PIZZA SALES ANALYSIS

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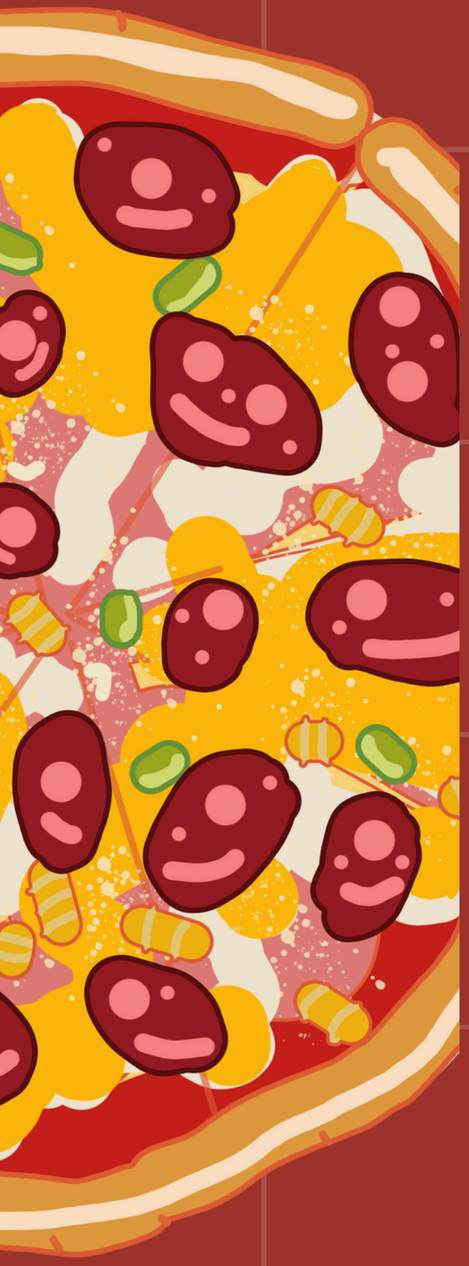

INTRODUCTION

I am Chhaya,
a skilled data analyst, created a comprehensive pizza sales report, uncovering key trends and insights to boost sales.

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Let's start our adventure in the world of pizza!

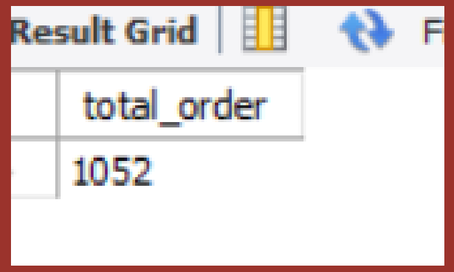
SCHEMA


order_details
order_details_id
order_id
pizza_id
quantity
Collapse
pizzas
pizza_id
pizza_type_id
price
size
Collapse
orders
date
order_id
time
Collapse
pizza_types
category
ingredients
name
pizza_type-id
Collapse
*
1
*
1
*
1

Q1:) Retrieve the total number of orders placed.

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

OUTPUT:)



Q2:) 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 order_details.pizza_id = pizzas.pizza_id;
```

OUTPUT:)

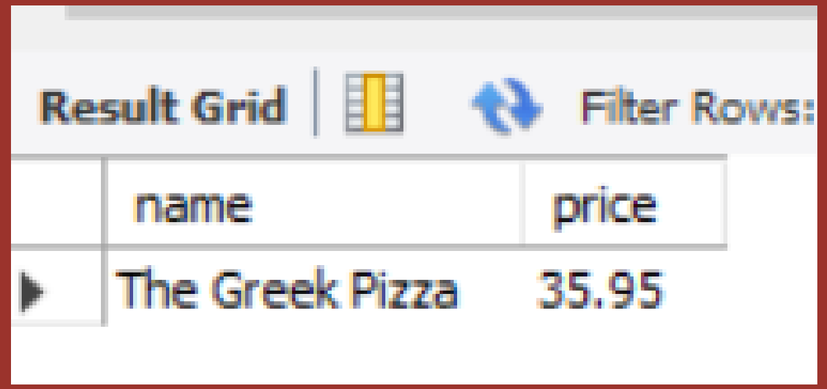
Result Grid

	total_sales
▶	5564.2

Q3:) Identify the highest-priced pizza.

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

OUTPUT:)



Q4:)Identify the most common pizza size ordered.

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

OUTPUT:)

Result Grid | Filter Rows:

size	order_count
L	148
S	93
M	85
XL	2

Q5:)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;
```

