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PIZZA SALES ANALYSIS REPORT

● BY DIPESH KUNDNANI

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ABOUT PROJECT

PIZZA SALES ANALYSIS REPORT

In this project, I conducted an in-depth analysis of pizza sales data using SQL to uncover key insights and trends. By querying large datasets, I identified sales patterns, customer preferences, and seasonal variations, helping to optimize marketing strategies and inventory management. This analysis demonstrates my ability to manipulate and interpret data to provide actionable business recommendations as a beginner data analyst.

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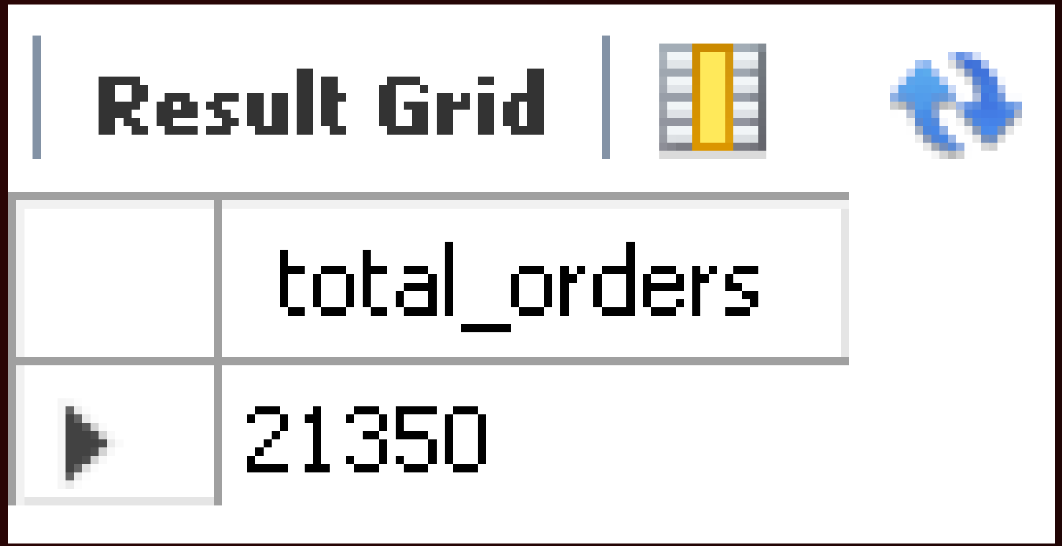
RETRIEVE THE TOTAL NUMBER OF ORDERS PLACED.

SQL QUERY-

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

OUTPUT-



```
Result Grid

  total_orders
▶ 21350
```

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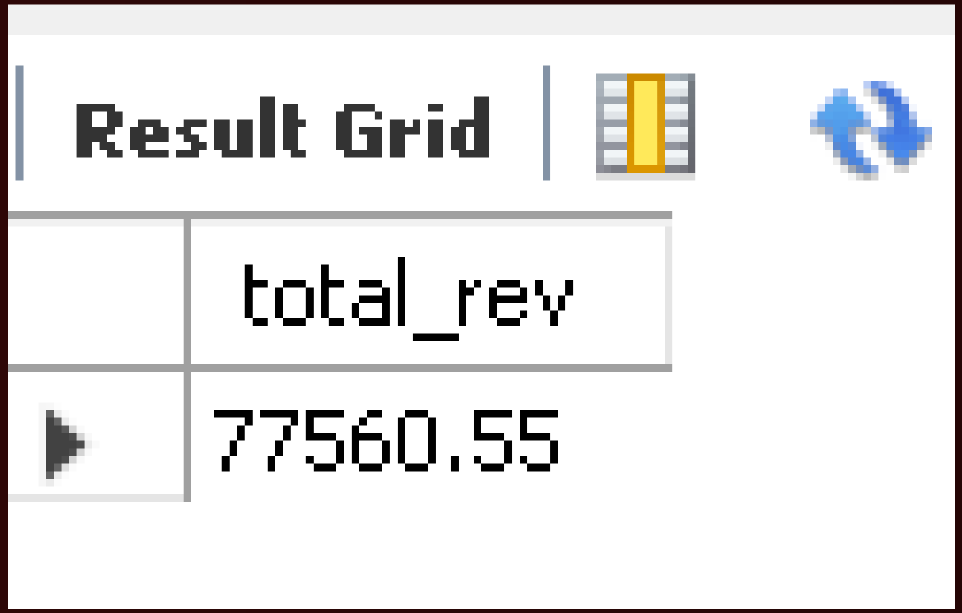
CALCULATE THE TOTAL REVENUE GENERATED FROM PIZZA SALES

SQL QUERY-

```
select round(sum(order_details.quantity * pizzas.price),2) as total_rev
from order_details join pizzas
on pizzas.pizza_id = order_details.pizza_id;
```

OUTPUT-



```
total_rev
77560.55
```

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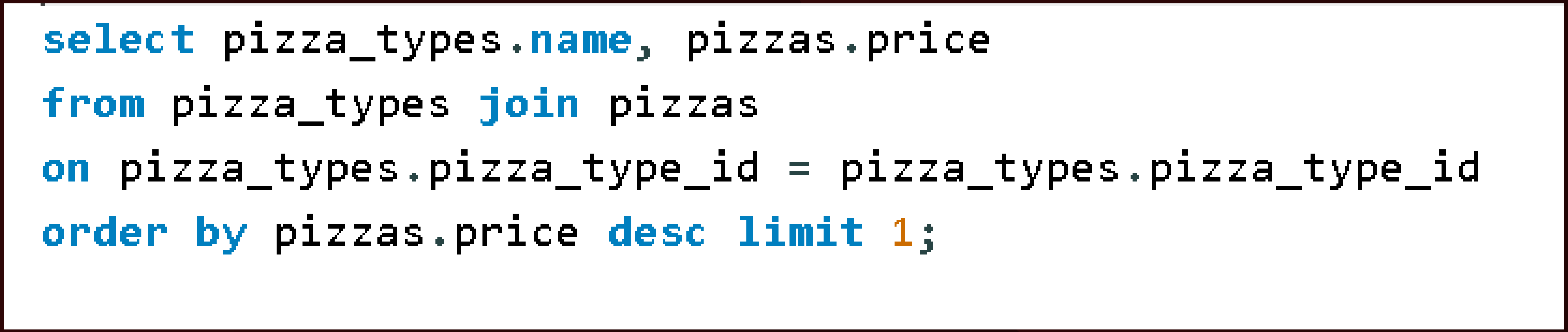
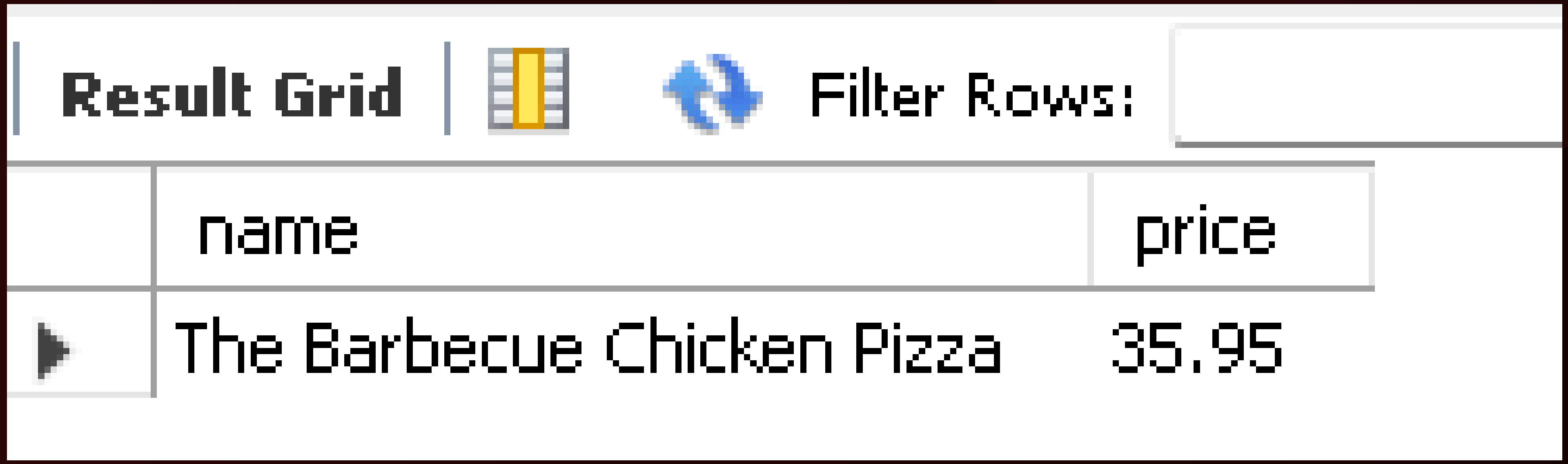
IDENTIFY THE HIGHEST PRICED PIZZA.

