DOMINO'S PIZZA

DOMINO'S PIZZA SALES ANALYSIS

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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:

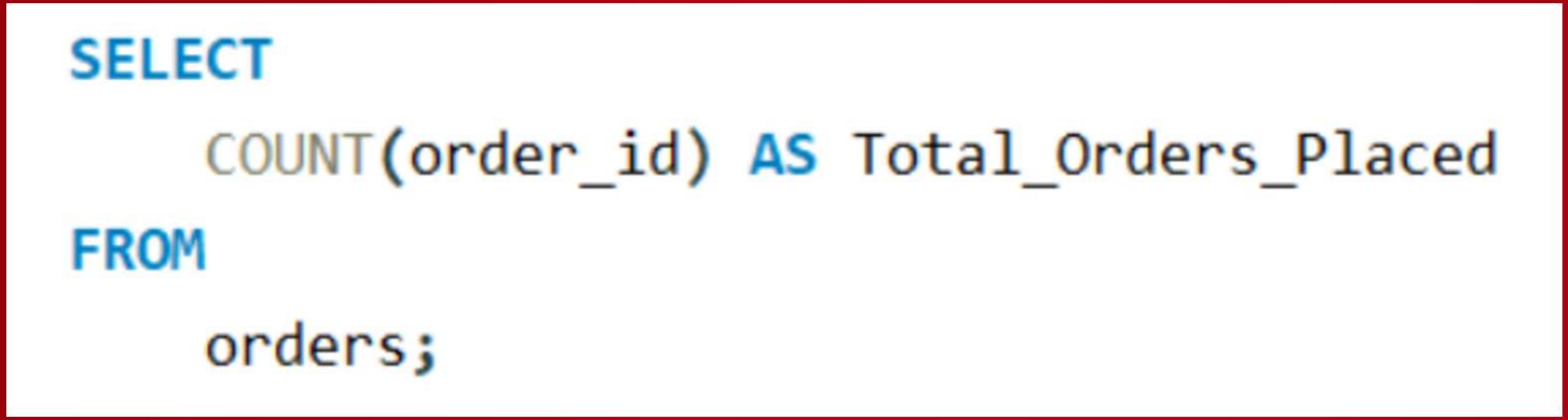
Orders – Contains order details (pizza_id, pizza_type,size,price).

Order Details – Line-by-line breakdown of each order (order_details_id, order_id, pizza_id, quantity).

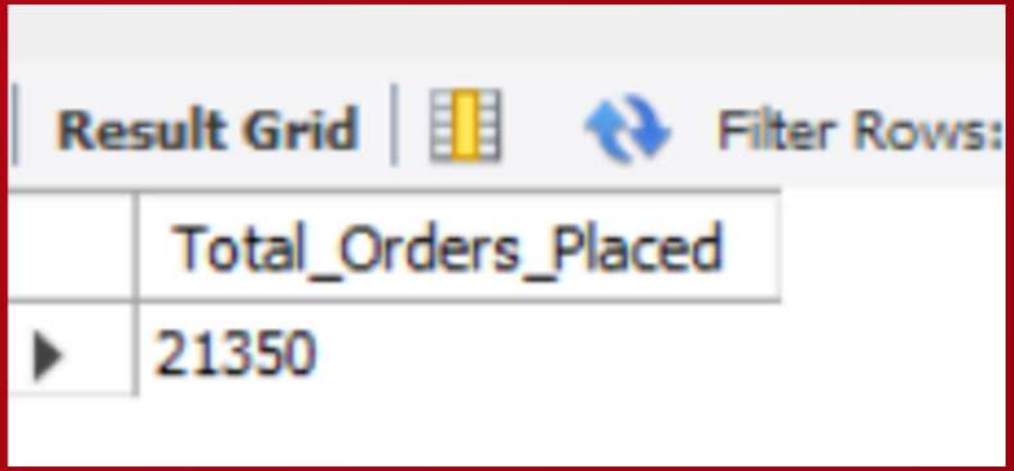
Pizzas – Includes pizza details (pizza_id, name, size, price).

Pizza Types – Describes the ingredients and category of each pizza.

