Pizza Sales - SQL

BY ME
HARIKA

Help the business
optimize menu,
pricing, and inventory
based on
data-backed insights.
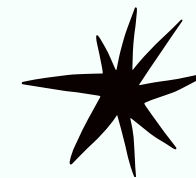
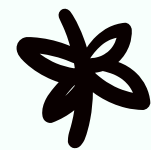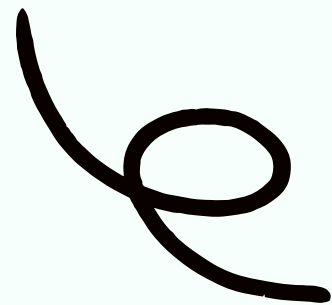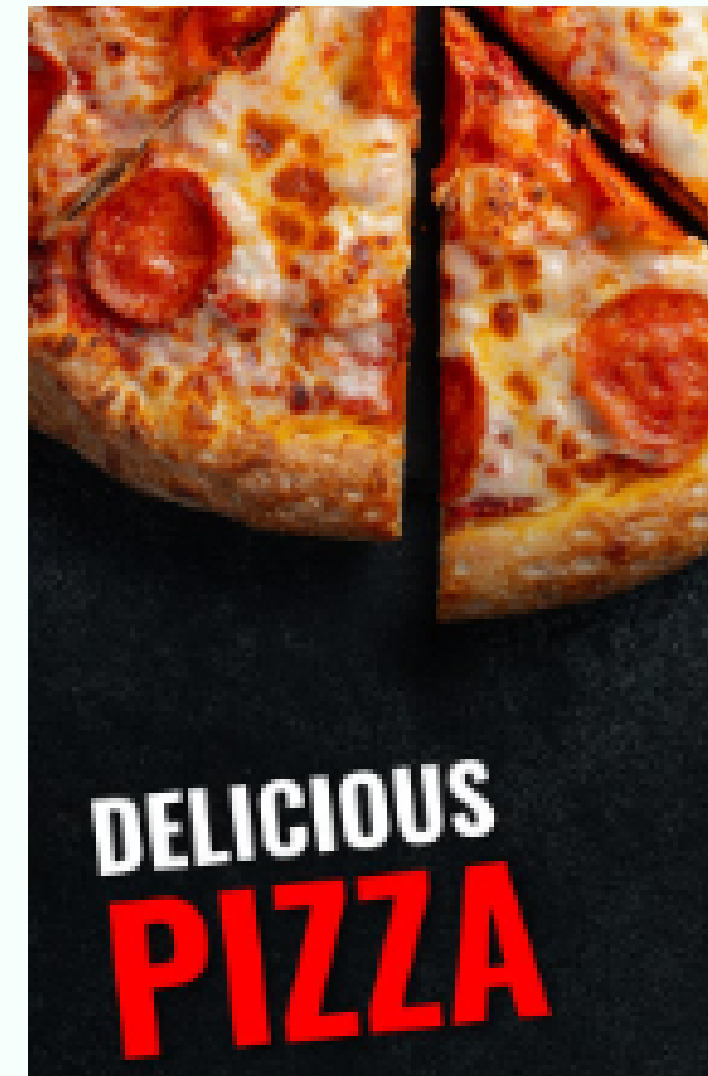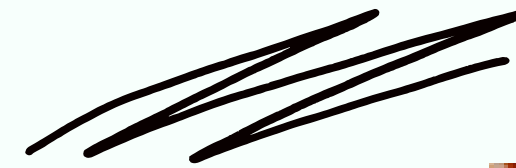# Total no.of orders placed.

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

Total_Orders: '21350'

Revenue & Sales Analyiics

Calculate the total revenue generated from pizza sales.

```
select
round(sum(order_details.quantity*pizzas.price),2) as
Total_Revenue
from order_details
join
pizzas
on order_details.pizza_id=pizzas.pizza_id;
```

Total_Revenue

'817860.05'

Identify the highest-priced pizza.?

```
select
    distinct pizza_types.name,
    pizzas.price
from pizzas
    join
    pizza_types
  on pizzas.pizza_type_id=pizza_types.pizza_type_id
order by pizzas.price desc
limit 1;
```
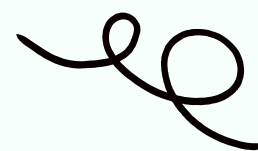
'The Greek Pizza'
price : 35.95

.Identify the most common pizza size ordered ?

```
select
    size,
    count(order_id) as no_of_orders
from
    pizzas
    join
    order_details
        on pizzas.pizza_id=order_details.pizza_id
group by size
order by no_of_orders desc;
```

L : '18526'
M : '15385'
S : '14137'
XL : '544 '
XXL :'28'

List the top 5 most ordered pizza types along with their quantities ?
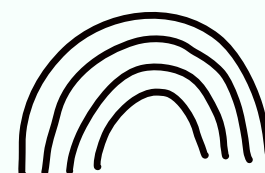
```sql
select
    pizza_types.name,
    sum(order_details.quantity) as quantity_orderd
from pizza_types
    join
        pizzas
    on pizza_types.pizza_type_id=pizzas.pizza_type_id
    join
        order_details
    on pizzas.pizza_id=order_details.pizza_id
group by pizza_types.name
order by 2 desc
limit 5;
```