SQL QUERY-



```
select pizza_types.name, pizzas.price
from pizza_types join pizzas
on pizza_types.pizza_type_id = pizza_types.pizza_type_id
order by pizzas.price desc limit 1;
```

OUTPUT-



```
name                          price
The Barbecue Chicken Pizza    35.95
```

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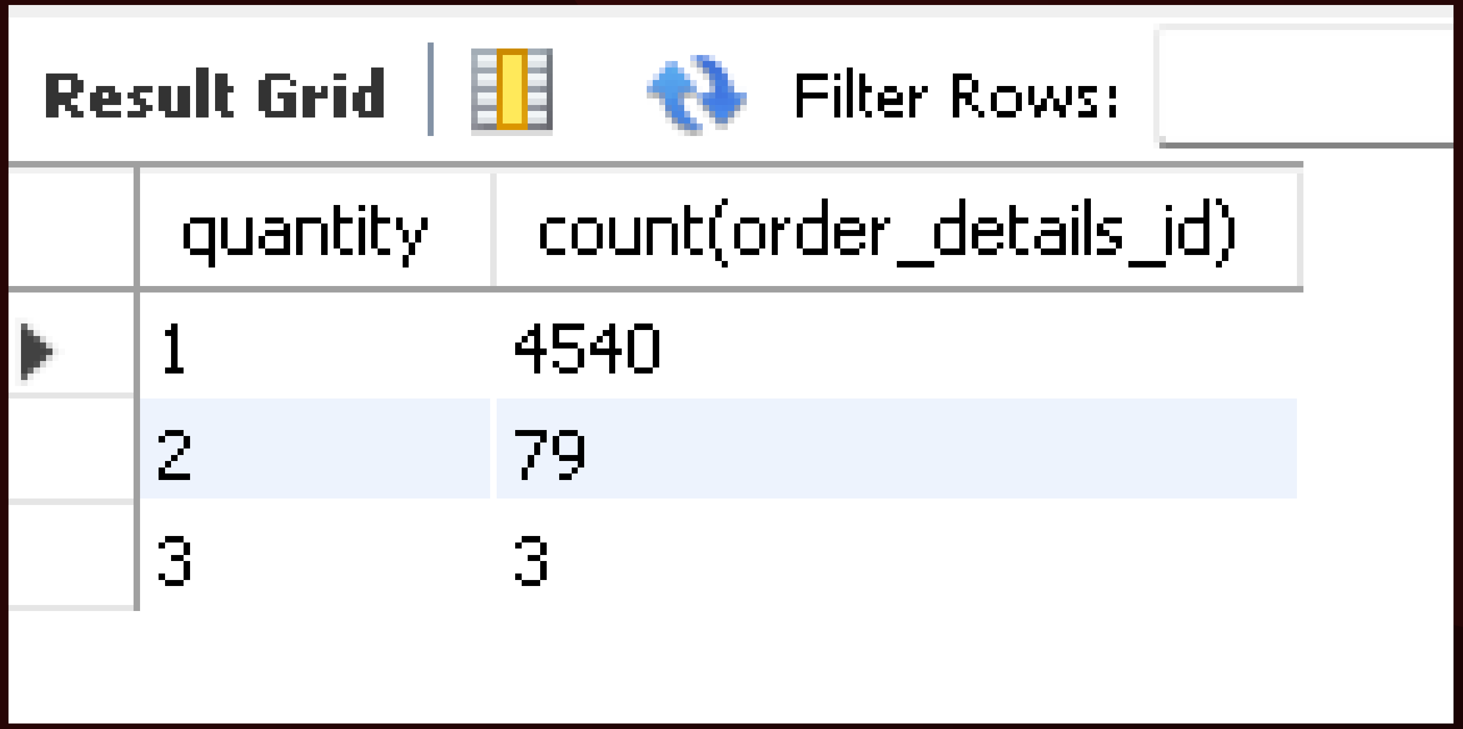
IDENTIFY THE MOST COMMON ORDERED QUANTITY.

SQL QUERY-

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

OUTPUT-



Result Grid | Filter Rows:

quantity	count(order_details_id)
1	4540
2	79
3	3

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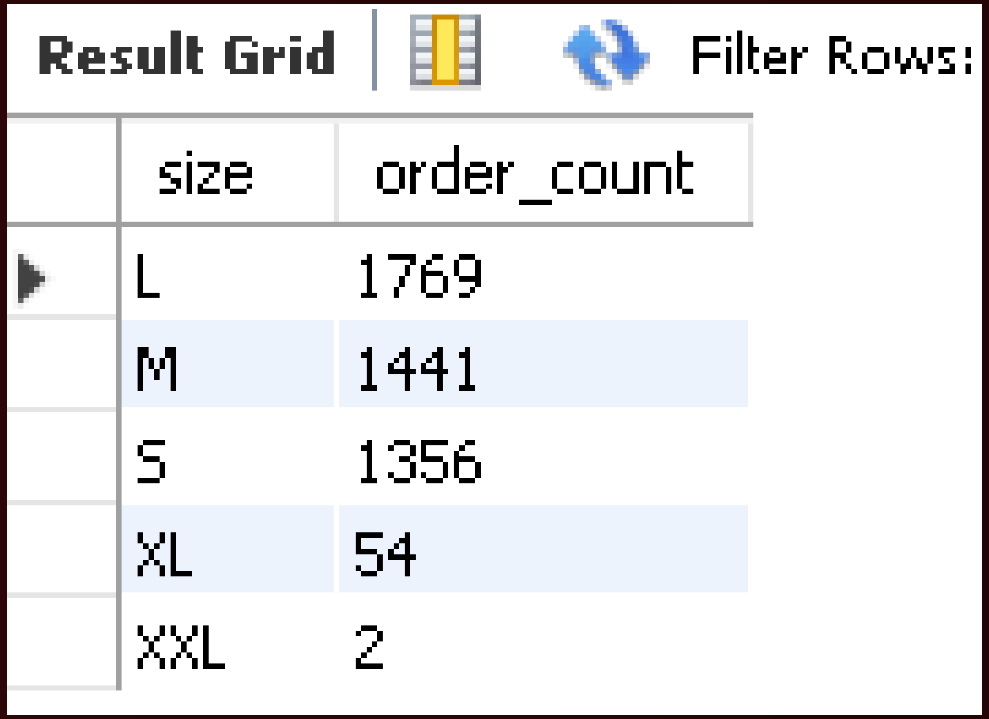
IDENTIFY THE MOST COMMON PIZZA SIZE ORDERED.