RETRIEVE THE TOTAL NUMBER OF ORDERS PLACED

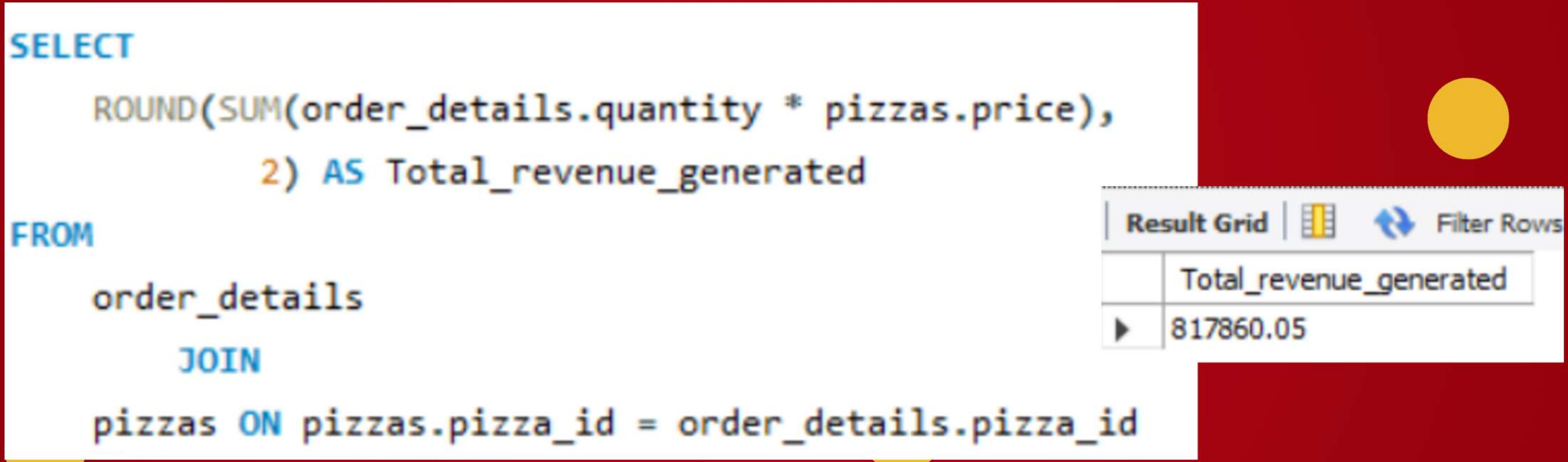


```
SELECT
    COUNT(order_id) AS Total_Orders_Placed
FROM
    orders;
```



```
Total_Orders_Placed
21350
```

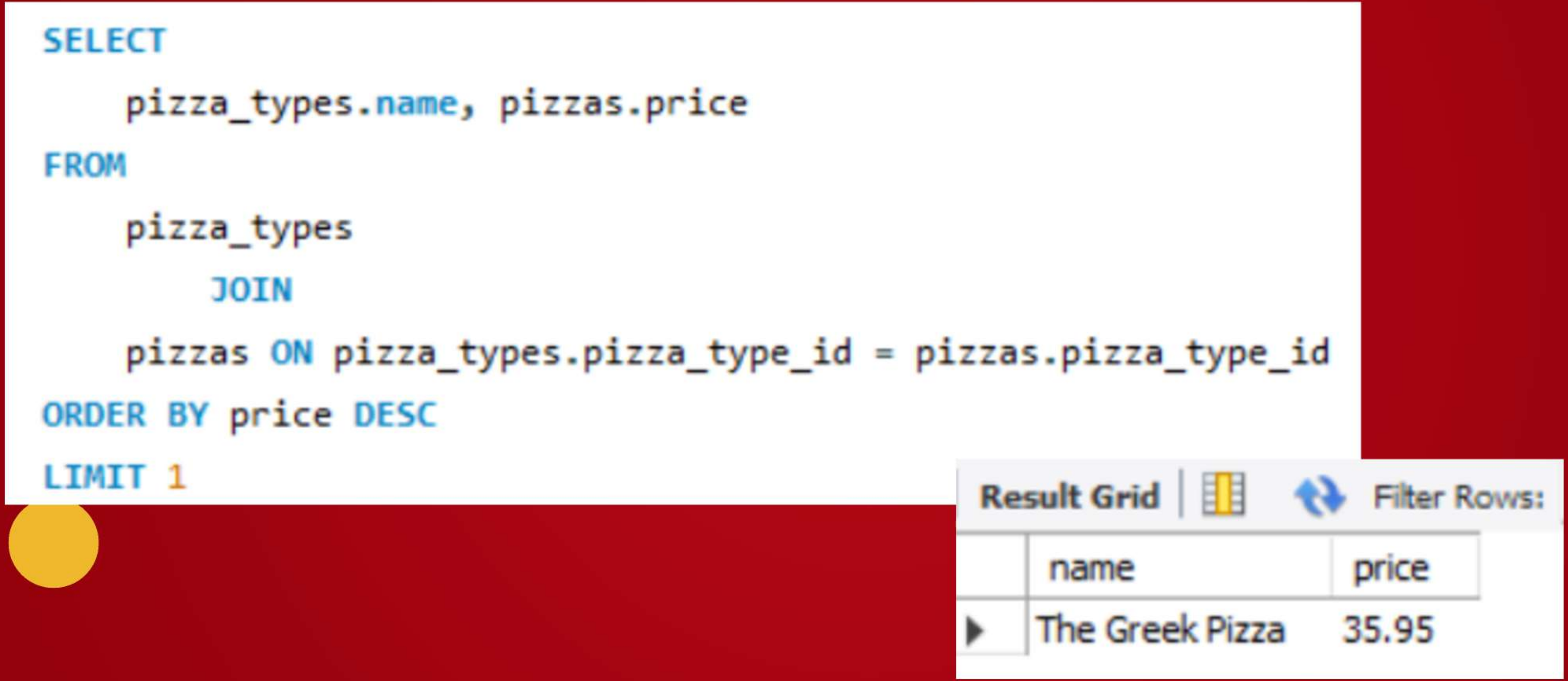
CALCULATE THE TOTAL REVENUE GENERATED FROM PIZZA SALES.



```
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
```

```
Total_revenue_generated
817860.05
```

