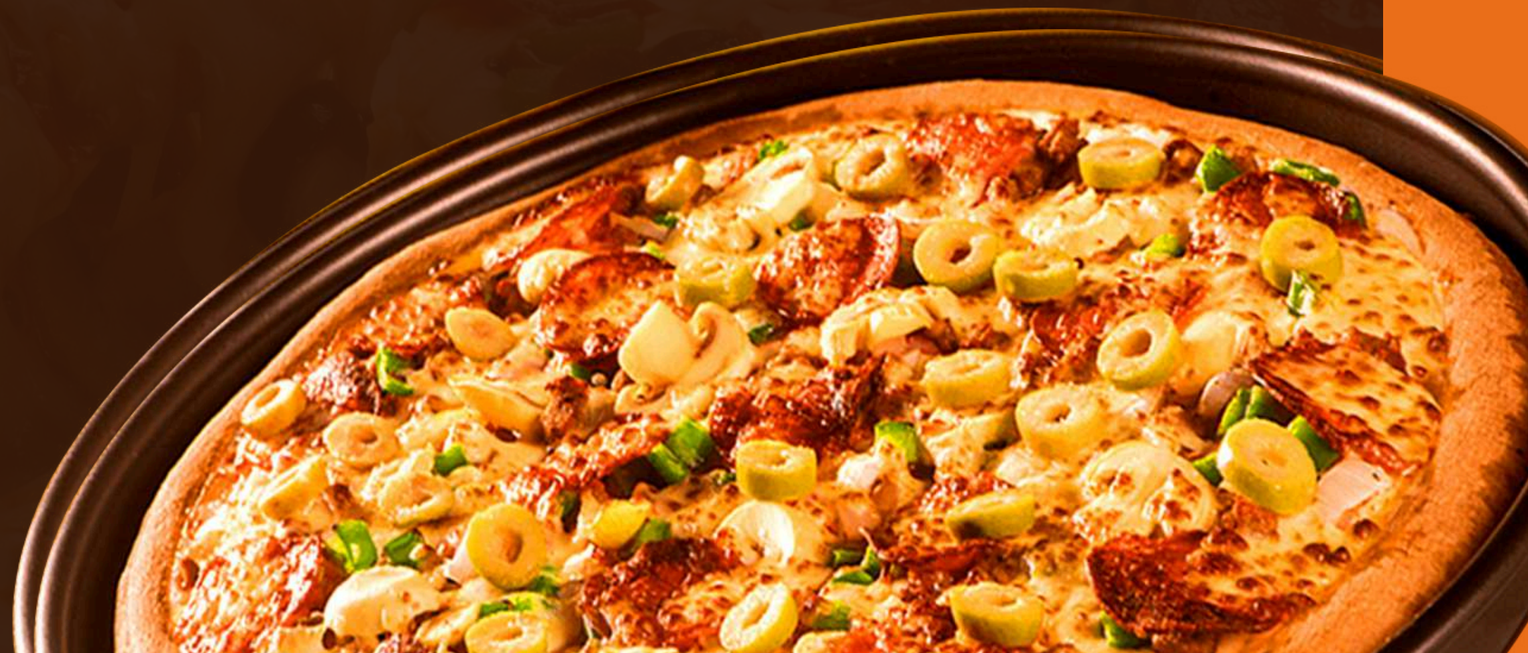
Pizza Sales Analysis Using SQL : Insights into Orders, Revenue, and Popularity Visuals

Project Objectives

Analyze pizza orders to gain insights into sales and customer preferences.
Utilize SQL for querying and data analysis.
Present actionable insights for business strategy.



Here’s a detailed write-up for the requested sections:

Brief Overview of the Dataset and Its Source

The dataset used in this project provides detailed records of pizza sales, including information about the orders, types of pizzas, sizes, quantities, and pricing. It offers a comprehensive view of sales patterns, customer preferences, and revenue distribution.

