PIZZA SALES ANALYSIS USING MYSQL

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INTRODUCTION

This project focuses on analyzing pizza sales data using MySQL to extract valuable business insights that can help optimize operations and improve decision-making for a pizza restaurant. By utilizing structured query language (SQL), we explore various aspects of sales performance including total revenue, best-selling pizzas, peak order times, average order values.

Retrieve the total number of orders placed.

```
2  SELECT
3      count(order_id) as total_orders
4  FROM
5      orders;
```

total_orders
21350

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
```

total_sales
817860.05

Identify the highest-priced pizza.

```sql
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.

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

	size	common_pizza_size_ordered
▶	L	18526

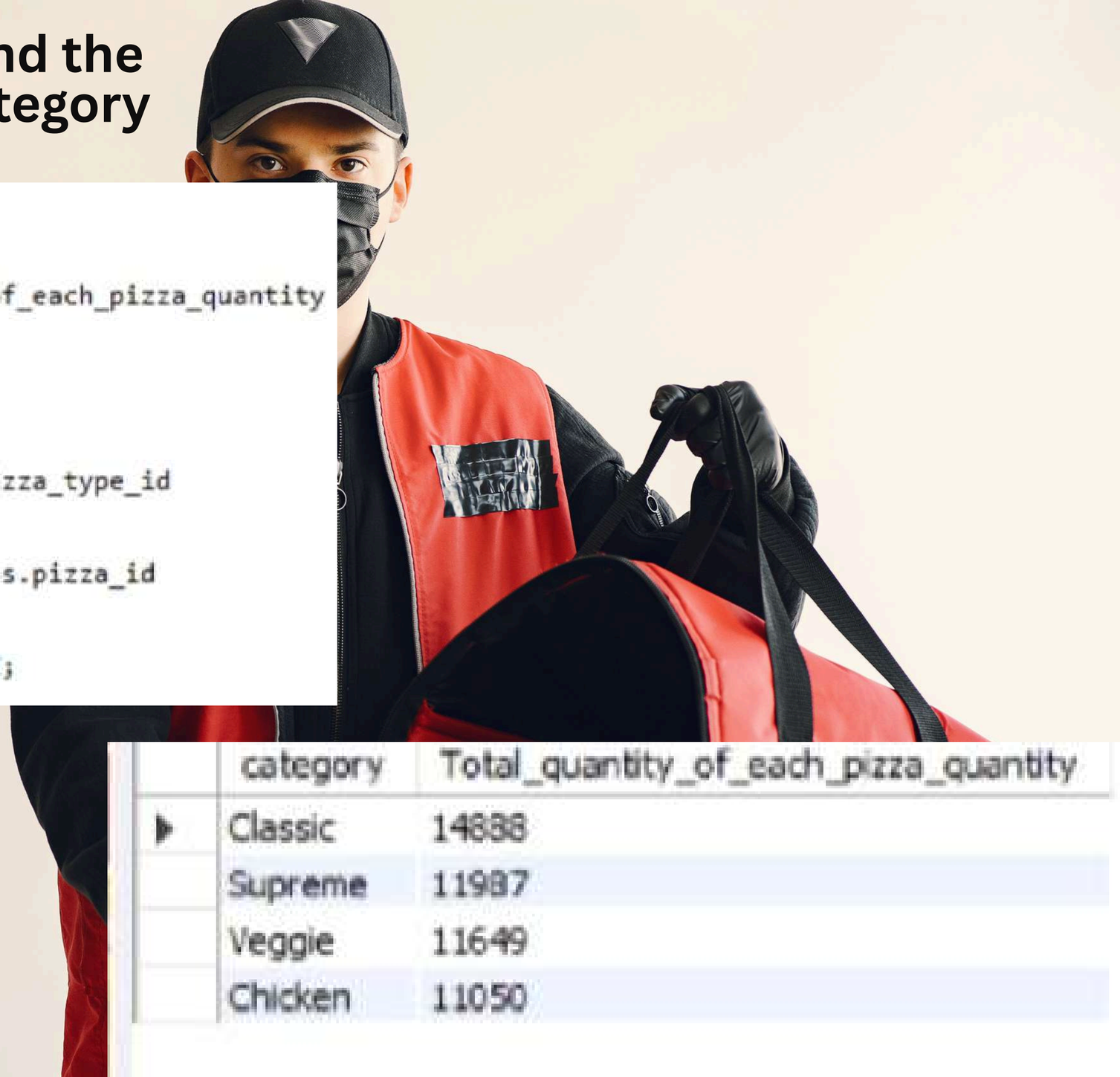
List the top 5 most ordered pizza types along with their quantities.

```sql
SELECT
    pizza_types.name, 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 order_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 Barbecue 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.

```sql
SELECT
    pizza_types.category,
    SUM(order_details.quantity) AS Total_quantity_of_each_pizza_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.category
ORDER BY Total_quantity_of_each_pizza_quantity DESC;
```



category	Total_quantity_of_each_pizza_quantity
Classic	14838
Supreme	11987
Veggie	11649
Chicken	11050

Determine the distribution of orders by hour of the day.

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

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

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

```
3 •    Select category, count(name) from pizza_types
4      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.

```sql
SELECT
    ROUND(AVG(quantity), 0) as avg_pizza_ordered_per_day
FROM
    (SELECT
        orders.order_date, SUM(order_details.quantity) AS quantity
    FROM
        orders
    JOIN order_details ON orders.order_id = order_details.order_id
    GROUP BY orders.order_date) AS order_quantity;
```

avg_pizza_ordered_per_day
138

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

```sql
SELECT
    pizza_types.name,
    SUM(order_details.quantity * pizzas.price) AS revenue
FROM
    pizza_types
        JOIN
    pizzas ON pizzas.pizza_type_id = pizza_types.pizza_type_id
        JOIN
    order_details ON order_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

THANK YOU!