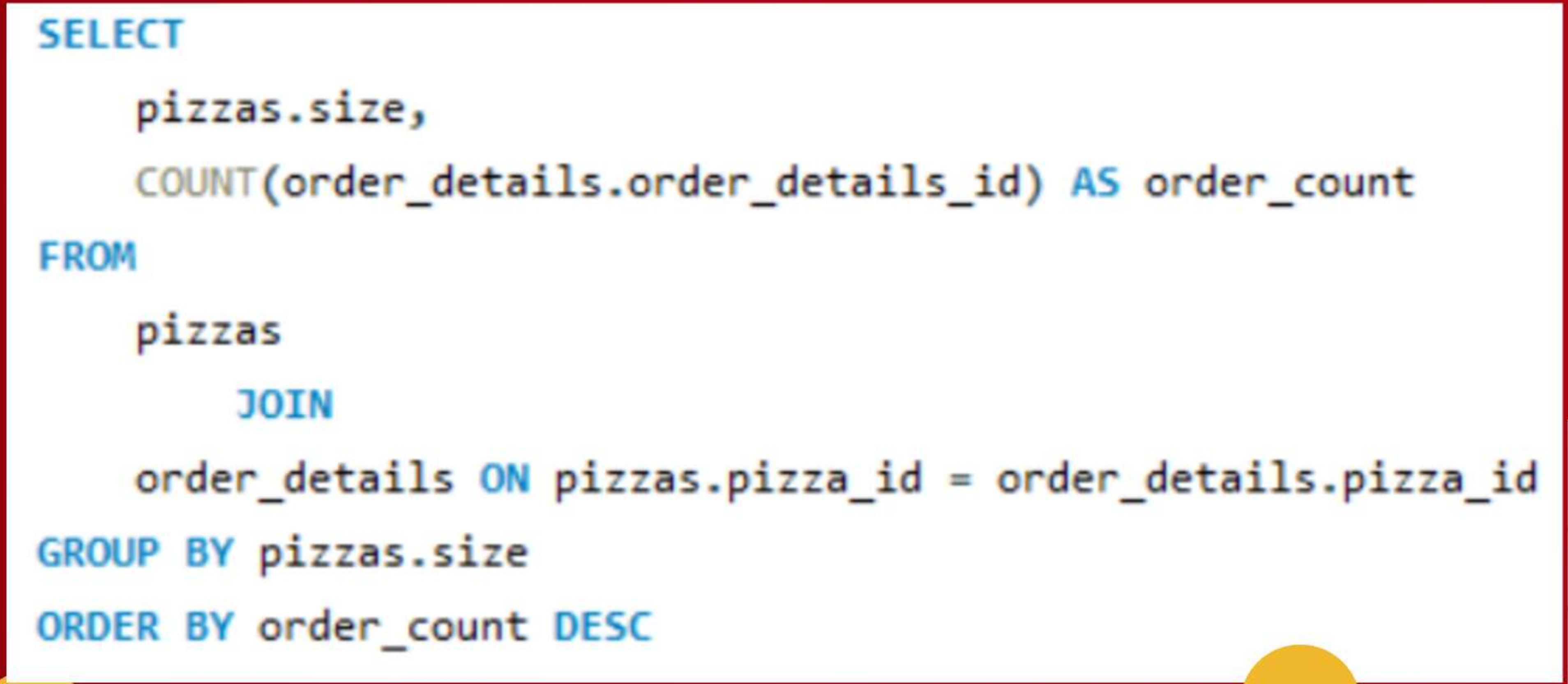
IDENTIFY THE HIGHEST-PRICED PIZZA.



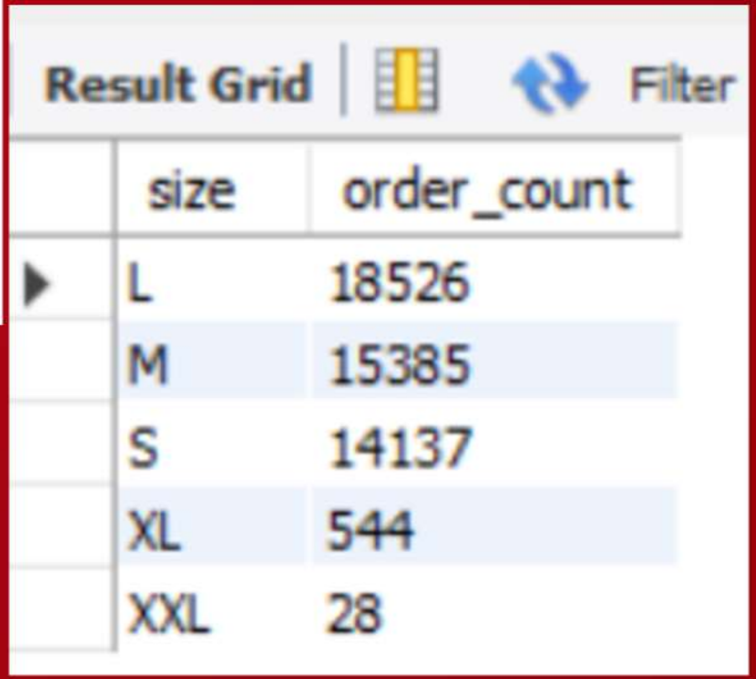
```sql
SELECT
    pizza_types.name, pizzas.price
FROM
    pizza_types
        JOIN
    pizzas ON pizza_types.pizza_type_id = pizzas.pizza_type_id
ORDER BY price DESC
LIMIT 1
```

name	price
The Greek Pizza	35.95

IDENTIFY THE MOST COMMON PIZZA SIZE ORDERED.



