




# **SQL PROJECT OF PIZZA SALES ANALYSIS**

## INTRODUCTION:

**THIS PROJECT ANALYZES PIZZA SALES DATA TO DERIVE KEY BUSINESS INSIGHTS. USING SQL, VARIOUS METRICS RELATED TO ORDERS, REVENUE, AND CUSTOMER PREFERENCES WERE EXTRACTED TO SUPPORT DATA-DRIVEN DECISION-MAKING IN THE FOOD INDUSTRY.**



THIS PRESENTATION  
SHOWCASES THE SQL  
QUERIES USED TO DERIVE  
INSIGHTS AND THEIR  
BUSINESS IMPLICATIONS FOR  
OPTIMIZING SALES AND  
INVENTORY MANAGEMENT.

•**Basic Analysis:**

- Total number of orders placed
- Total revenue generated from pizza sales
- Highest-priced pizza
- Most common pizza size ordered
- Top 5 most ordered pizza types with their quantities

•**Intermediate Analysis:**

- Average number of pizzas ordered per day
- Top 3 most ordered pizza types based on revenue
- Order distribution by hour of the day

•**Advanced Analysis:**

- Percentage contribution of each pizza type to total revenue
- Cumulative revenue trend over time

1.-- RETRIEVE -- THE TOTAL NUMBER OF ORDERS PLACED.

Query 1 =

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

## 2.-- CALCULATE THE TOTAL REVENUE GENERATED FROM PIZZA SALES.

Query 2 =

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

### 3.-- IDENTIFY THE HIGHEST-PRICED PIZZA.

Query 3 =

```
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;
```



## 4.-- IDENTIFY THE MOST COMMON PIZZA SIZE ORDERED

Query 4 =

```
SELECT pizzas.size, COUNT(order_details.quantity) AS totalorder
FROM pizzas JOIN order_details ON pizzas.pizza_id = order_details.pizza_id
GROUP BY pizzas.size
ORDER BY totalorder DESC
LIMIT 3;
```

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

Query 5 =

```
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 pizzas.pizza_id = order_details.pizza_id
GROUP BY  pizza_types.name
ORDER BY  quantity DESC
LIMIT 5;
```



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

Query 6 =

```
SELECT    HOUR(order_time) AS hour, COUNT(order_id) AS ordersFROM
ordersGROUP BY hourORDER BY orders DESC;
```

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

Query 7 =

```
SELECT    ROUND(AVG(orders_per_day), 2) as avgorderday FROM
(SELECT    orders.order_date,          SUM(order_details.quantity) AS orders_per_day
FROM      orders  JOIN order_details ON orders.order_id = order_details.order_id
GROUP BY  orders.order_date) AS order_quantity;
```

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

Query 8 =

```
SELECT    pizza_types.name,    SUM(order_details.quantity * pizzas.price) AS
revenueFROM    pizza_types    JOIN    pizzas ON pizza_types.pizza_type_id =
pizzas.pizza_type_id    JOIN    order_details ON order_details.pizza_id =
pizzas.pizza_idGROUP BY pizza_types.nameORDER BY revenue DESCLIMIT 3;
```

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

Query 9 =

```
SELECT  pizza_types.category,  round(SUM(order_details.quantity *
pizzas.price) /( SELECT  ROUND(SUM(order_details.quantity * pizzas.price),
2)FROM  order_details      JOIN  pizzas ON order_details.pizza_id = pizzas.pizza_id)
*100,2) 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_idGROUP BY pizza_types.categoryORDER BY revenue DESC;
```

## 10.-- ANALYZE THE CUMULATIVE REVENUE GENERATED OVER TIME.

Query 10 =

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