

ABOUT PROJECT

The "Pizza Sales Analysis" project is designed to explore key insights and patterns from pizza sales data, leveraging SQL queries and analytics techniques. This project addresses several critical questions related to sales and customer preferences, such as:

- 1. Total Orders: Retrieving the total number of orders placed by customers.
- 2. Revenue Analysis: Calculating the total revenue generated from all pizza sales.
- 3. Pricing Insights: Identifying the highest-priced pizza on the menu.
- 4. Order Preferences: Determining the most commonly ordered pizza size.
- 5. Top Pizzas: Listing the top 5 most ordered pizza types along with their quantities.

Advanced Queries and Analysis

Further questions expand on joining multiple tables to uncover deeper insights: Determining the total quantity sold for each pizza category (e.g., Veg, Non-Veg, etc.).

Analyzing patterns in customer preferences across various pizza types, sizes, and pricing tiers.

Objective

The goal of the project is to provide actionable insights into sales trends, popular items, and revenue drivers, enabling businesses to optimize their strategies and better understand their customers.

QUESTIONS SOLVED

- Retrieve the total number of orders placed.
- Calculate the total revenue generated from pizza sales.
- Identify the highest-priced pizza.
- Identify the most common pizza size ordered.
- List the top 5 most ordered pizza types along with their quantities.

- Join the necessary tables to find the total quantity of each pizza category.
- Determine the distribution of orders by hour of the day.
- Join relevant tables to find the category-wise distribution of pizzas.
- Group the orders by date and calculate the average number of pizzas ordered per day.
- Determine the top 3 most ordered pizza types based on revenue.



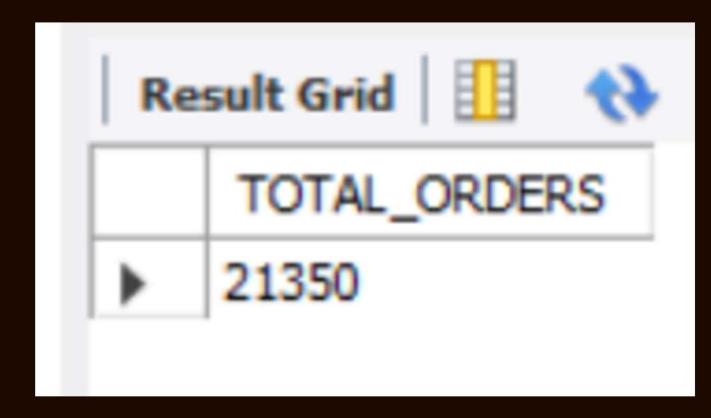
RETRIEVE THE TOTAL NUMBER OF ORDERS PLACED

```
SELECT

COUNT(ORDER_ID) AS TOTAL_ORDERS

FROM

ORDERS;
```



CALCULATE THE TOTAL REVENUE GENERATED FROM PIZZA SALES.

```
SELECT

ROUND(SUM(ORDER_DETAILS.QUANTITY * PIZZAS.PRICE),

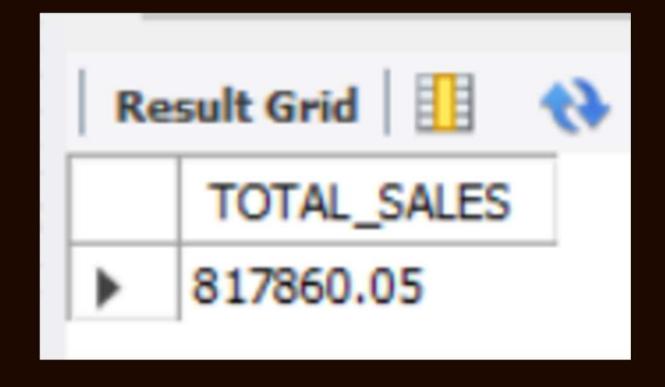
2) AS TOTAL_SALES

FROM

ORDER_DETAILS

JOIN

PIZZAS ON PIZZAS.PIZZA_ID = ORDER_DETAILS.PIZZA_ID;
```







IDENTIFY THE HIGHEST PRICE PIZZA

```
PIZZA_TYPES.NAME, PIZZAS.PRICE

FROM

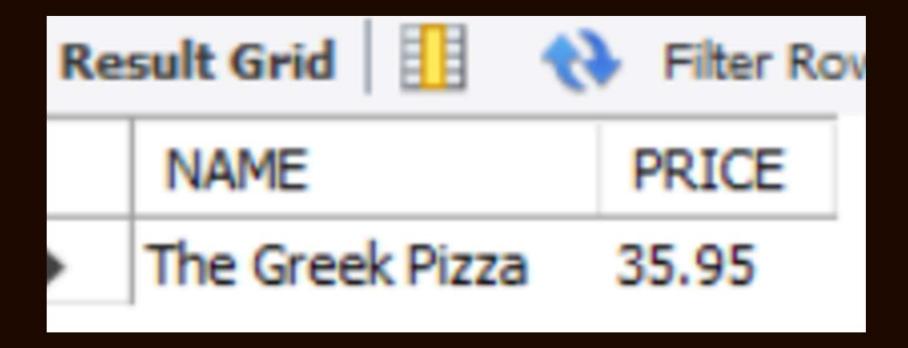
PIZZA_TYPES

JOIN

PIZZAS ON PIZZA_TYPES.PIZZA_TYPE_ID = PIZZAS.PIZZA_TYPE_ID

ORDER BY PIZZAS.PRICE DESC

LIMIT 1;
```



