Indulge in pizza perfection.

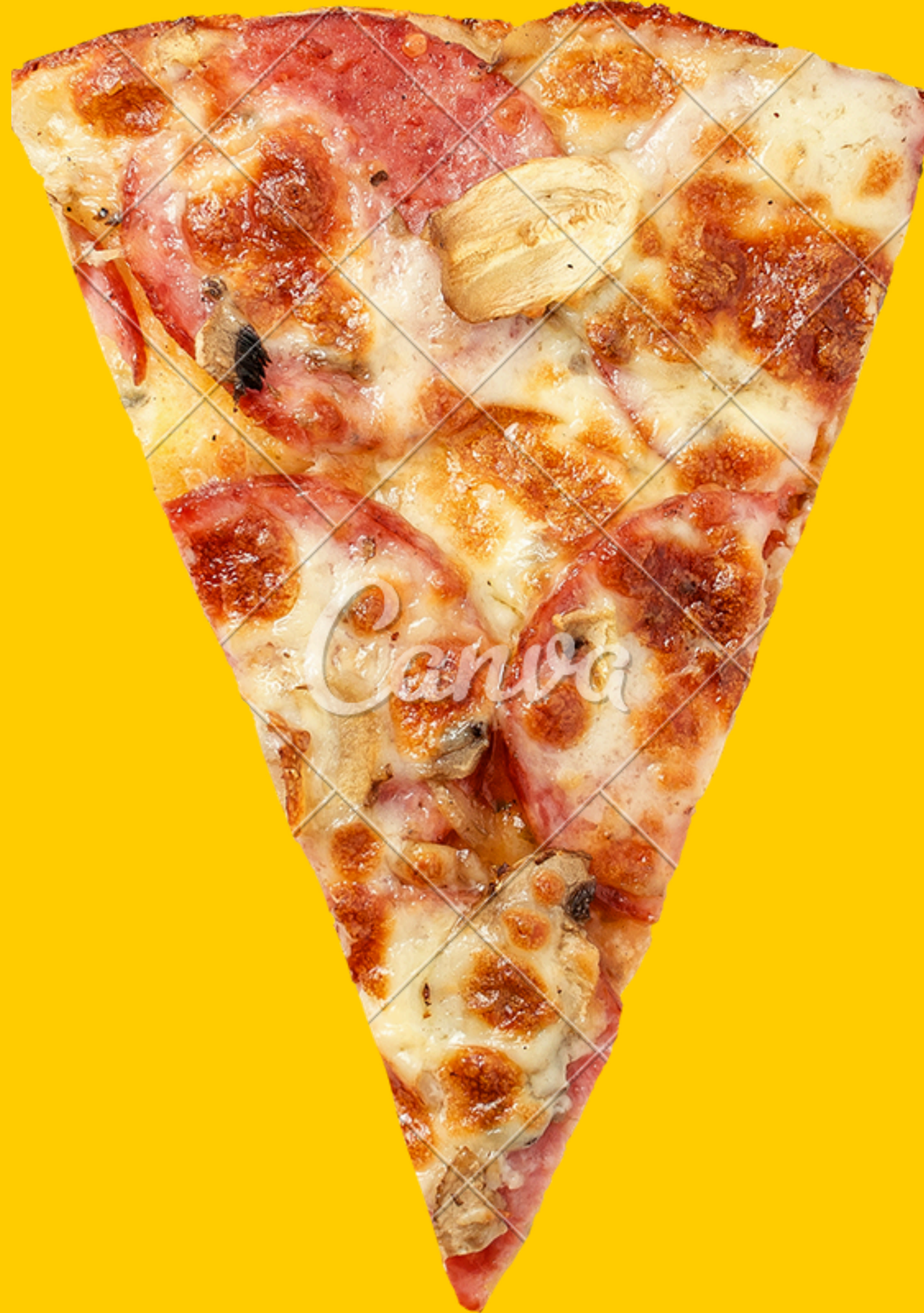
PIZZA SALES ANALYSIS WITH SQL

Pizza lovers, get ready!

About The Project

Introduction to Pizza Sales Optimization Using SQL

Hello everyone,
Welcome to our presentation on optimizing pizza sales using SQL. Today, we'll explore how SQL queries and databases have revolutionized our approach to understanding customer preferences, improving inventory management, and increasing efficiency in the pizza sales industry. By leveraging SQL, we have been able to extract valuable insights from data, enabling us to make data-driven decisions that drive growth and customer satisfaction.
Let's delve into how SQL has transformed our pizza sales strategy and operations.



Identify the highest-priced pizza?

```
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
```

Result

name	price
The Greek Pizza	35.95

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

```
SELECT pizza_types.name, sum(order_details.quantity)
as Total_qty
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 Total_qty desc
limit 5
```

Result

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

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

```
SELECT round(avg(Quantity),0) as
Average_Pizza_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
order by Quantity desc ) as Order_quantity ;
```

Result

Average_Pizza_Per_Day
138

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

```
SELECT  pizza_types.name,
Round(sum(order_details.quantity * pizzas.price),2) as
Revenue
FROM pizzas Join pizza_types
On pizzas.pizza_type_id = pizza_types.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
```

Result

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  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
Percent_of_Revenue
FROM pizzas Join pizza_types
On pizzas.pizza_type_id = pizza_types.pizza_type_id
Join order_details
On pizzas.pizza_id = order_details.pizza_id
group by pizza_types.category
```

Result

category	Percent_of_Revenue
Classic	26.91
Veggie	23.68
Supreme	25.46
Chicken	23.96

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(pizzas.price * order_details.quantity) as revenue
From pizzas Join order_details
On pizzas.pizza_id = order_details.pizza_id
Join orders
on orders.order_id = order_details.order_id
group by orders.order_date)as Sales
```

Result

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

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

```
SELECT category , name, revenue, Rn
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) 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.category,pizza_types.name) as
A)as B
Where Rn <= 3;
```

Result

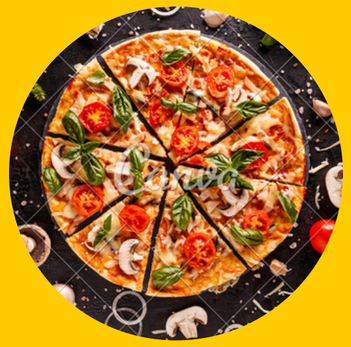
category	name	revenue	Rn
Chicken	The Thai Chicken Pizza	43434.25	1
Chicken	The Barbecue Chicken Pizza	42768	2
Chicken	The California Chicken Pizza	41409.5	3
Classic	The Classic Deluxe Pizza	38180.5	1
Classic	The Hawaiian Pizza	32273.25	2
Classic	The Pepperoni Pizza	30161.75	3
Supreme	The Spicy Italian Pizza	34831.25	1
Supreme	The Italian Supreme Pizza	33476.75	2
Supreme	The Sicilian Pizza	30940.5	3
Veggie	The Four Cheese Pizza	32265.70000000065	1
Veggie	The Mexicana Pizza	26780.75	2
Veggie	The Five Cheese Pizza	26066.5	3

Customer Feedback and Testimonials

Real customers share their thoughts on our mouth-watering pizzas

Satisfied Patron

"The quality of the pizzas is unmatched, and the quick delivery service always makes our day."



Delighted Client

"The variety of toppings and crust options keeps us coming back for more every time we order."

Happy Customer

"The pizzas are always fresh and delicious, we love ordering from here every week without fail."