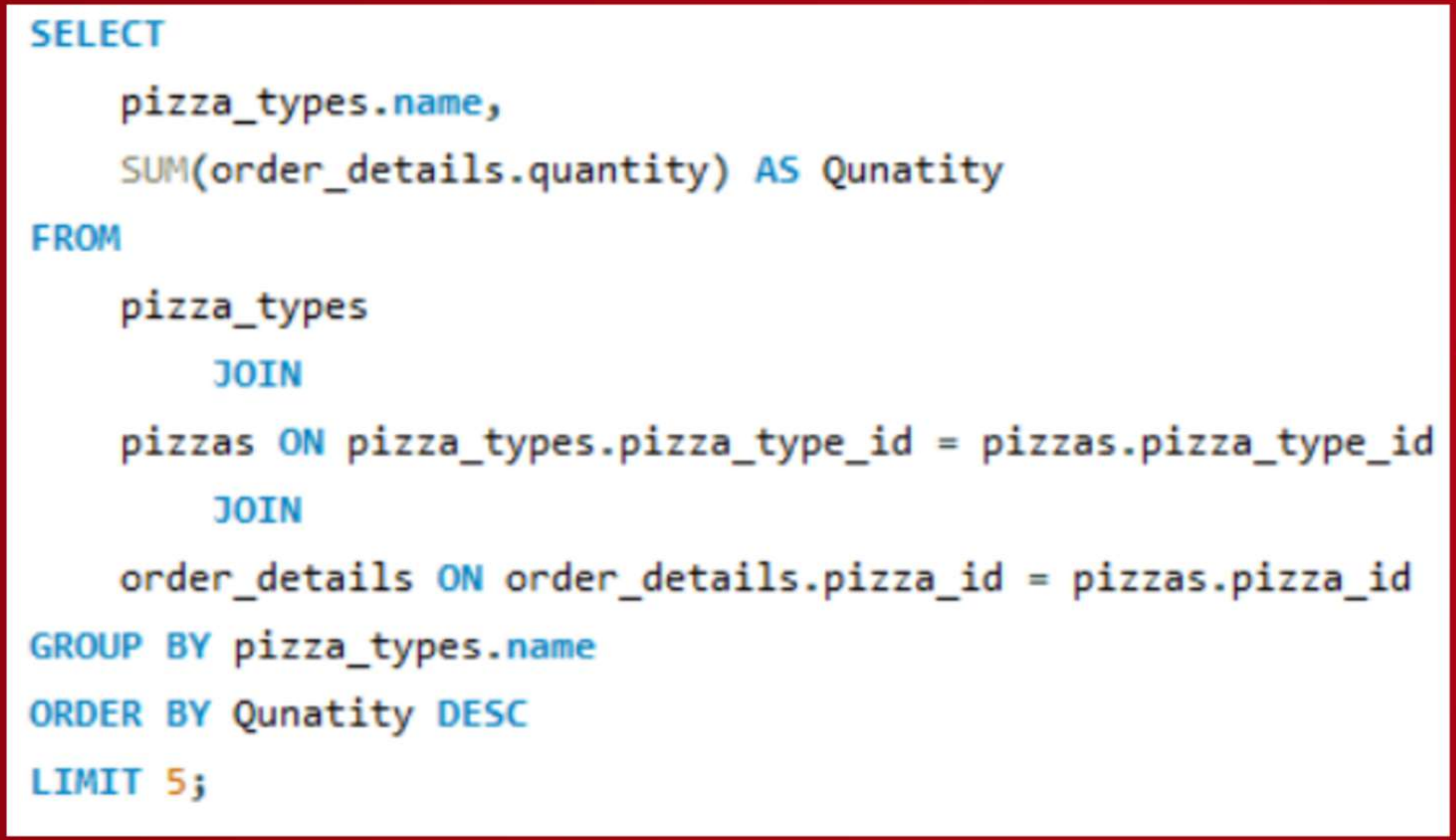
```
SELECT
    pizzas.size,
    COUNT(order_details.order_details_id) AS order_count
FROM
    pizzas
        JOIN
    order_details ON pizzas.pizza_id = order_details.pizza_id
GROUP BY pizzas.size
ORDER BY order_count DESC
```



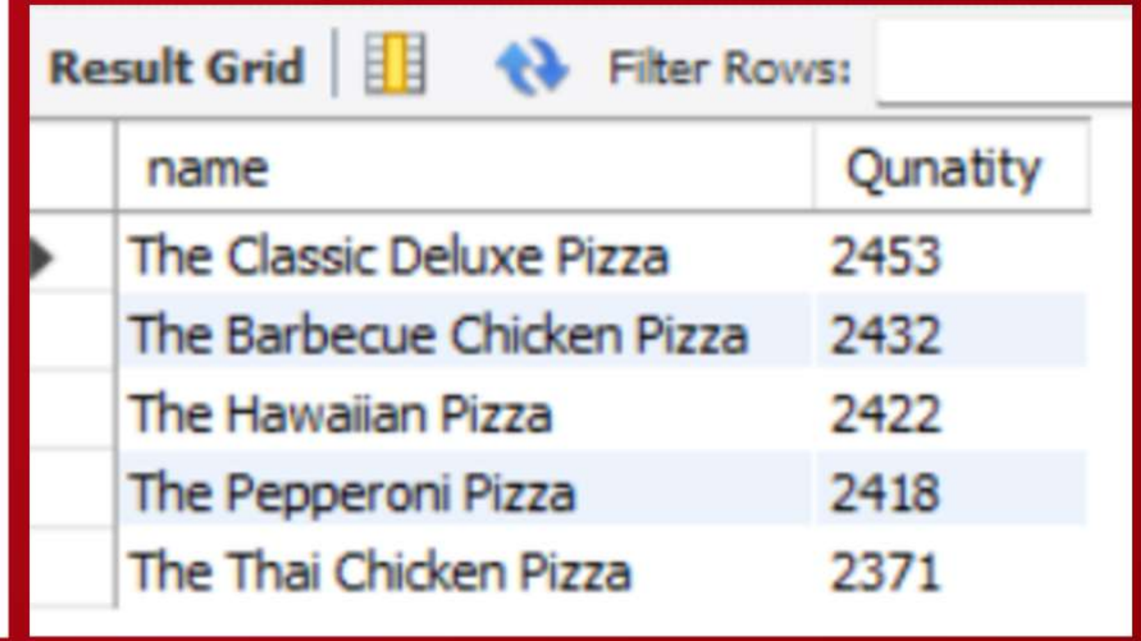
size	order_count
L	18526
M	15385
S	14137
XL	544
XXL	28