'The Classic Deluxe Pizza' : '2453'
'The Barbecue Chicken Pizza' : '2432'
'The Hawaiian Pizza' : '2422'
'The Pepperoni Pizza' : '2418'
'The Thai Chicken Pizza' : '2371'

Find the total quantity of each pizza category ordered. ?

```sql
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 pizzas.pizza_id=order_details.pizza_id
group by pizza_types.category
order by Quantity desc;
```

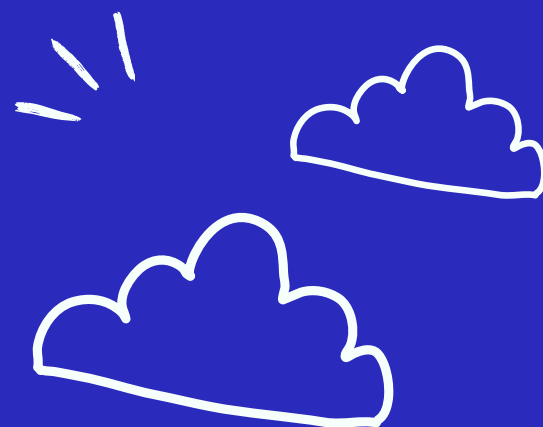| category	Quantity
'Classic'	'14888'
'Supreme'	'11987'
'Veggie'	'11649'
'Chicken'	11050

Determine the distribution of orders by hour of the day?

```
select
    hour(time) as HR,
    count(order_id) as order_count
from orders
group by 1
order by 2 desc;
```


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

Find the category-wise distribution of pizzas ?

```
select
    pizza_types.category,
    count(order_details.order_id) as No_of_orders
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 1
order by 2 desc;
```

category	No_of_orders
Chicken	10815
Classic	14579
Supreme	11777
Veggie	11449

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

```
select round(avg(orders_sum),0) as Avg_orders
from
(select
 date,
    sum(quantity) as orders_sum
from orders
join
 order_details
on orders.order_id=order_details.order_id
group by date
order by date) as t;
```
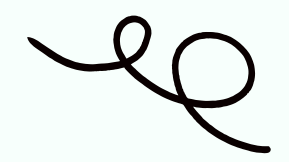
Avg_orders per day:

'138'

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

```
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 pizzas.pizza_id=order_details.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 category,
 round(revenue/( select
round(sum(order_details.quantity*pizzas.price),2)
as Total_Revenue
from order_details
join
pizzas
on order_details.pizza_id=pizzas.pizza_id)*100,2)
as 'revenue_%'
from
(select
 pizza_types.category,
   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 pizzas.pizza_id=order_details.pizza_id
group by pizza_types.category
order by revenue desc) as t
;
```

category	---	revenue_%
Classic		26.91
Supreme		25.46
Chicken		23.96
Veggie		23.68

Analyze the cumulative revenue generated over time.

```
with cte as(
select
 orders.date,
   round(sum(order_details.quantity*pizzas.price),2) as
revenue
from orders
 join order_details
  on orders.order_id=order_details.order_id
 join pizzas
  on order_details.pizza_id=pizzas.pizza_id
group by 1)
select date,revenue,sum(revenue) over(order by date) as
cum_rev
from cte;
```

| date	revenue	cum_rev
2015-12-31	2916	817860.05

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

```sql
with cte as
(
select
 pizza_types.category,
 pizza_types.name,
    sum(order_details.quantity*pizzas.price) as
revenue,
    dense_rank() over(partition by
pizza_types.category order by
sum(order_details.quantity*pizzas.price) desc) as dn
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,pizza_types.name
)
select
 category,name,revenue
from cte
where dn <=3 ;
```

category -- name -- revenue
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
Veggie --The Mexicana Pizza --26780.75
Veggie --The Five Cheese Pizza-- 26066.5
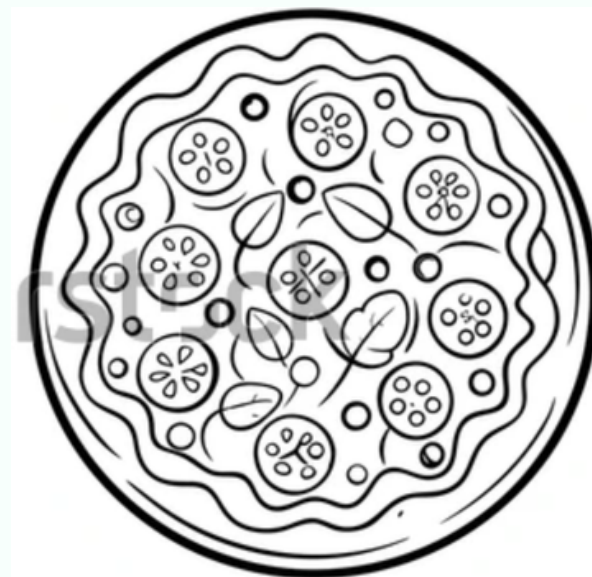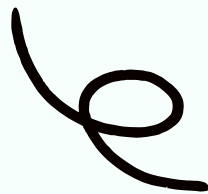
"This SQL project successfully analyzed key aspects of pizza sales, revealing top performers, revenue patterns, and customer ordering trends. The insights gained provide a strong foundation for smarter business decisions and more efficient operations."

Thank You