SQL QUERY-

```
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;
```

OUTPUT-



size	order_count
L	1769
M	1441
S	1356
XL	54
XXL	2

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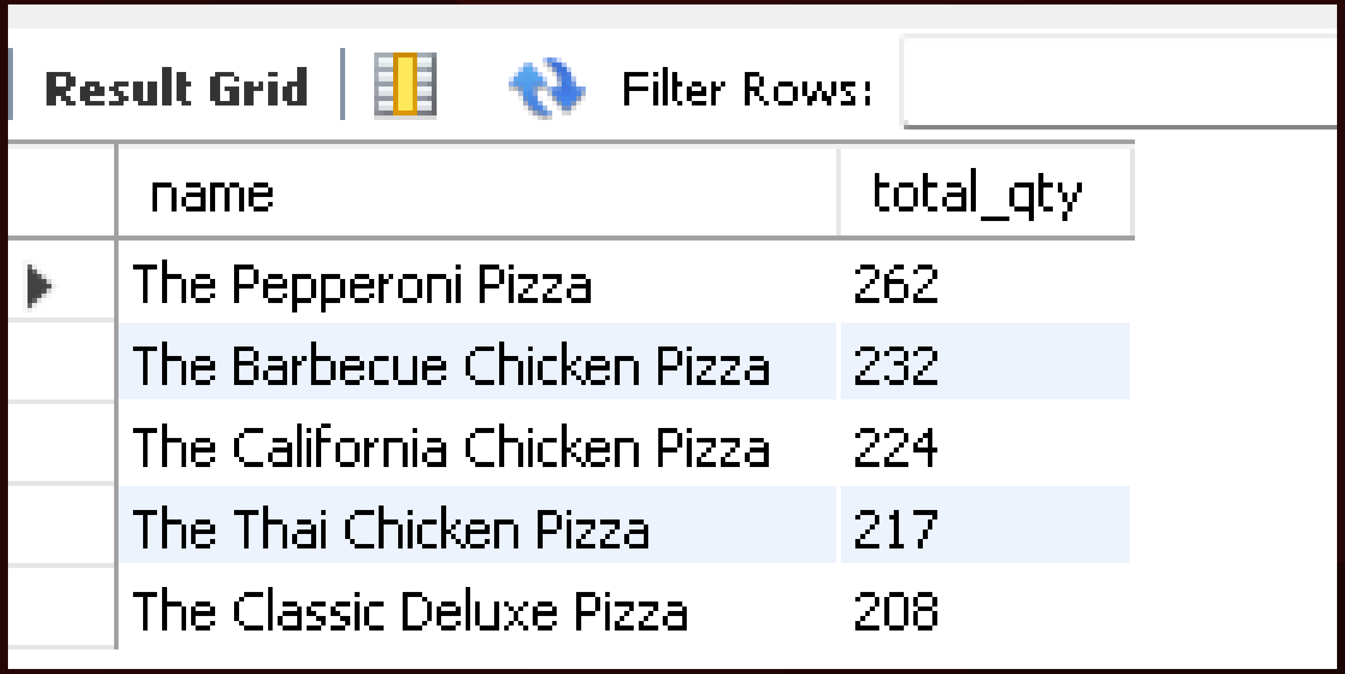
LIST THE TOP 5 MOST ORDERED PIZZA TYPES ALONG WITH THEIR QUANTITIES

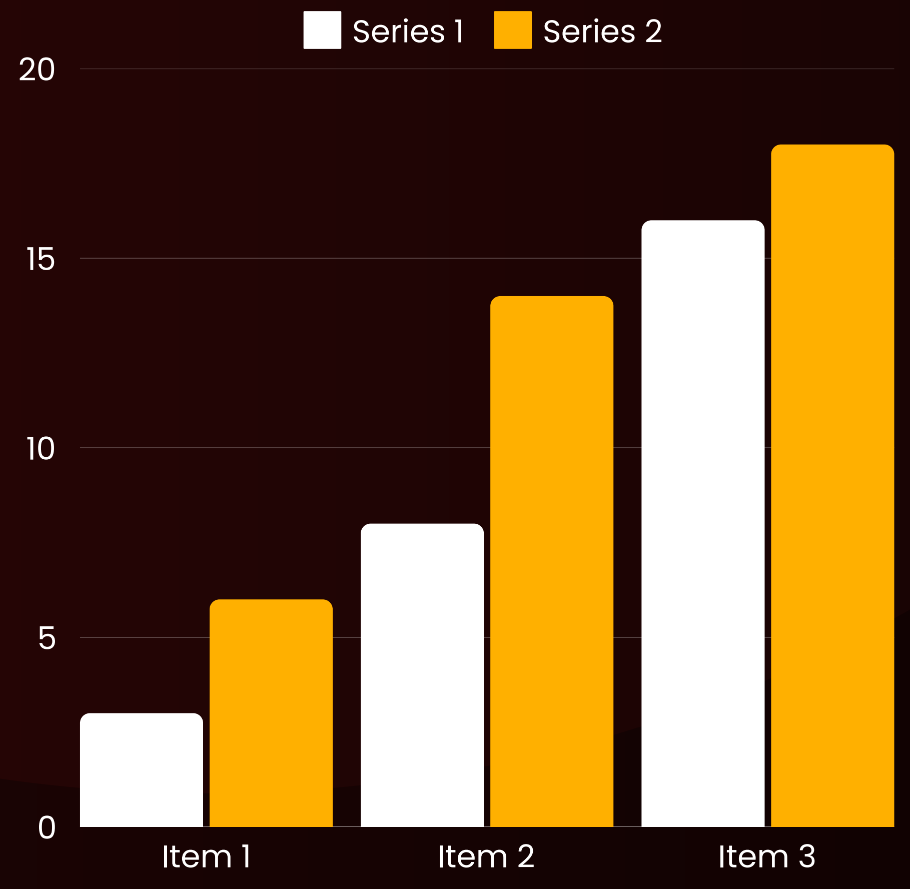
SQL QUERY-

```
SELECT pizza_types.name, COUNT(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;
```

OUTPUT-


Result Grid | Filter Rows:

name	total_qty
The Pepperoni Pizza	262
The Barbecue Chicken Pizza	232
The California Chicken Pizza	224
The Thai Chicken Pizza	217
The Classic Deluxe Pizza	208



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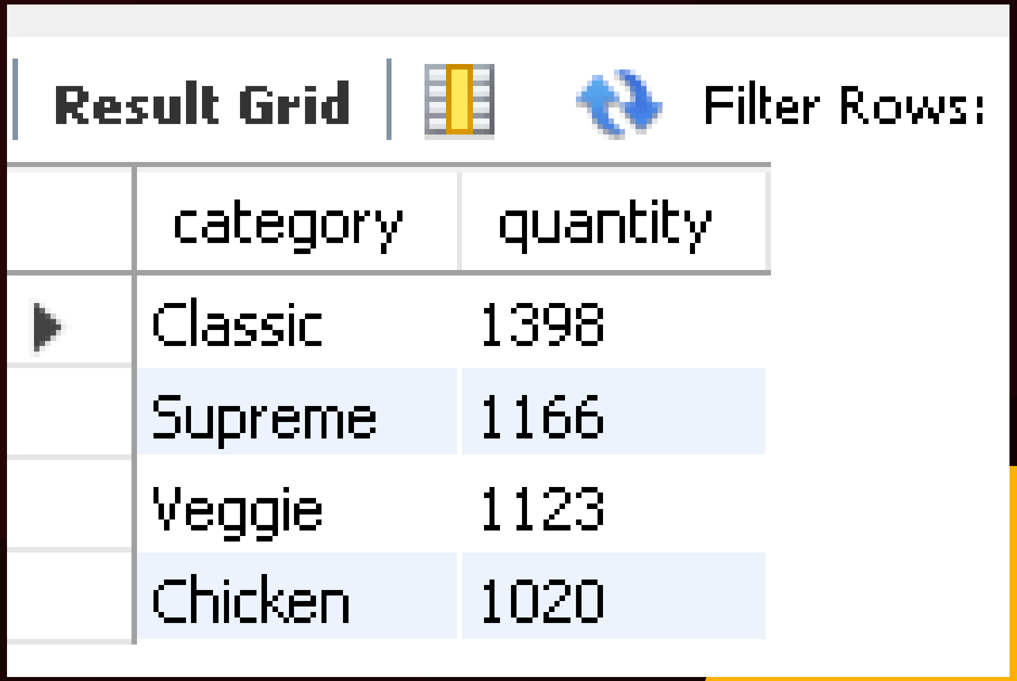
JOIN THE NECESSARY TABLES TO FIND THE TOTAL QUANTITY OF EACH PIZZA CATEGORY ORDERED.