OUTPUT:)

Result Grid | Filter Rows:

name	quantity
The Italian Supreme Pizza	23
The Barbecue Chicken Pizza	20
The Pepperoni Pizza	19
The Thai Chicken Pizza	17
The Spicy Italian Pizza	17

Q6:)Join the necessary tables to 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 order_details.pizza_id = pizzas.pizza_id
GROUP BY pizza_types.category
ORDER BY quantity DESC;
```

OUTPUT:)

Result Grid | Filter Rows:

category	quantity
Classic	104
Supreme	86
Veggie	75
Chicken	69

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

```
SELECT
    COUNT(orders.order_id) AS order_count,
hour(orders.order_time)
FROM
    orders
GROUP BY hour(orders.order_time)
ORDER BY order_count DESC;
```

OUTPUT IS ONLY TOP 5:)

Result Grid | Filter Rows:

order_count	hour(orders.order_time)
124	12
117	17
116	13
111	18
103	19

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

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

OUTPUT:)

Result Grid | Filter Rows:

category	count_name
Chicken	6
Classic	8
Supreme	9
Veggie	9

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

```
SELECT
    ROUND(AVG(quantity), 0) AS avg_pizzas_per_day_ordered
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;
```

OUTPUT:)

Result Grid | Filter Rows:

avg_pizzas_per_day_ordered
111

Q10:)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 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 revenue DESC
LIMIT 3;
```

OUTPUT:)

Result Grid | Filter Rows:

name	revenue
The Italian Supreme Pizza	414
The Barbecue Chicken Pizza	359
The Spicy Italian Pizza	319.5

Q11:) Analyze the cumulative revenue generated over time.

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

OUTPUT:)

Result Grid | Filter Rows:

order_date	cum_revenue
2015-01-01	2713.850000000004
2015-01-02	5445.75
2015-01-03	5564.2

Q12:) Determine the top 3 most ordered pizza types based on revenue for each pizza category..

```sql
select  name, revenue from
(select category, name, revenue,
rank() over(partition by category order by revenue desc) as rn
from
(select pizza_types.category, pizza_types.name, sum(order_details.quantity* pizzas.price)
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, pizza_types.name) as a) as b
where rn <=3;
```