BEST SELLER

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

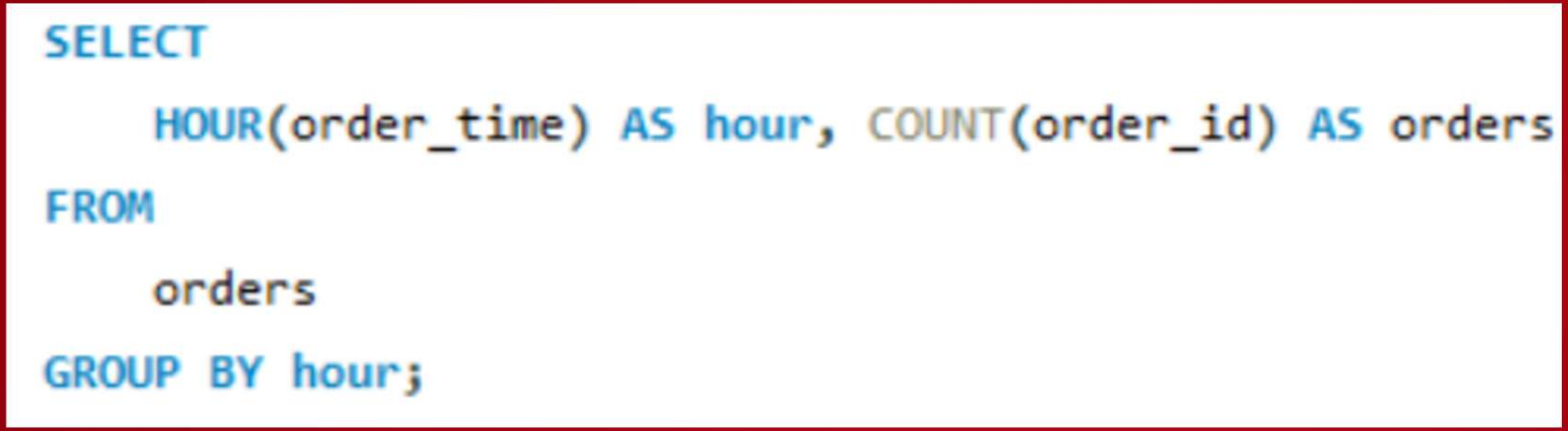


```
SELECT
    pizza_types.name,
    SUM(order_details.quantity) AS Qunatity
FROM
    pizza_types
        JOIN
    pizzas ON pizza_types.pizza_type_id = pizzas.pizza_type_id
        JOIN
    order_details ON order_details.pizza_id = pizzas.pizza_id
GROUP BY pizza_types.name
ORDER BY Qunatity DESC
LIMIT 5;
```

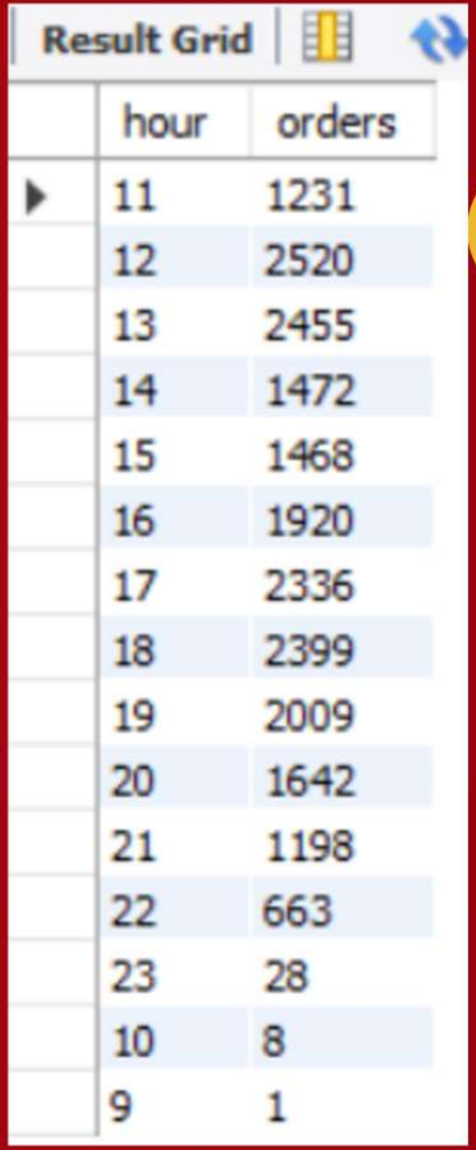


name	Qunatity
The Classic Deluxe Pizza	2453
The Barbecue Chicken Pizza	2432
The Hawaiian Pizza	2422
The Pepperoni Pizza	2418
The Thai Chicken Pizza	2371

DETERMINE THE DISTRIBUTION OF ORDERS BY HOUR OF THE DAY.

