenue
from
  (
    select
      o.order_date,
      sum(od.quantity * pz.price) as revenue
    from
      order_details as od
      join pizzas as pz using(pizza_id)
      join orders as o using(order_id)
    group by
      o.order_date
  ) as sales;
```



order_date	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

KEY FINDING FOR THE QUERY :

THIS QUERY SHOWS THE CUMULATIVE REVENUE GROWTH OVER TIME, MEANING IT ADDS UP DAILY SALES STEP BY STEP TO DISPLAY HOW TOTAL REVENUE INCREASES AS DAYS PROGRESS.

-- DETERMINE THE TOP 3 MOST ORDERED PIZZA TYPES BASED ON REVENUE FOR EACH PIZZA CATEGORY.

```
select
  name, revenue
from
  ( select
      category,   name,  revenue,
      rank() over(
        partition by category
        order by   revenue desc
      ) as rn
    from
      ( select
          pzt.category,  pzt.name,
          sum(
            (od.quantity) * pz.price ) as revenue
        from   pizza_types as pzt
          join pizzas as pz using(pizza_type_id)
          join order_details as od using(pizza_id)
        group by   pzt.category,  pzt.name
      ) as a
  ) as b
where
  rn <= 3;
```

name	revenue
The Thai Chicken Pizza	43434.25
The Barbecue Chicken Pizza	42768
The California Chicken Pizza	41409.5
The Classic Deluxe Pizza	38180.5
The Hawaiian Pizza	32273.25
The Pepperoni Pizza	30161.75
The Spicy Italian Pizza	34831.25
The Italian Supreme Pizza	33476.75
The Sicilian Pizza	30940.5
The Four Cheese Pizza	32265.70000000065
The Mexicana Pizza	26780.75

KEY FINDING FOR THE QUERY :

THIS QUERY LISTS THE TOP 3 REVENUE-GENERATING PIZZA TYPES WITHIN EACH CATEGORY, SHOWING WHICH PIZZAS ARE THE BIGGEST EARNERS IN THEIR RESPECTIVE GROUPS.

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CONCLUSION

- Order Trends:
  Total number of orders placed.
  Distribution of orders by hour of the day.
  Average number of pizzas ordered per day.

- Revenue Insights:
  Total revenue generated from pizza sales.
  Identification of the highest-priced pizza.
  Top 3 pizza types contributing the most revenue.
  Category-wise revenue share using CTEs.
  Cumulative revenue growth over time.

- Customer Preferences:
  Most common pizza size ordered.
  Top 5 most ordered pizza types by quantity.
  Category-wise distribution of pizzas.
  Total quantity ordered per category.
  Top 3 pizzas by revenue within each category


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THANK YOU
FOR ATTENTION