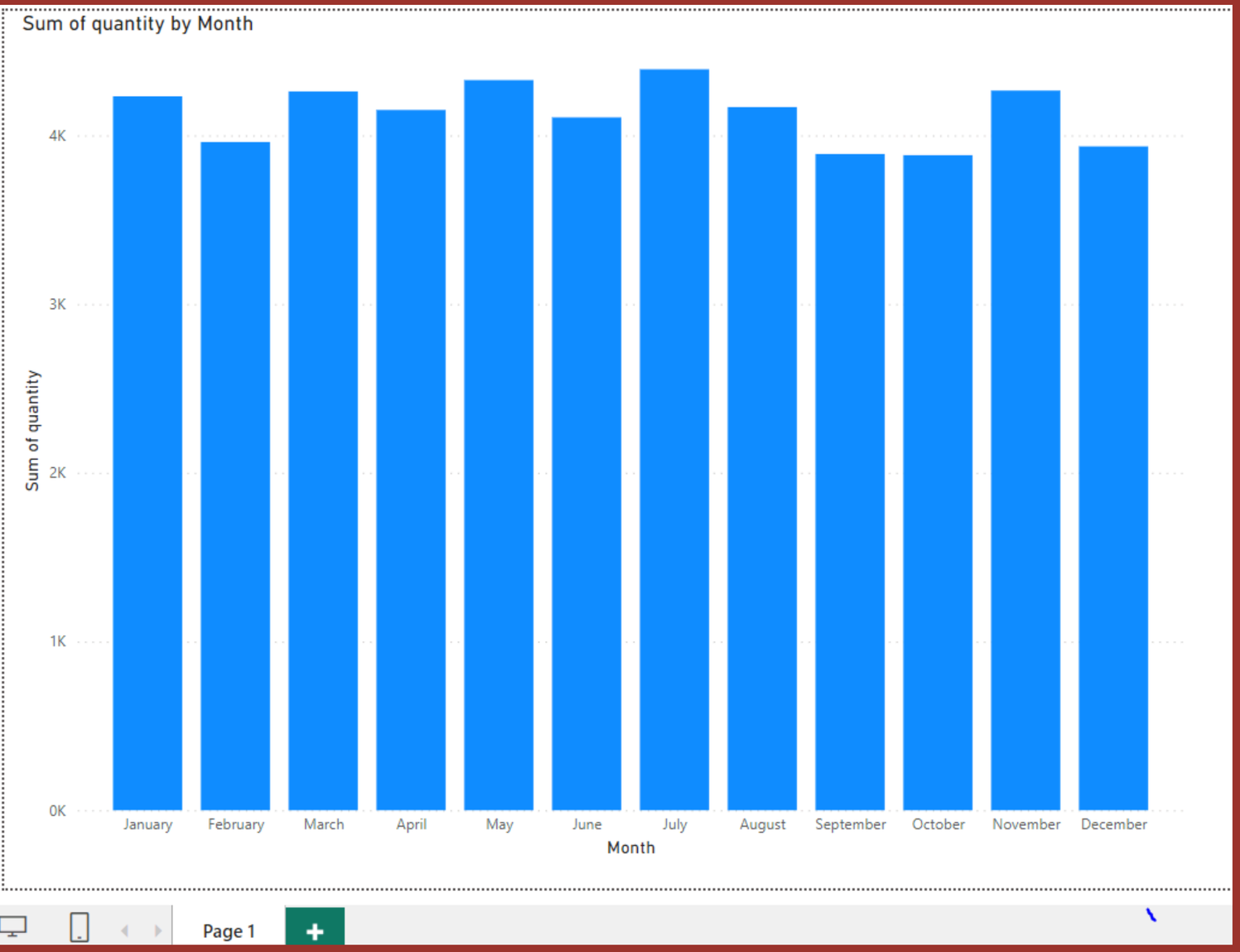
OUTPUT:)

Result Grid | Filter Rows:

name	revenue
The Barbecue Chicken Pizza	Chicken
The Thai Chicken Pizza	Chicken
The Southwest Chicken Pizza	Chicken
The Italian Capocollo Pizza	Classic
The Classic Deluxe Pizza	Classic
The Pepperoni Pizza	Classic
The Italian Supreme Pizza	Supreme
The Spicy Italian Pizza	Supreme
The Spinach Supreme Pizza	Supreme