SQL QUERY-

```
SELECT pizza_types.category,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.category
ORDER BY quantity DESC;
```

OUTPUT-



category	quantity
Classic	1398
Supreme	1166
Veggie	1123
Chicken	1020

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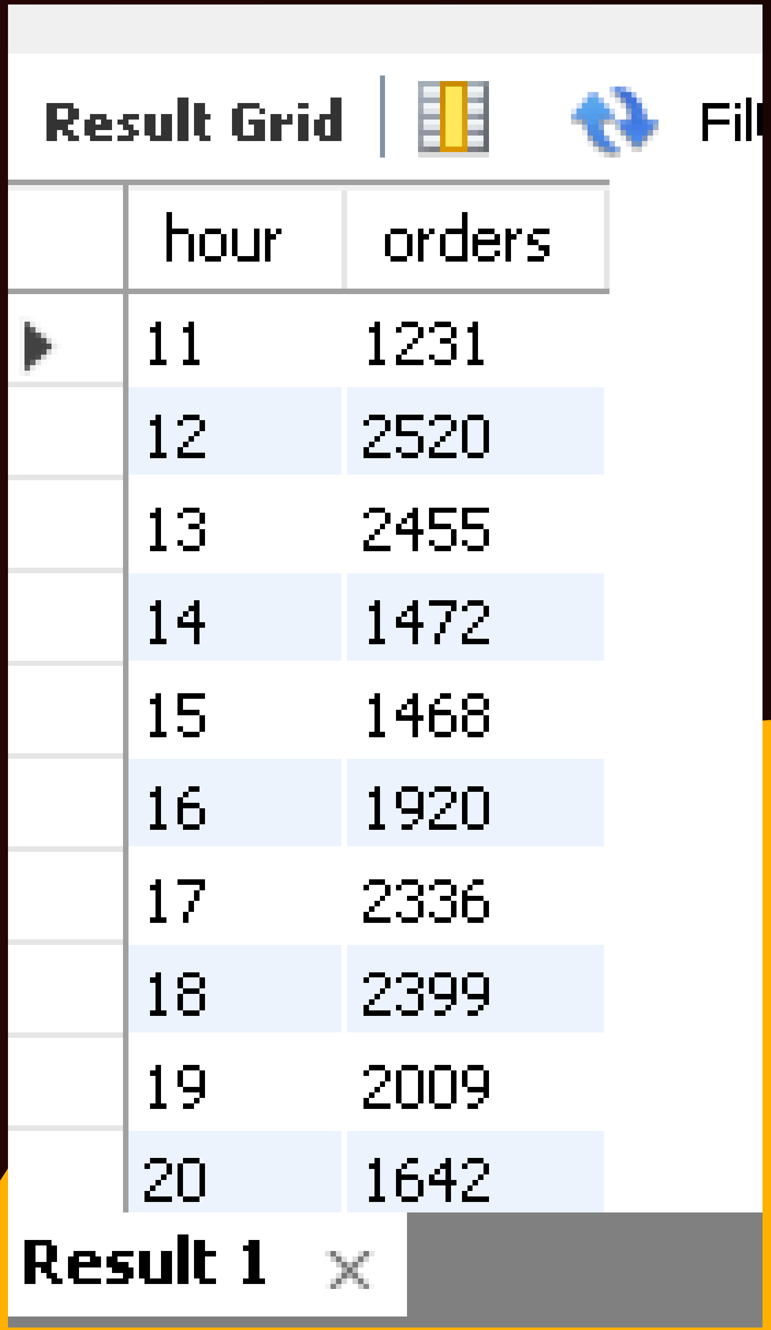
DETERMINE THE DISTRIBUTION OF ORDERS BY HOUR OF THE DAY.

SQL QUERY-

```
SELECT hour(order_time) as hour,
count(order_id) as orders FROM orders
GROUP BY hour;
```

OUTPUT-



Result Grid

hour	orders
11	1231
12	2520
13	2455
14	1472
15	1468
16	1920
17	2336
18	2399
19	2009
20	1642

Result 1

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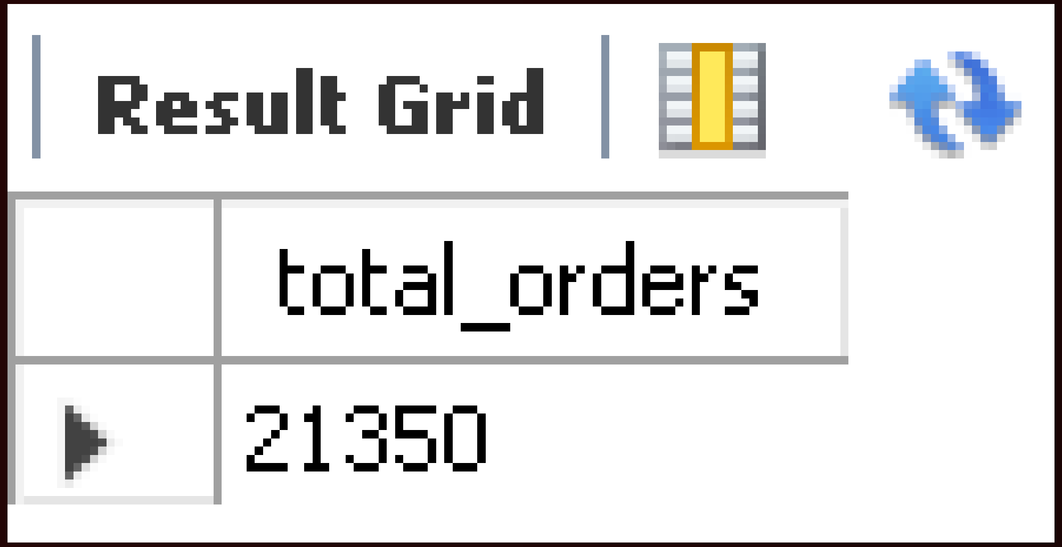
JOIN RELEVANT TABLES TO FIND THE CATEGORY-WISE DISTRIBUTION OF PIZZAS

SQL QUERY-

```
SELECT pizza_types.category as category,
count(name) as total_pizzas
FROM pizza_types
GROUP BY category;
```

OUTPUT-


Result Grid

	total_orders
▶	21350

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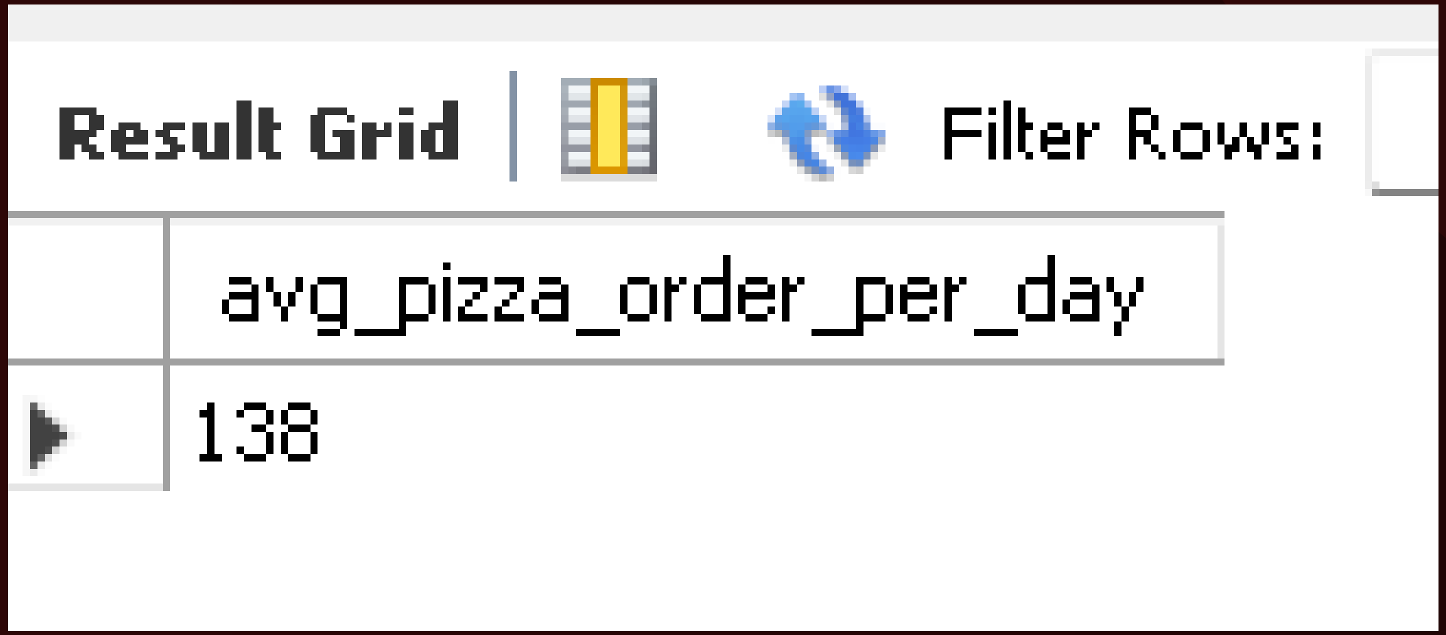
GROUP THE ORDERS BY DATE AND CALCULATE THE AVERAGE NUMBER OF PIZZAS ORDERED PER DAY

