PIZZA SALES ANALYSIS REPORT

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SLIDE CONTENT (DESCRIPTION):

THIS PRESENTATION PROVIDES A COMPREHENSIVE ANALYSIS OF PIZZA SALES PERFORMANCE OVER A DEFINED PERIOD. THE GOAL IS TO IDENTIFY KEY TRENDS, PEAK SALES PERIODS, BEST-SELLING PRODUCTS, AND CUSTOMER BEHAVIOR TO DRIVE STRATEGIC DECISIONS AND BOOST OVERALL REVENUE.

KEY OBJECTIVES:

ANALYZE TOTAL SALES, ORDERS, AND REVENUE

IDENTIFY TOP-SELLING PIZZAS AND CATEGORIES

TRACK PEAK SALES HOURS AND DAYS

UNCOVER INSIGHTS ON CUSTOMER PREFERENCES

RECOMMEND DATA-DRIVEN STRATEGIES FOR GROWTH

RETRIEVE THE TOTAL NUMBER OF ORDERS PLACED.

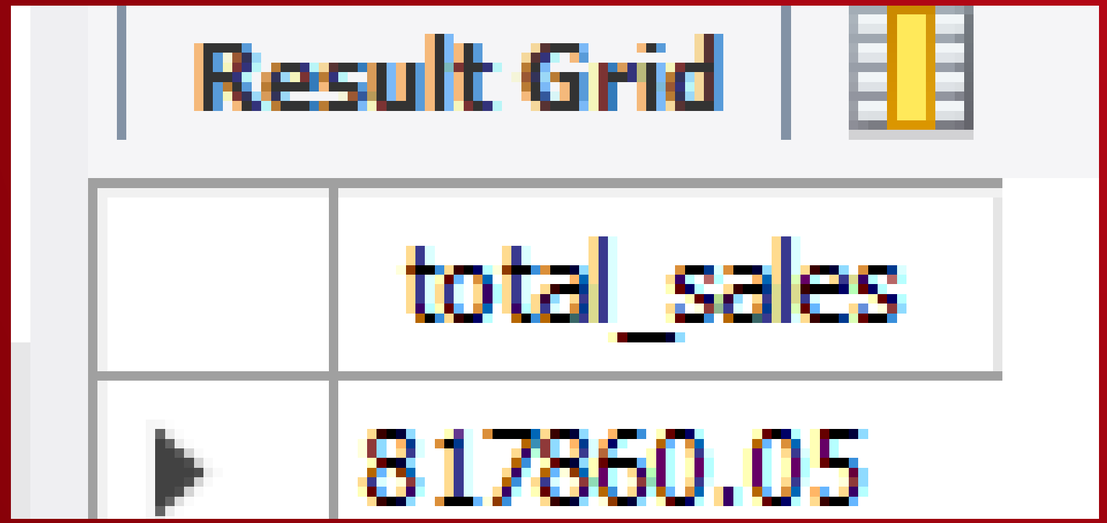
```sql
SELECT
    COUNT(order_id) AS total_orders
FROM
    orders;
```

Result Grid

	total_orders
▶	21350

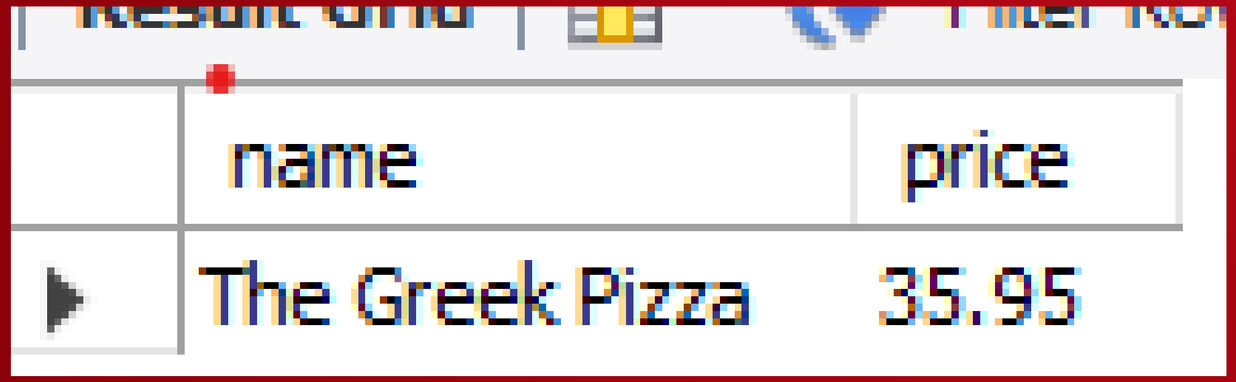
CALCULATE THE TOTAL REVENUE GENERATED FROM PIZZA SALES.

```sql
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
```



IDENTIFY THE HIGHEST-PRICED PIZZA.ALTER

```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
    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;
```

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

LIST THE TOP 3 MOST ORDERED PIZZA TYPES ALONG WITH THEIR QUANTITIES.

```sql
SELECT
    pizza_types.name, COUNT(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	2416
The Barbecue Chicken Pizza	2372
The Hawaiian Pizza	2370

JOIN THE NECESSARY TABLES TO FIND THE TOTAL QUANTITY OF EACH PIZZA CATEGORY ORDERED.

```sql
SELECT
    pizza_types.category,
    COUNT(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;
```

	category	quantity
▶	Classic	14579
	Supreme	11777
	Veggie	11449
	Chicken	10815

DETERMINE THE DISTRIBUTION OF ORDERS BY HOUR OF THE DAY.

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

HOUR(order_time)	COUNT(order_id)
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
10	8
9	1

JOIN RELEVANT TABLE TO FIND THE CATEGORY WISE DISTRIBUTION OF PIZZAS

```
SELECT
    category, COUNT(name)
FROM
    pizza_types
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), 2) AS avg_quantity
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_quantity
▶	138.47

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

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

```sql
SELECT
    pizza_types.category,
    round(SUM(order_details.quantity * pizzas.price) / (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)* 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_id
GROUP BY pizza_types.category
ORDER BY revenue DESC;
```

	category	revenue
▶	Classic	26.91
	Supreme	25.46
	Chicken	23.96
	Veggie	23.68

ANALYZE THE CUMULATIVE REVENUE GENERATED OVER TIME.

```sql
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 limit 5;
```

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

DETERMINE THE TOP 3 MOST ORDERED PIZZA TYPES BASED ON REVENUE FOR EACH PIZZA CATEGORY.

```sql
select category, 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) 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;
```

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

DETERMINE THE SECOND-HIGHEST MOST ORDERED PIZZA TYPES BASED ON REVENUE

```sql
WITH revenue_data AS (
  SELECT
    pizza_types.category,
    pizza_types.name,
    SUM(pizzas.price * order_details.quantity) AS total_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
),
ranked_data AS (
  SELECT *,
         RANK() OVER (ORDER BY total_revenue DESC) AS revenue_rank
  FROM revenue_data
)
SELECT *
FROM ranked_data
WHERE revenue_rank = 2;
```

	category	name	total_revenue	revenue_rank
▶	Chicken	The Barbecue Chicken Pizza	42768	2

LARANA PIZZA

THANK YOU!