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PIZZA SALES REPORT

18-August-2024

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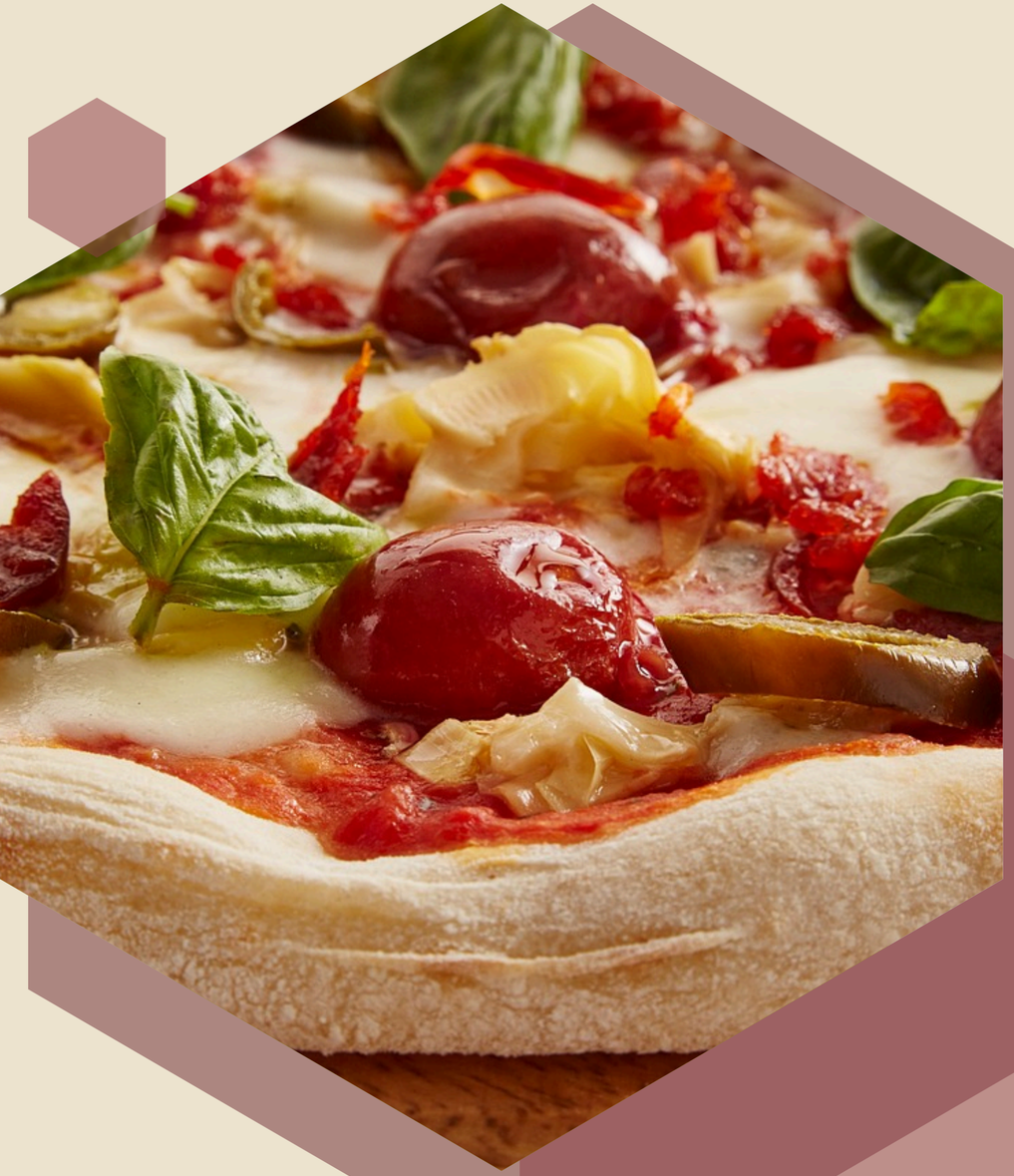

INTRODUCTION

In this report, we perform an in-depth analysis of pizza sales data and mine insights using SQL. It encompasses various topics like order details, pizza types quantity top pizzas, profit and customer demographics.

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QUESTIONS

01 Retrieve the total number of orders placed

02 Calculate the total revenue generated from pizza sales

03 Identify the highest-priced pizza

04 Identify the most common pizza size ordered

05 List the top 5 most ordered pizza types along with their quantities

06 Join the necessary tables to find the total quantity of each pizza ordered.

07 Join the necessary tables to find the total quantity of each pizza category ordered.

08 Determine the distribution of orders by hour of the day.

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QUESTIONS

09 Join relevant tables to find the category-wise distribution of pizzas

10 Group the orders by date and calculate the average number of pizzas ordered per day

11 Determine the top 3 most ordered pizza types based on revenue

12 Calculate the percentage contribution of each pizza type to total revenue

13 Analyze the cumulative revenue generated over time.

14 Determine the top 3 most ordered pizza types based on revenue for each pizza category

RETRIEVE THE TOTAL NUMBER OF ORDERS PLACED

```sql
SELECT
    COUNT(order_id) AS totals
FROM
    orders;
```

	totals
▶	21350

CALCULATE THE TOTAL REVENUE GENERATED FROM PIZZA SALES

```sql
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
```

Result Grid

	total_sales
▶	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 pizzas.price DESC
LIMIT 1;
```

Result Grid | Filter Row

	name	price
▶	The Greek Pizza	35.95

IDENTIFY THE MOST COMMON PIZZA SIZE ORDERED

```sql
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

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

```
SELECT
    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;
```

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

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

```
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;
```

category	quantity
Classic	14888
Supreme	11987
Veggie	11649
Chicken	11050

DETERMINE THE DISTRIBUTION OF ORDERS BY HOUR OF THE DAY

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

hour	order_count
11	1231
12	2520
13	2455
14	1472
15	1468
16	1920
17	2336

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

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

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.

```sql
SELECT
    ROUND(AVG(quantity), 0) as avg_pizza_ordered
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;
```

avg_pizza_ordered
138

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

```sql
SELECT
    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;
```

name	revenue
The Thai Chicken Pizza	43434.25
The Barbecue Chicken Pizza	42768
The California Chicken Pizza	41409.5

CALCULATE THE PERCENTAGE CONTRIBUTION OF EACH PIZZA TYPE TO TOTAL REVENUE

```sql
SELECT
    pizza_types.category,
    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
ORDER BY revenue DESC;
```

category	revenue
Classic	26.91
Supreme	25.46
Chicken	23.96
Veggie	23.68

ANALYZE THE CUMULATIVE REVENUE GENERATED OVER TIME

```sql
select order_date,
sum(revenue) over (order by order_date) as cum_revenue
from
(select orders.order_date,
sum(order_details.quantity * pizzas.price) as revenue
from order_details join pizzas
on order_details.pizza_id = pizzas.pizza_id
join orders
on orders.order_id = order_details.order_id
group by orders.order_date) as sales;
```

order_date	cum_revenue
2015-01-01	2713.850000000004
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

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

```sql
select name,revenue from
(select category, name, revenue,
rank() over(partition by category order by revenue desc) as rn
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 a) as b
where rn <=3;
```

order_date	cum_revenue
2015-01-01	2713.850000000004
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

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THANK YOU

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