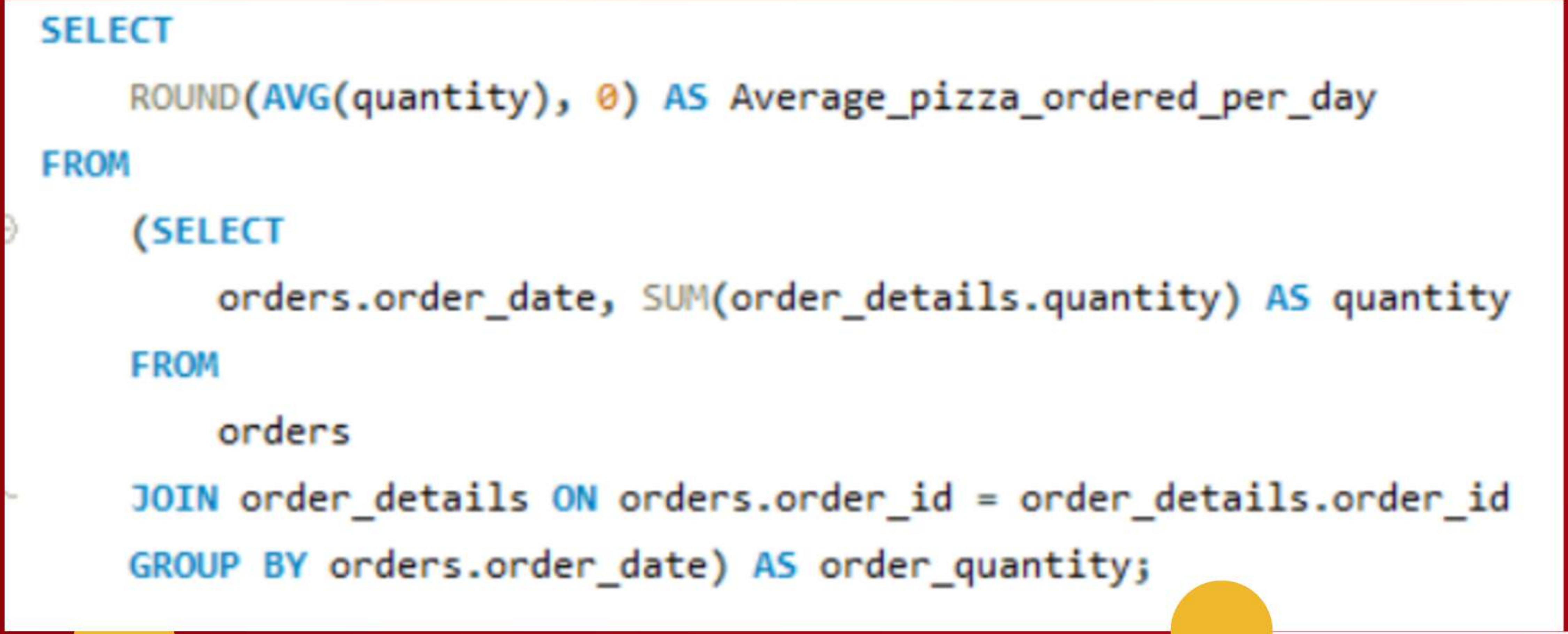


```
SELECT
    HOUR(order_time) AS hour, COUNT(order_id) AS orders
FROM
    orders
GROUP BY hour;
```

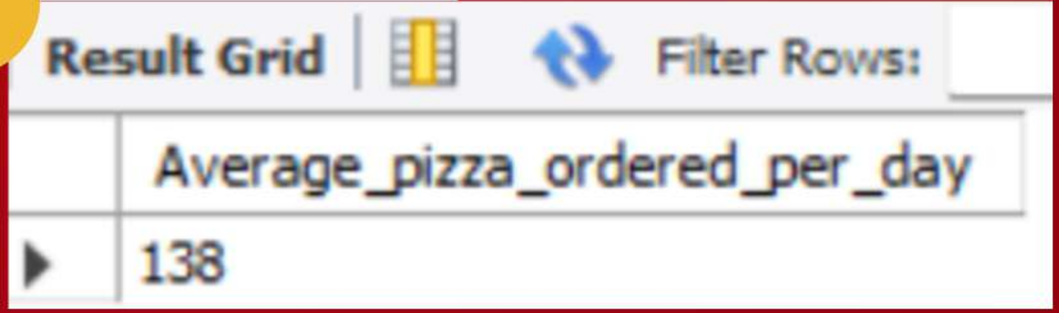


hour	orders
11	1231
12	2520
13	2455
14	1472
15	1468
16	1920
17	2336
18	2399
19	2009
20	1642
21	1198
22	663
23	28
10	8
9	1