SQL QUERY-

```
SELECT round(avg(quantity),0) as avg_pizza_order_per_day FROM
(SELECT orders.order_date as order_date, SUM(order_details.quantity) as quantity
FROM orders JOIN order_details
on orders.order_id = order_details.order_id
GROUP BY order_date) as pizza_dates;
```

OUTPUT-



```
avg_pizza_order_per_day
138
```

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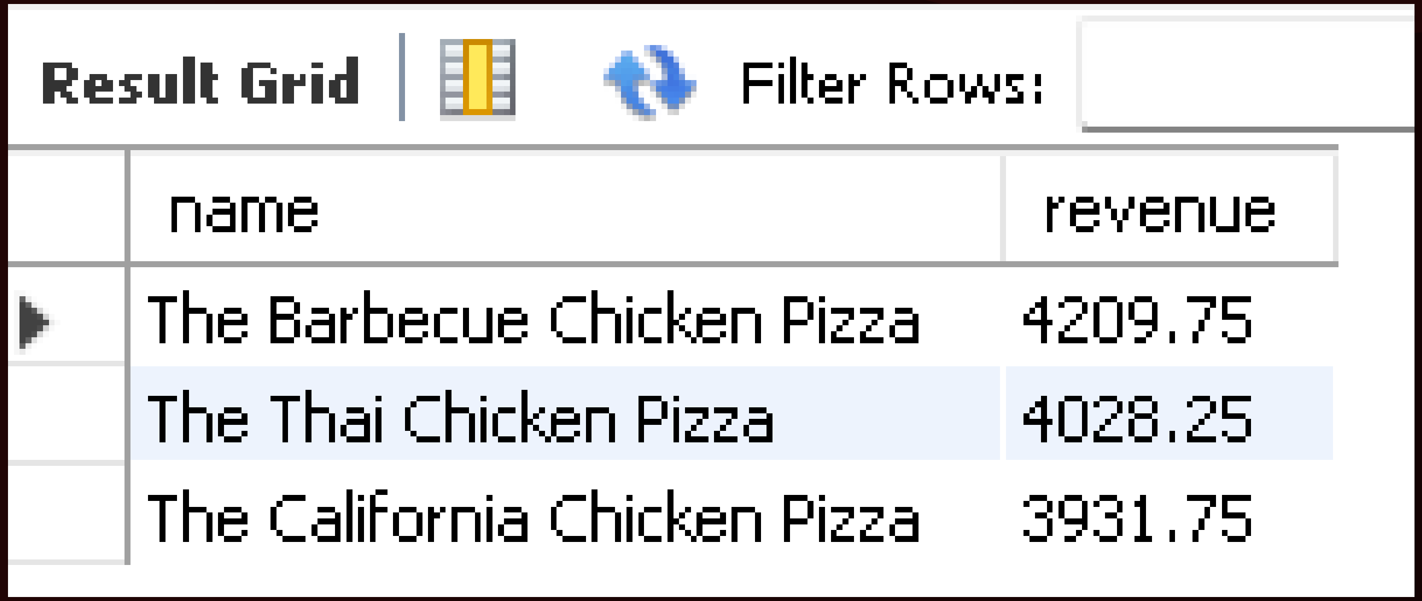
DETERMINE THE TOP 3 MOST ORDERED PIZZA TYPES BASED ON REVENUE.

SQL QUERY-

```sql
SELECT 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.name ORDER BY revenue DESC LIMIT 3;
```

OUTPUT-



Result Grid | Filter Rows:

```
name                              revenue
The Barbecue Chicken Pizza        4209.75
The Thai Chicken Pizza            4028.25
The California Chicken Pizza      3931.75
```

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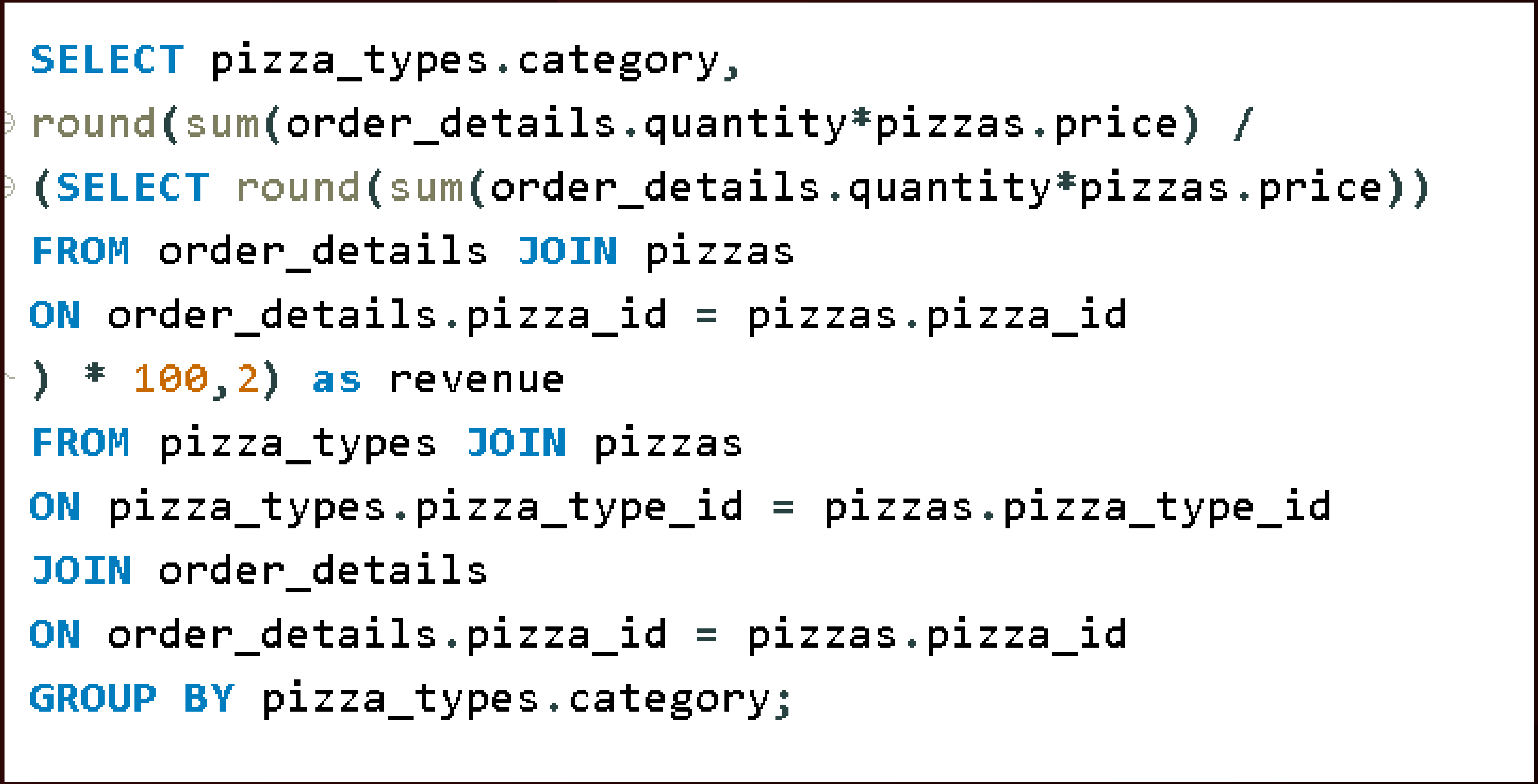
CALCULATE THE PERCENTAGE CONTRIBUTION OF EACH PIZZA TYPE TO TOTAL REVENUE

