



DOMINO'S PIZZA

DOMINO'S PIZZA SALES ANALYSIS





DOMINO'S PIZZA

WELCOME TO

PIZZA SALES ANALYSIS USING SQL

It focuses on analyzing sales data from a domino's pizza to gain insights into revenue, customer preferences, and operational performance. This project involves querying a relational database to extract meaningful information, such as top-selling pizzas, peak sales hours, and customer order trends.





DOMINO'S PIZZA

OBJECTIVES:

- Analyze total revenue, average order value, and sales trends.
- Identify top-selling and least-selling pizza types.
- Determine peak order times (hourly, daily, monthly).
- Analyze customer order patterns (popular pizza sizes).
- Optimize inventory by identifying high-demand ingredients.

DATASET DESCRIPTION:

The dataset typically consists of the following tables:

- Orders – Contains order details (pizza_id, pizza_type, size, price).
- Order Details – Line-by-line breakdown of each order (order_details_id, order_id, pizza_id, quantity).
- Pizzas – Includes pizza details (pizza_id, name, size, price).
- Pizza Types – Describes the ingredients and category of each pizza.



RETRIEVE THE TOTAL NUMBER OF ORDERS PLACED

SELECT

COUNT(order_id) **AS** Total_Orders_Placed

FROM

orders;

Result Grid | Filter Rows:

Total_Orders_Placed
21350



DOMINO'S PIZZA

CALCULATE THE TOTAL REVENUE GENERATED FROM PIZZA SALES.

```
SELECT  
    ROUND(SUM(order_details.quantity * pizzas.price),  
        2) AS Total_revenue_generated  
FROM  
    order_details  
    JOIN  
    pizzas ON pizzas.pizza_id = order_details.pizza_id
```

Result Grid	
	Total_revenue_generated
▶	817860.05



DOMINO'S PIZZA

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 price DESC  
LIMIT 1
```

Result Grid | Filter Rows:

	name	price
▶	The Greek Pizza	35.95



DOMINO'S PIZZA

IDENTIFY THE MOST COMMON PIZZA SIZE ORDERED.

```
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
```

BEST
SELLER

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



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

```
SELECT
    pizza_types.name,
    SUM(order_details.quantity) AS Qunatity
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 Qunatity DESC
LIMIT 5;
```

Result Grid		Filter Rows:
	name	Qunatity
▶	The Classic Deluxe Pizza	2453
	The Barbecue Chicken Pizza	2432
	The Hawaiian Pizza	2422
	The Pepperoni Pizza	2418
	The Thai Chicken Pizza	2371



DETERMINE THE DISTRIBUTION OF ORDERS BY HOUR OF THE DAY.

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

	hour	orders
▶	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



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

```
SELECT  
    ROUND(AVG(quantity), 0) AS Average_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;
```

	Average_pizza_ordered_per_day
▶	138



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

```
SELECT  
    category, COUNT(name) AS No_of_pizzas_in_this_category  
FROM  
    pizza_types  
GROUP BY category;
```

Result Grid | Filter Rows:

category	No_of_pizzas_in_this_category
Chicken	6
Classic	8
Supreme	9
Veggie	9



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

```
SELECT
    pizza_types.category,
    CONCAT(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 pizzas.pizza_id = order_details.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;
```



Result Grid | Filter

	category	revenue
▶	Classic	26.91%
	Veggie	23.68%
	Supreme	25.46%
	Chicken	23.96%



CONTACT

AYUSH JAIN

📞 8755986335

🌐 ayushjain.cse.ds.tmu@gmail.com



DOMINO'S PIZZA

THANK YOU!