IDENTIFY THE MOST COMMON PIZZA SIZE ORDERED.

```
PIZZAS.SIZE,

COUNT(ORDER_DETAILS.ORDER_DETAILS_ID) AS ORDER_COUNT

FROM

PIZZAS

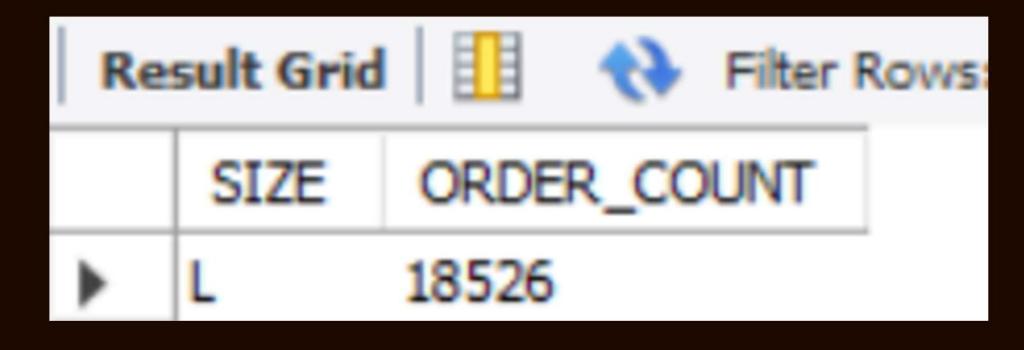
JOIN

ORDER_DETAILS ON PIZZAS.PIZZA_ID = ORDER_DETAILS.PIZZA_ID

GROUP BY PIZZAS.SIZE

ORDER_BY ORDER_COUNT DESC
```







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

```
PIZZA_TYPES.NAME, 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.NAME

ORDER BY QUANTITY DESC

LIMIT 5;
```

Result Grid				
	NAME	Q	UANTITY	
•	The Classic Deluxe Pizza	24	153	
	The Barbecue Chicken Pizza	24	132	
	The Hawaiian Pizza	24	22	
	The Pepperoni Pizza	24	18	
	The Thai Chicken Pizza	23	371	

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

```
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;
```

Re	sult Grid	Filter Roy
	CATEGORY	QUANTITY
•	Classic	14888
	Supreme	11987
	Veggie	11649
	Chicken	11050



DETERMINE THE DISTRIBUTION OF ORDERS BY HOUR OF THE DAY.

```
SELECT

HOUR(ORDER_TIME) AS HOUR, COUNT(ORDER_ID) AS ORDER_COUNT

FROM

ORDERS

GROUP BY HOUR(ORDER_TIME);
```



Re	sult Grid	Filter Ro
	HOUR	ORDER_COUNT
•	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 RELEVENT TABLES TO FIND THE CATEGORY-WISE DISTRIBUTION OF PIZZAS.

```
SELECT
    CATEGORY, COUNT(NAME)
FROM
    PIZZA TYPES
GROUP BY CATEGORY;
```

Re	sult Grid	Filter Rows:
	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.

```
SELECT

ROUND(AVG(QUANTITY), 0) AS AVG_PIZZA_ORDERED_PER_DAY

FROM

(SELECT

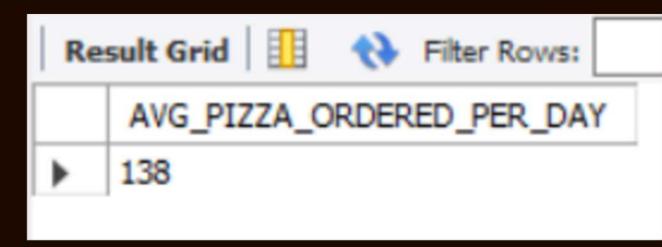
ORDERS.ORDER_DATE, SUM(ORDER_DETAILS.QUANTITY) AS QUANTITY

FROM

ORDERS

JOIN ORDER_DETAILS ON ORDERS.ORDER_ID = ORDER_DETAILS.ORDER_ID

GROUP BY ORDERS.ORDER_DATE) AS ORDER_QUANTITY;
```



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

```
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;
```

Result Grid			
	NAME	REVENUE	
•	The Thai Chicken Pizza	43434.25	
	The Barbecue Chicken Pizza	42768	
	The California Chicken Pizza	41409.5	









THANKYOU