SQL QUERY-



```sql
SELECT pizza_types.category,
round(sum(order_details.quantity*pizzas.price) /
(SELECT round(sum(order_details.quantity*pizzas.price))
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;
```

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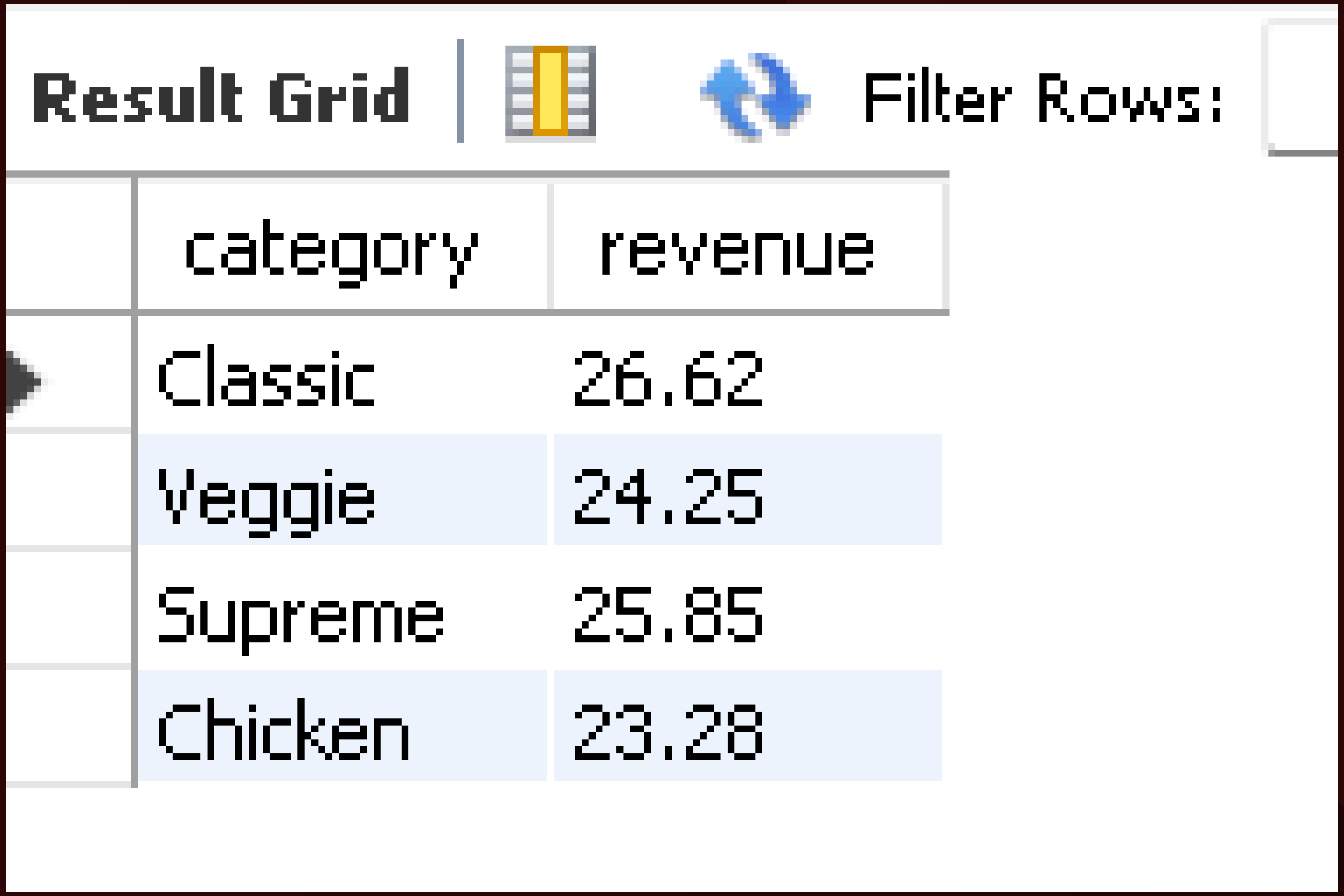
CALCULATE THE PERCENTAGE CONTRIBUTION OF EACH PIZZA TYPE TO TOTAL REVENUE

OUTPUT-



category	revenue
Classic	26.62
Veggie	24.25
Supreme	25.85
Chicken	23.28

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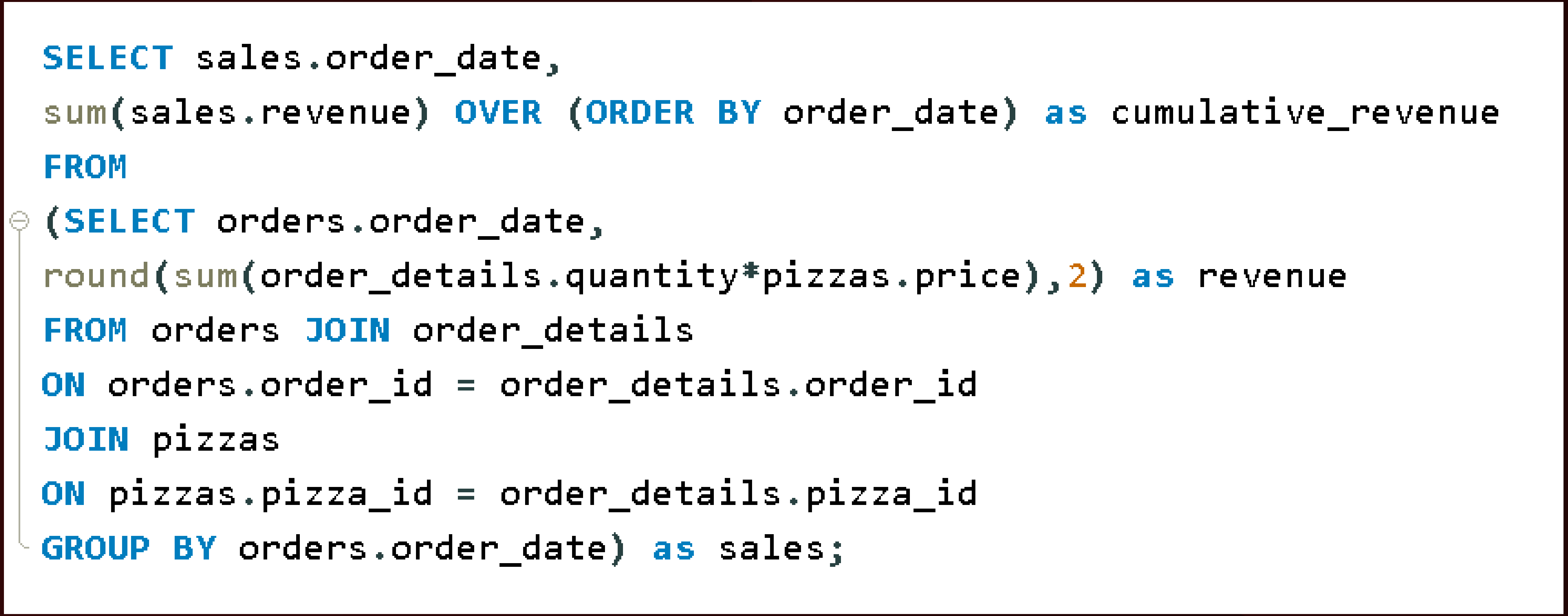
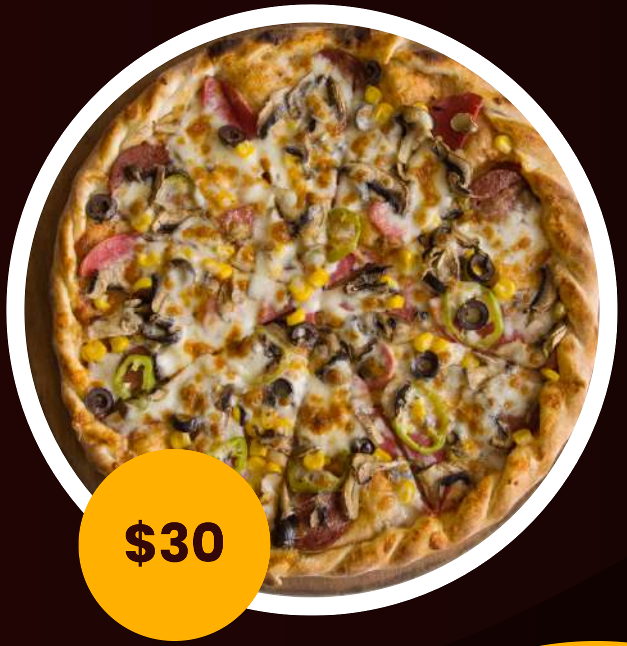
ANALYZE THE CUMULATIVE REVENUE GENERATED OVER TIME.