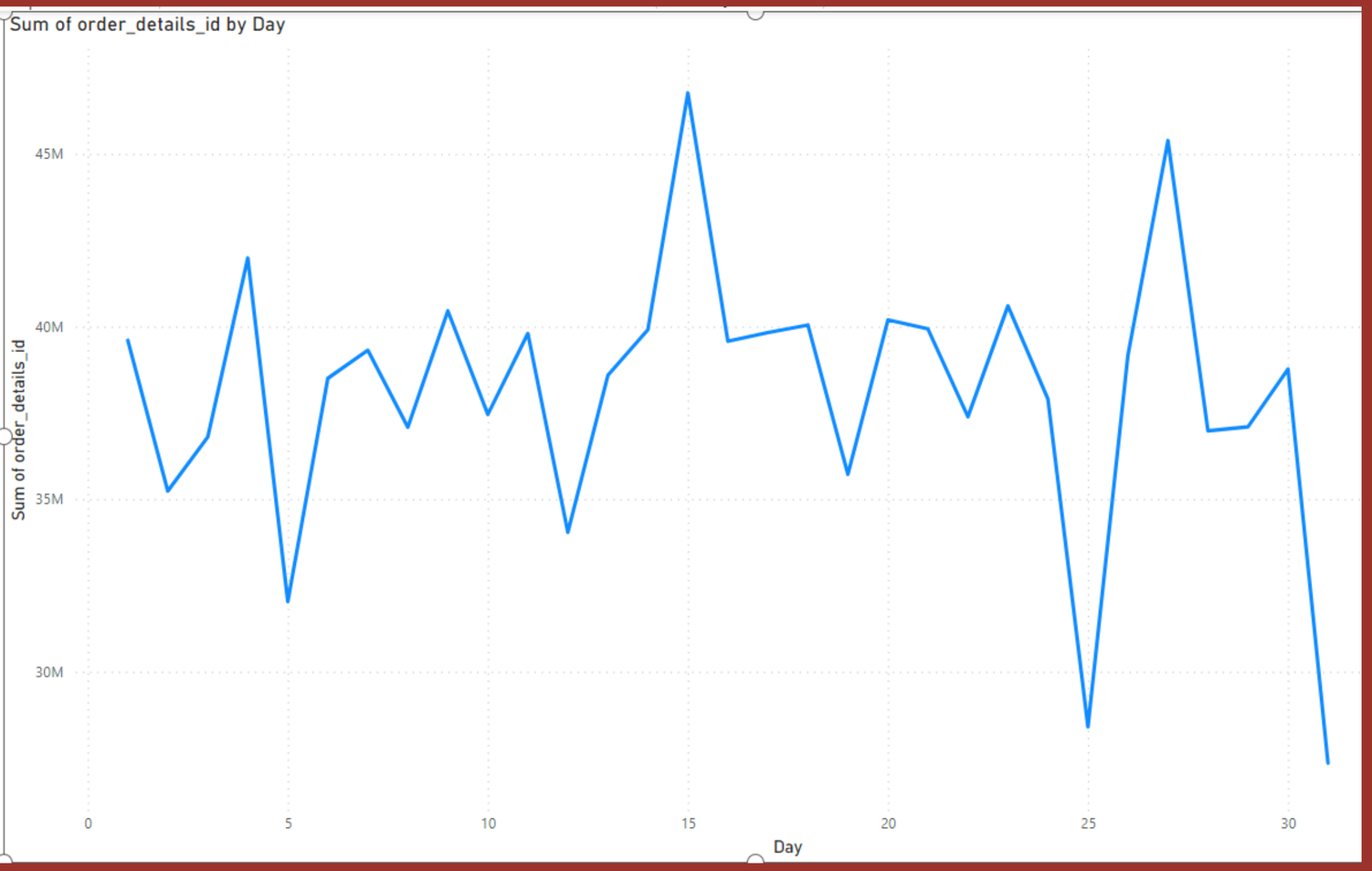
Result 4

DASHBORD



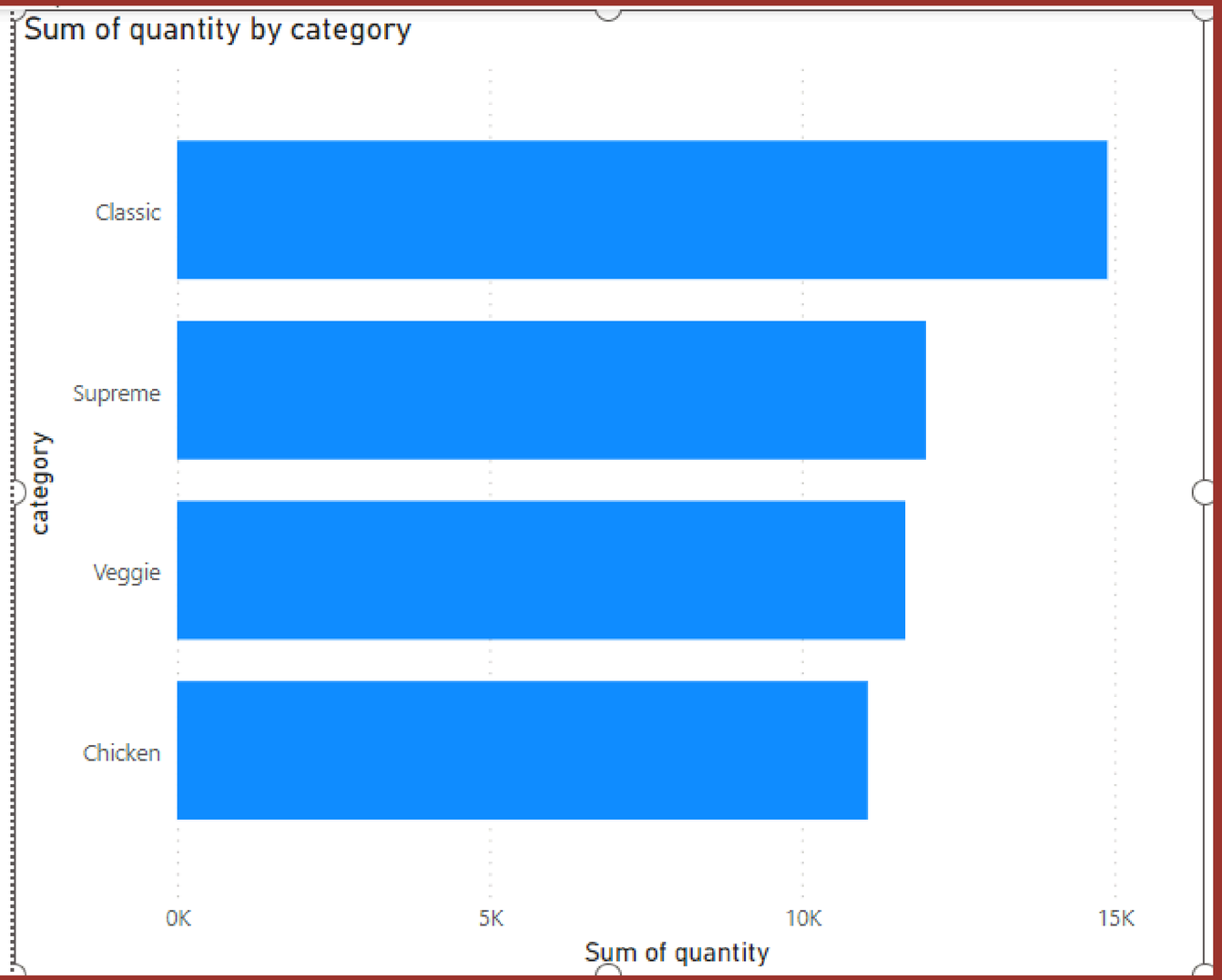
The graph displays monthly pizza sales.

Our graph gives us clear idea about sales of each months. We find that July month has highest sale as compare to other months.



