

PIZZA SALES ANALYSIS



1) RETRIEVE THE TOTAL NUMBER OF ORDERS PLACED.

```
2 SELECT COUNT(*) AS total_orders  
3 FROM orders
```

```
: total_orders  
21350
```

2) CALCULATE THE TOTAL REVENUE GENERATED FROM PIZZA SALES.

```
SELECT SUM(o.quantity*p.price) AS total_revenue  
FROM order_details o  
JOIN pizzas p ON o.pizza_id = p.pizza_id
```

: total_revenue

817860.05

3) IDENTIFY THE HIGHEST-PRICED PIZZA

```
SELECT pizza_id,pizza_type_id,size,Max(price) AS highest_price  
FROM pizzas
```

▪ pizza_id	pizza_type_id	size	highest_price
the_greek_xxL	the_greek	XXL	35.95

4) IDENTIFY THE MOST COMMON PIZZA SIZE ORDERED.

```
SELECT p.size,COUNT(size) AS common_pizza_size  
FROM order_details o  
JOIN pizzas p ON o.pizza_id = p.pizza_id  
GROUP BY size  
LIMIT 1
```

: size	common_pizza_size
L	18526

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

```
SELECT name,sum(o.quantity) AS quantity
FROM pizzas p
JOIN order_details o ON o.pizza_id = p.pizza_id
JOIN pizza_types t ON p.pizza_type_id = t.pizza_type_id
GROUP BY name
ORDER BY quantity DESC
LIMIT 5
```

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

6) FIND THE TOTAL QUANTITY OF EACH PIZZA CATEGORY ORDERED.

```
SELECT category,sum(o.quantity) AS quantity
FROM pizzas p
JOIN order_details o ON o.pizza_id = p.pizza_id
JOIN pizza_types t ON p.pizza_type_id = t.pizza_type_id
GROUP BY category
ORDER BY quantity DESC
```

category	quantity
Classic	14888
Supreme	11987
Veggie	11649
Chicken	11050

7) DETERMINE THE DISTRIBUTION OF ORDERS BY HOUR OF THE DAY.

```
SELECT strftime('%H',time) AS time, COUNT(order_id) AS distribution_of_orders
FROM orders
GROUP BY strftime('%H',time)
ORDER BY COUNT(order_id) DESC
```

time	distribution_of_orders
12	2520
13	2455
18	2399
17	2336
19	2009

8) CALCULATE THE AVERAGE NUMBER OF PIZZAS ORDERED PER DAY.

```
SELECT round(avg(quantity),2) AS average_orders_per_day
FROM (SELECT sum(quantity) AS quantity,date
      FROM orders o
      JOIN order_details d ON o.order_id = d.order_id
      GROUP BY date)
```

average_orders_per_day
138.47

9) DETERMINE THE TOP 3 MOST ORDERED PIZZA TYPES BASED ON REVENUE.

```
SELECT t.name AS pizza_type, SUM(o.quantity*p.price) AS total_revenue
FROM order_details o
JOIN pizzas p ON o.pizza_id = p.pizza_id
JOIN pizza_types t ON p.pizza_type_id = T.pizza_type_id
GROUP BY t.name
ORDER BY SUM(o.quantity*p.price) DESC
LIMIT 3
```

pizza_type	total_revenue
The Thai Chicken Pizza	43434.25
The Barbecue Chicken Pizza	42768
The California Chicken Pizza	41409.5

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

```
WITH sal AS( SELECT SUM(o.quantity*p.price) AS total_revenue
FROM order_details o
JOIN pizzas p ON o.pizza_id = p.pizza_id
JOIN pizza_types t ON p.pizza_type_id = T.pizza_type_id)

SELECT t.category AS type, round((SUM(o.quantity*p.price)/s.total_revenue)*100,2) AS percentage_contribution
FROM order_details o
JOIN pizzas p ON o.pizza_id = p.pizza_id
JOIN pizza_types t ON p.pizza_type_id = T.pizza_type_id
JOIN sal s
GROUP BY type
ORDER BY percentage_contribution DESC
```

type	percentage_contribution
Classic	26.91
Supreme	25.46
Chicken	23.96
Veggie	23.68

11) ANALYZE THE CUMULATIVE REVENUE GENERATED OVER TIME.

```
SELECT date,round(sum(revenue) over(ORDER BY date),2) AS cummulative_revenue
FROM
(SELECT date,SUM(o.quantity*p.price) AS revenue
FROM order_details o
JOIN pizzas p ON o.pizza_id = p.pizza_id
JOIN orders t ON o.order_id = T.order_id
GROUP BY date)
```

: date	cummulative_revenue
01-01-2015	2713.85
01-02-2015	5903.05
01-03-2015	7501.6
01-04-2015	9678.45
01-05-2015	12250.4

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

```
WITH sal AS(SELECT pizza_type,category,total_revenue,rank() over(partition BY category ORDER BY total_revenue DESC) AS n
FROM
(SELECT t.name AS pizza_type,category, SUM(o.quantity*p.price) AS total_revenue
FROM order_details o
JOIN pizzas p ON o.pizza_id = p.pizza_id
JOIN pizza_types t ON p.pizza_type_id = T.pizza_type_id
GROUP BY t.name,category))

SELECT pizza_type,category
FROM sal
WHERE n <= 3
```

▪ pizza_type	category
The Thai Chicken Pizza	Chicken
The Barbecue Chicken Pizza	Chicken
The California Chicken Pizza	Chicken
The Classic Deluxe Pizza	Classic
The Hawaiian Pizza	Classic
The Pepperoni Pizza	Classic

THANK YOU