SQL QUERY-



```sql
SELECT sales.order_date,
sum(sales.revenue) OVER (ORDER BY order_date) as cumulative_revenue
FROM
(SELECT orders.order_date,
round(sum(order_details.quantity*pizzas.price),2) as revenue
FROM orders JOIN order_details
ON orders.order_id = order_details.order_id
JOIN pizzas
ON pizzas.pizza_id = order_details.pizza_id
GROUP BY orders.order_date) as sales;
```



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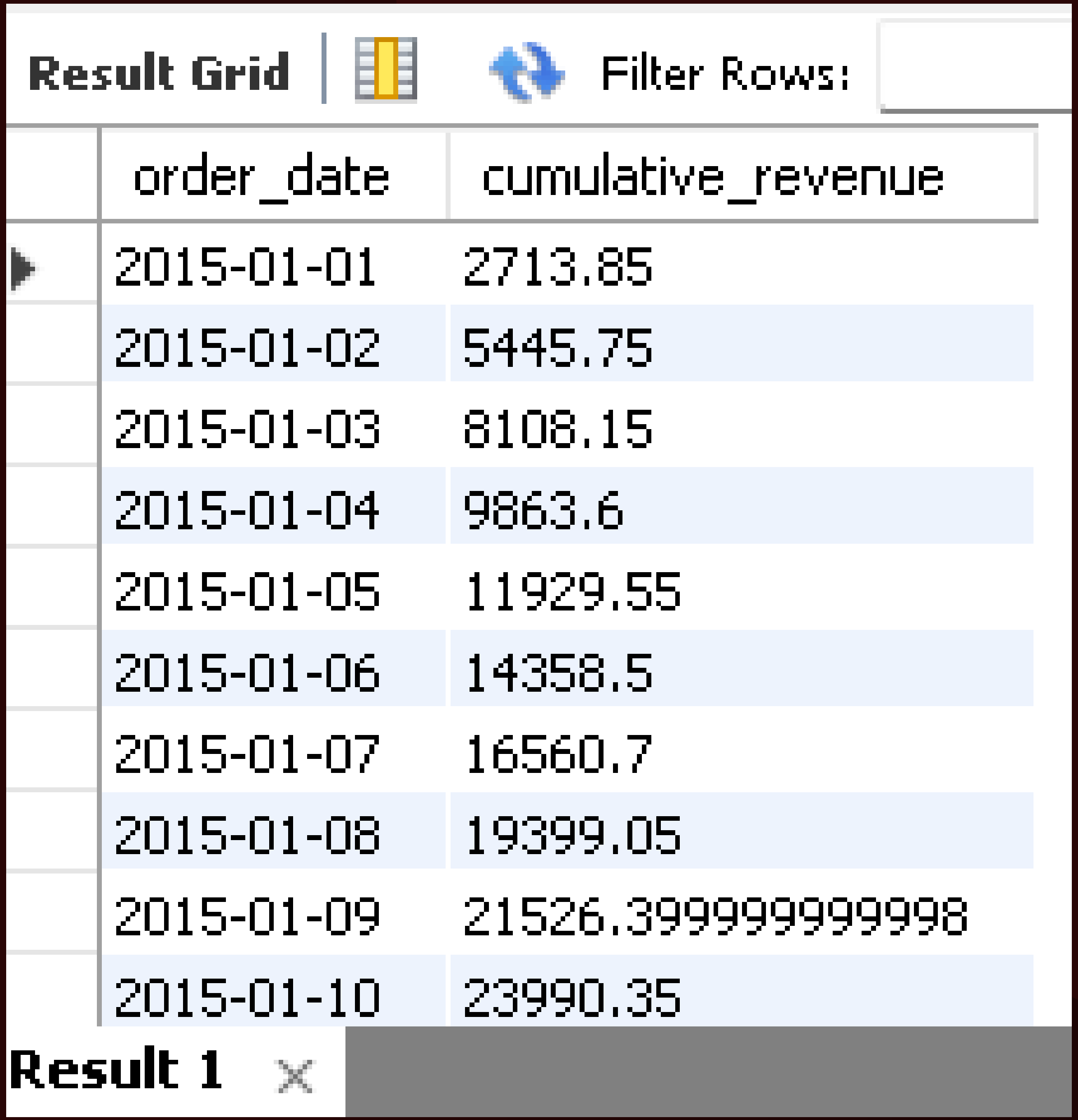
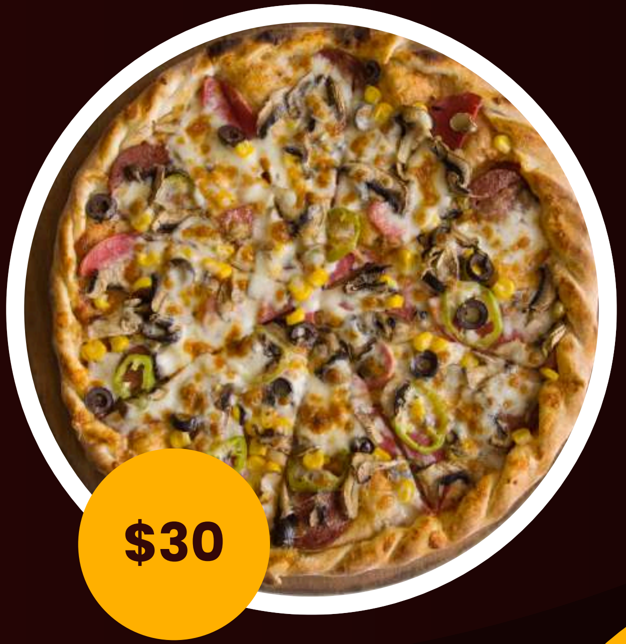
ANALYZE THE CUMULATIVE REVENUE GENERATED OVER TIME.