The analysis aims to extract meaningful insights from the pizza sales data to inform business decisions. Key objectives include:

Understanding Overall Sales Performance
Analyzing Customer Preferences
Revenue Trends
Sales Patterns

Retrieve the total number of orders placed.

```
2 •   select count(order_id) as total_orders from pizzahut.orders;
```

Result Grid

	total_orders
▶	21350

Total revenue generated from pizza sales.

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

Result Grid

	Total_Revenue
▶	817860.05

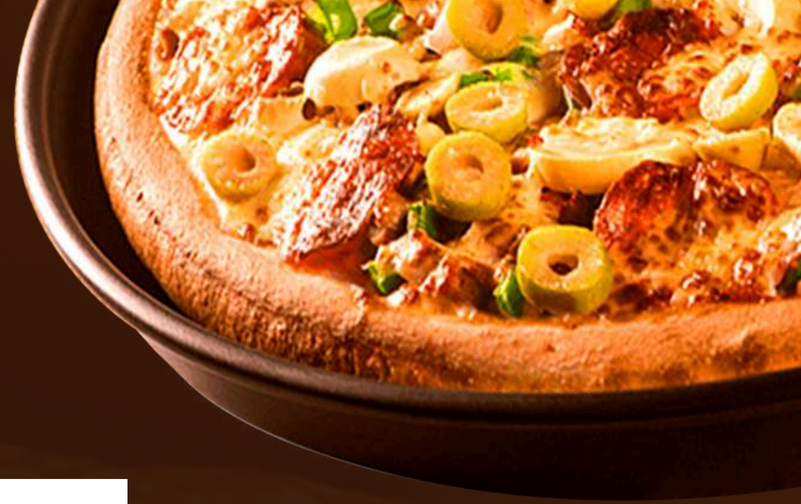
Highest-priced pizza

```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;
```

Result Grid | Filter Rows:

	name	price
▶	The Greek Pizza	35.95

Identify the most common pizza size ordered.



```
select quantity, count(order_details_id)
from  order_details
group by quantity;
```

```
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;
```

Result Grid | Filter Rows:

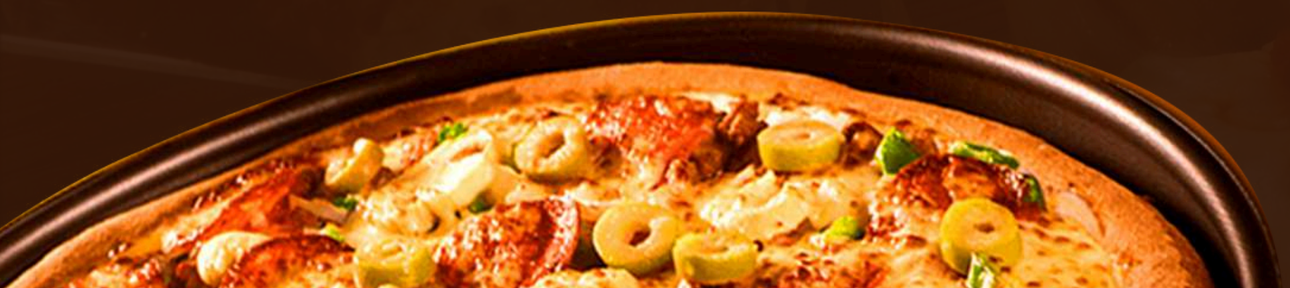
size	order_count
L	18526
M	15385
S	14137
XL	544
XXL	28

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;
```

Result Grid | Filter Rows:

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



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 ;
```