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

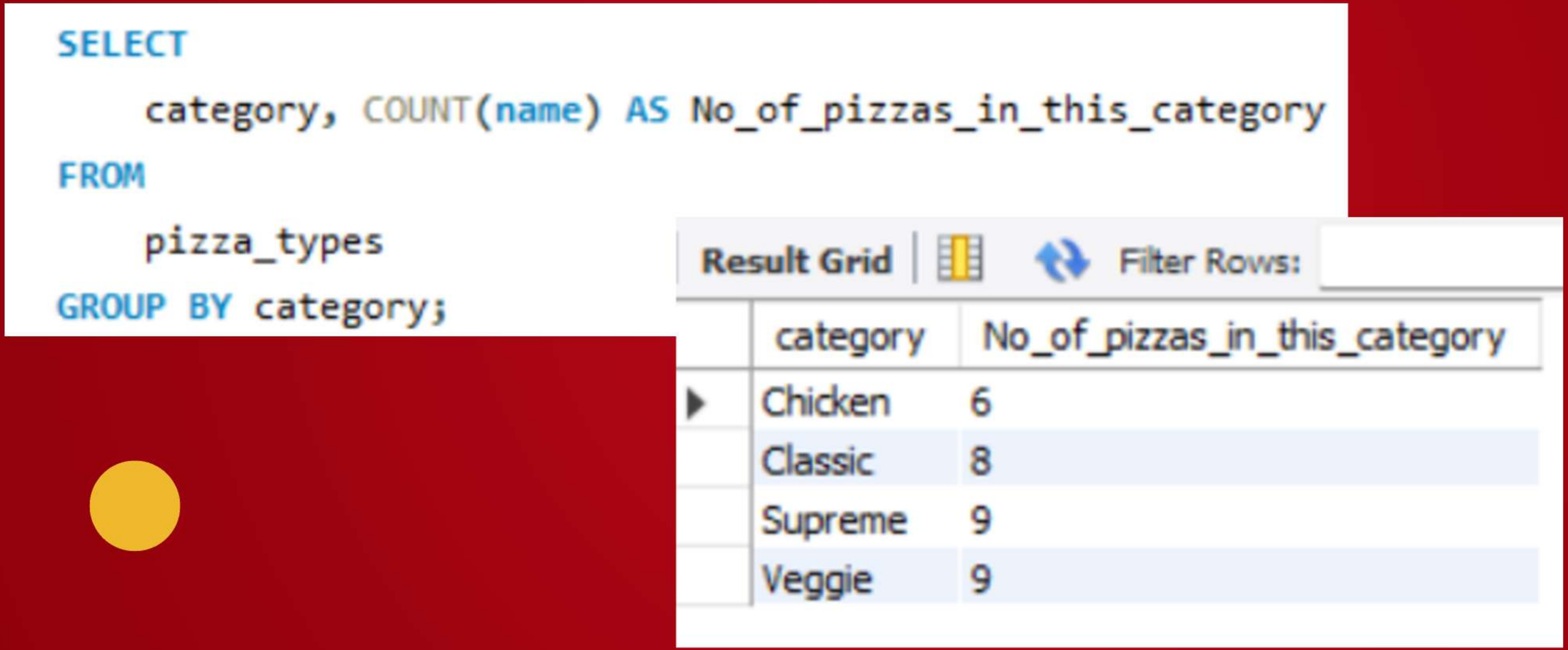


```sql
SELECT
    ROUND(AVG(quantity), 0) AS Average_pizza_ordered_per_day
FROM
    (SELECT
        orders.order_date, SUM(order_details.quantity) AS quantity
    FROM
        orders
    JOIN order_details ON orders.order_id = order_details.order_id
    GROUP BY orders.order_date) AS order_quantity;
```



```
Average_pizza_ordered_per_day
138
```

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



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

```
category   No_of_pizzas_in_this_category
Chicken    6
Classic    8
Supreme    9
Veggie     9
```