SQL QUERY-



order_date	cumulative_revenue
2015-01-01	2713.85
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	21526.399999999998
2015-01-10	23990.35



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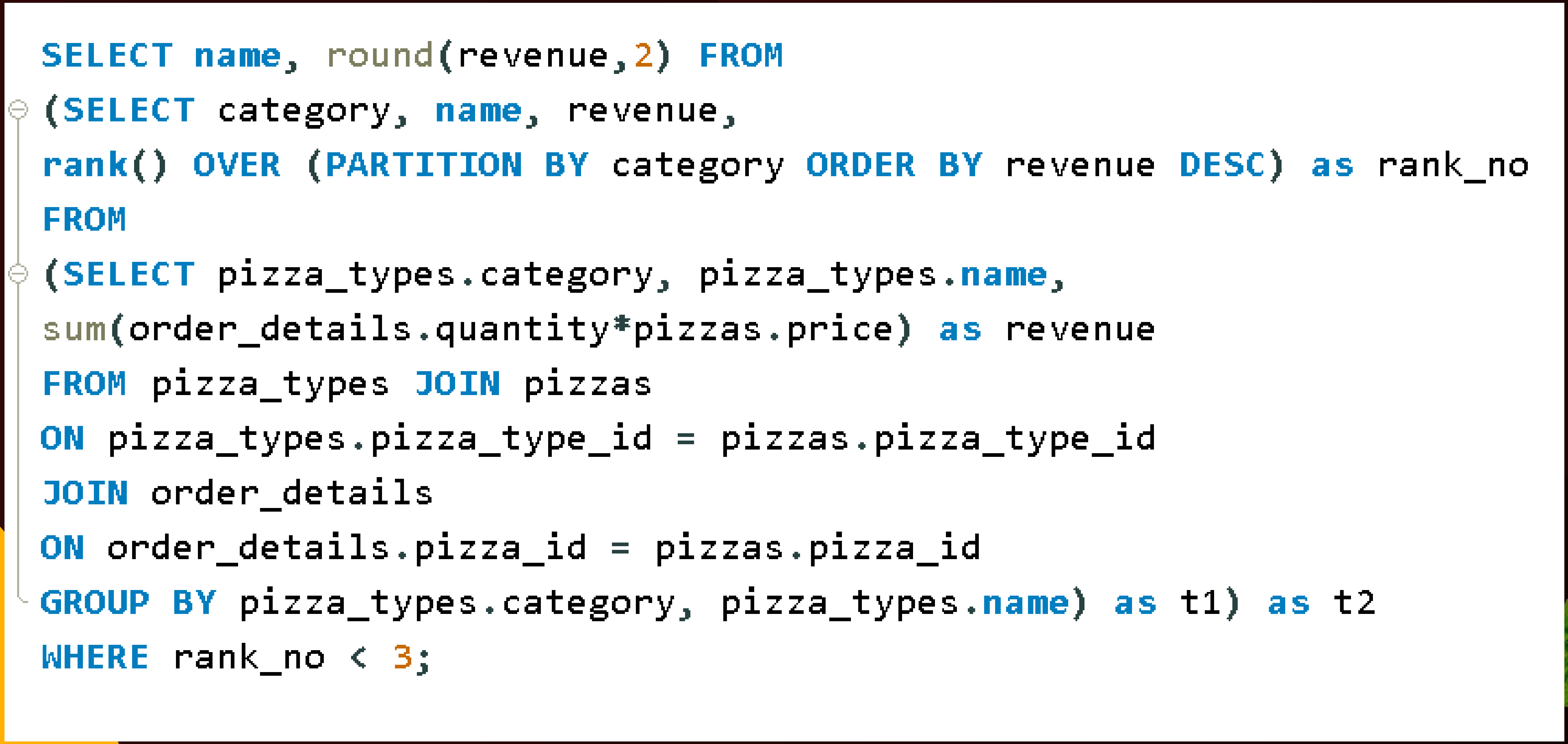
DETERMINE THE TOP 3 MOST ORDERED PIZZA TYPES BASED ON REVENUE FOR EACH PIZZA CATEGORY

SQL QUERY-



```
SELECT name, round(revenue,2) FROM
(SELECT category, name, revenue,
rank() OVER (PARTITION BY category ORDER BY revenue DESC) as rank_no
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 t1) as t2
WHERE rank_no < 3;
```

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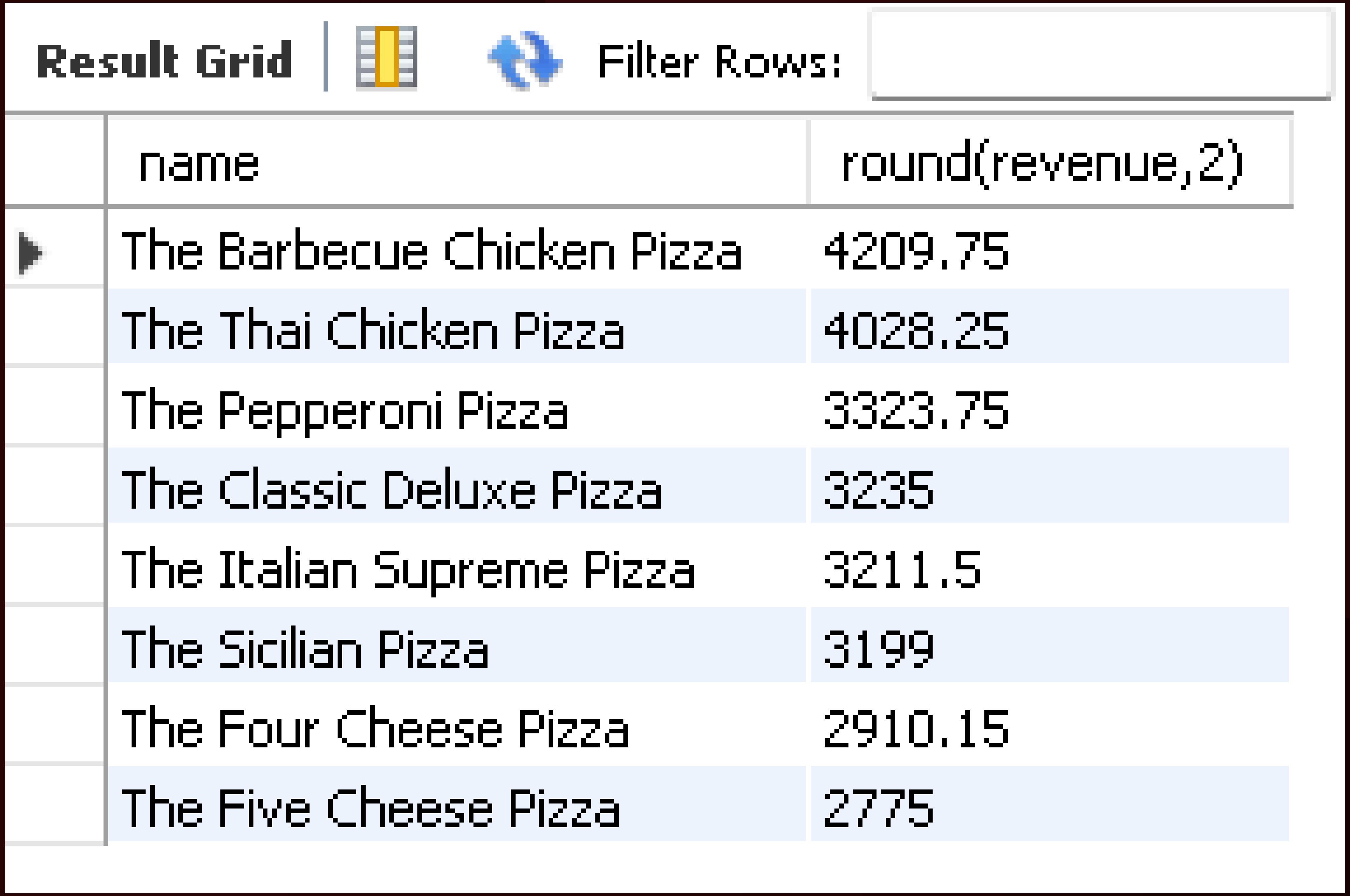
DETERMINE THE TOP 3 MOST ORDERED PIZZA TYPES BASED ON REVENUE FOR EACH PIZZA CATEGORY

OUTPUT-



Result Grid | Filter Rows:

name	round(revenue,2)
The Barbecue Chicken Pizza	4209.75
The Thai Chicken Pizza	4028.25
The Pepperoni Pizza	3323.75
The Classic Deluxe Pizza	3235
The Italian Supreme Pizza	3211.5
The Sicilian Pizza	3199
The Four Cheese Pizza	2910.15
The Five Cheese Pizza	2775

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THANK YOU

FOR ATTENTION

● BY DIPESH KUNDNANI