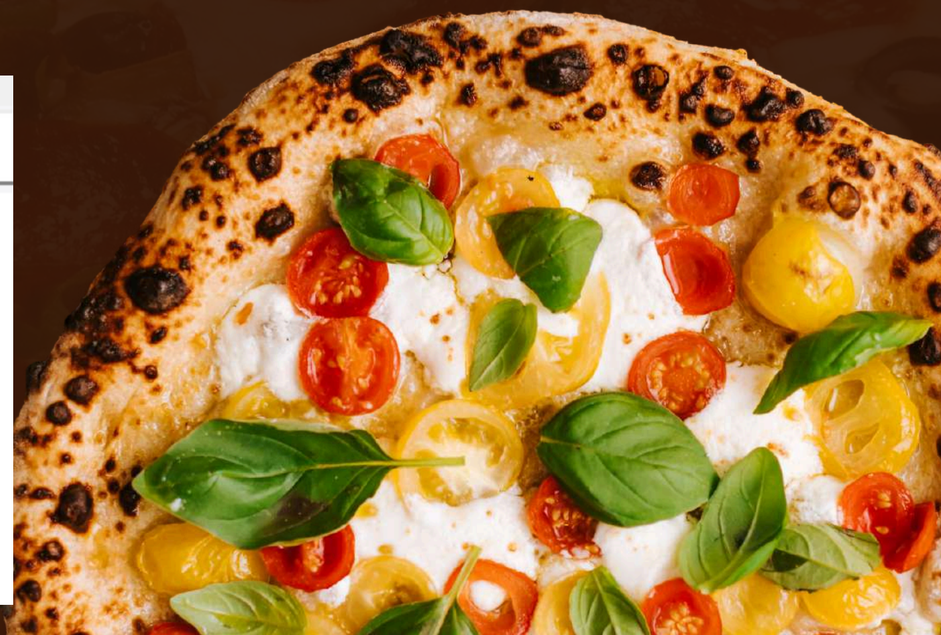
Result Grid

Top 3 most ordered pizza types based on revenue

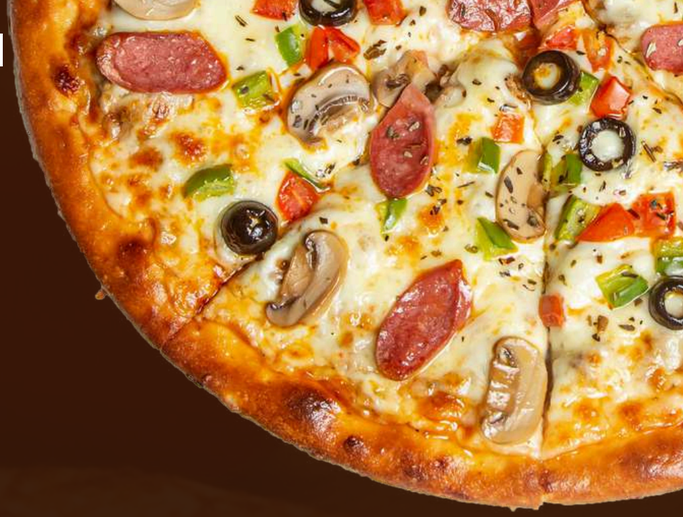
```sql
select pizza_types.name,
sum(order_details.quantity * pizzas.price )as revenue
from pizza_types
join pizzas
on pizzas.pizza_type_id = pizza_types.pizza_type_id
join order_details
on order_details.pizza_id= pizzas.pizza_id
group by pizza_types.name order by revenue desc limit 3;
```

Result Grid | Filter Rows:

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



```sql
SELECT
    pizza_types.category,
    ROUND(
        SUM(order_details.quantity * pizzas.price) /
        (SELECT SUM(order_details.quantity * pizzas.price)
         FROM order_details
         JOIN pizzas
         ON order_details.pizza_id = pizzas.pizza_id) * 100, 2
    ) AS revenue_percentage
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 revenue_percentage DESC;
```

Result Grid | Filter Rows:

category	revenue_percentage
Classic	26.91
Supreme	25.46
Chicken	23.96
Veggie	23.68

THANK YOU FOR ATTENTION