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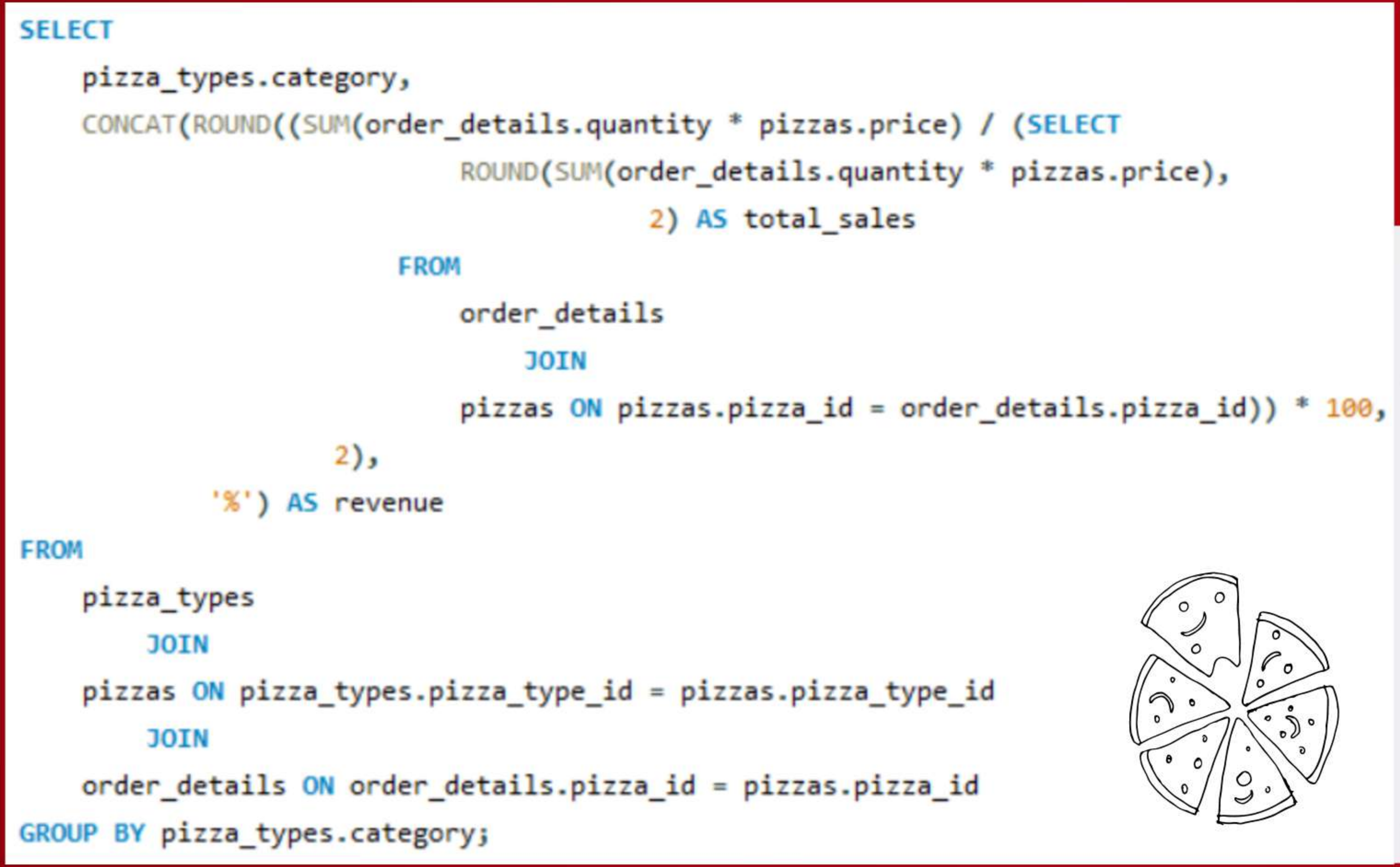
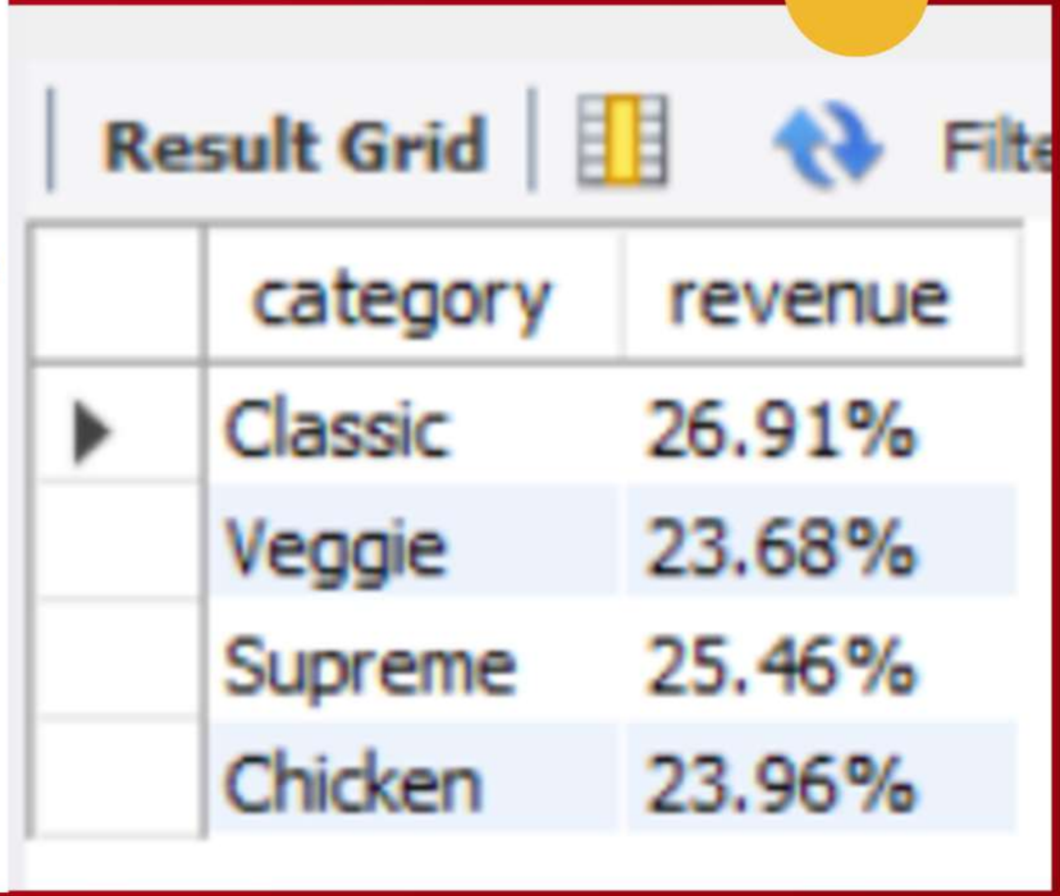
CALCULATE THE PERCENTAGE CONTRIBUTION OF EACH PIZZA TYPE TO TOTAL REVENUE.



```
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;
```



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

CONTACT

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THANK YOU!