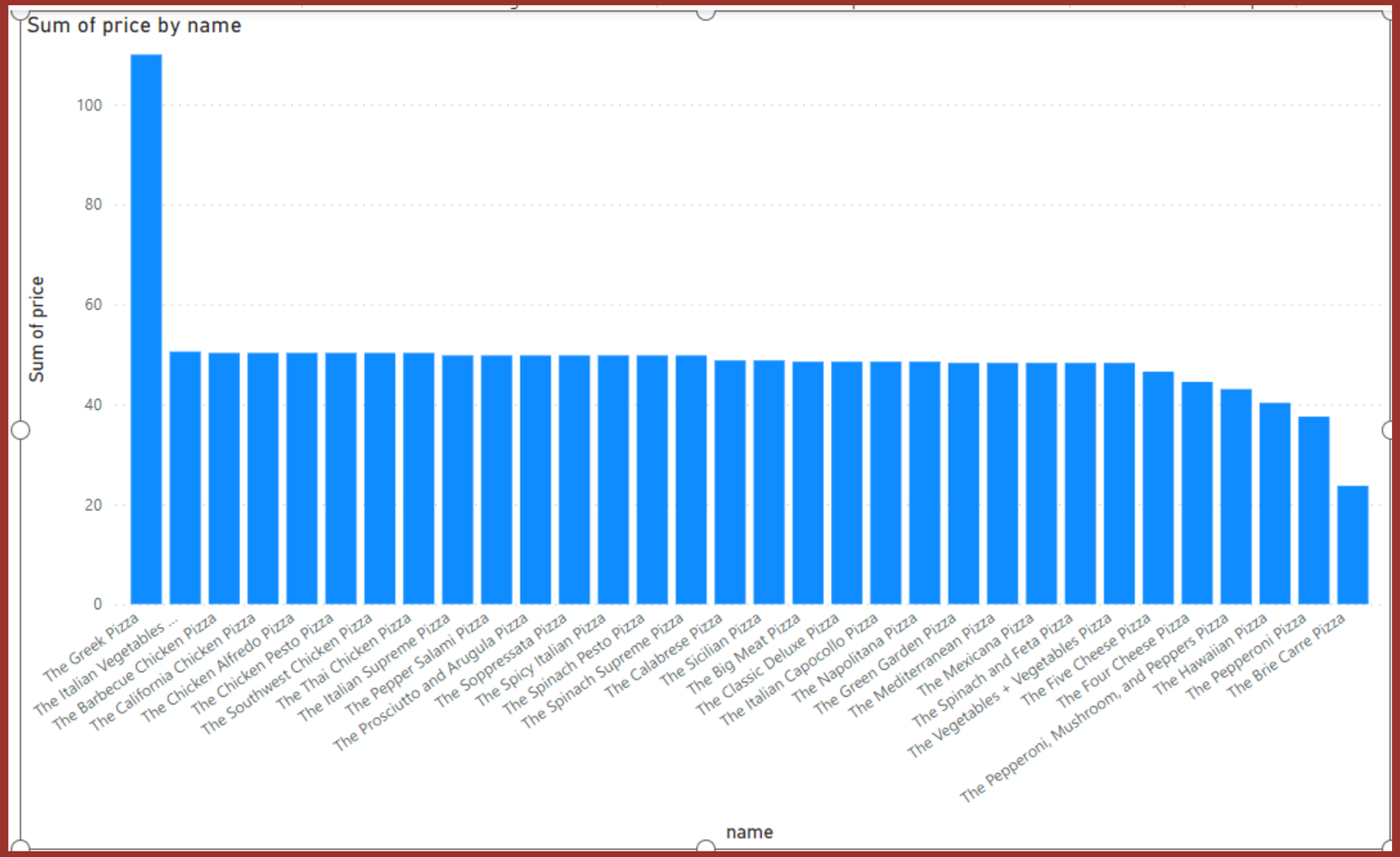
This graph daily orders by date

This visual depicts, 15th of each month has higher number of orders. And 25th & 31st have lowest number of orders



This graph disply quantity by category

This graph shows that classic category has highest sale and chiken category has lowest sale



This graph disply price by name

Our graph shows that the Greek pizza has highest number of sale and the Brie Carre pizza has lowest number of sales


THANK YOU
“Have fun making your own pizza
and enjoy every bite”