

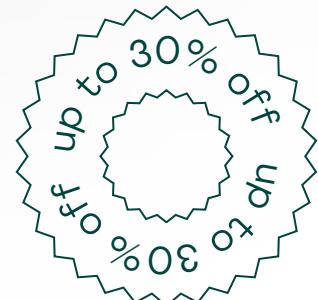


Today's special

PIZZA

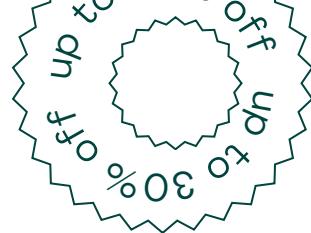
SALES

SQL PROJECT



INTRODUCTION

This project aims to analyze pizza sales data to provide insights into sales performance across different pizza types and categories. By leveraging SQL queries, we can extract, transform, and summarize data to understand trends



Retrieve the total number of orders placed

```
SELECT
```

```
    COUNT(order_id) AS total_orders
```

```
FROM
```

```
orders;
```

Result Grid	
	total_orders
▶	21350

Calculate the total revenue generated from pizza sales.

SELECT

```
ROUND(SUM(pizzas.price * order_details.quantity),  
      2) AS total_sales
```

FROM

```
pizzas
```

JOIN

```
order_details ON order_details.pizza_id = pizzas.pizza_id;
```

Result Grid	
	total_sales
▶	817860.05

Identify the highest-priced pizza.

SELECT

pizzas.price, pizza_types.name

FROM

pizzas

JOIN

pizza_types ON pizza_types.pizza_type_id = pizzas.pizza_type_id

ORDER BY pizzas.price DESC

LIMIT 1;

	Result Grid			Filter Row
	price		name	
▶	35.95		The Greek 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  
LIMIT 1;
```

	size	order_count
▶	L	18526

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

SELECT

```
    pizza_types.name,  
    SUM(order_details.quantity) AS ordered_pizza  
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 ordered_pizza DESC

LIMIT 5;

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

find the total quantity of each pizza category ordered.

SELECT

```
    pizza_types.category,  
    SUM(order_details.quantity) AS order_quantity  
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.category  
ORDER BY order_quantity DESC  
LIMIT 5;
```

	category	order_quantity
▶	Classic	14888
	Supreme	11987
	Veggie	11649
	Chicken	11050

Determine the distribution of orders by hour of the day.

```
SELECT
```

```
    HOUR(order_time) AS time, COUNT(order_id) AS order_count  
FROM  
    orders  
GROUP BY time;
```

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

find the category-wise distribution of pizzas.

SELECT

category, COUNT(name)

FROM

pizza_types

GROUP BY category;

Result Grid				Filter Row
	category	COUNT(name)		
▶	Chicken	6		
	Classic	8		
	Supreme	9		
	Veggie	9		

Calculate the average number of pizzas ordered per day.

```
SELECT  
    ROUND(AVG(orders_q), 0) AS order_avg  
FROM  
    (SELECT  
        orders.order_date, SUM(order_details.quantity) AS orders_q  
    FROM  
        orders  
    JOIN order_details ON order_details.order_id = orders.order_id  
    GROUP BY orders.order_date) AS od;
```

Result Grid	
	order_avg
▶	138

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

SELECT

```
pizza_types.name,  
SUM(pizzas.price * order_details.quantity) AS revenue
```

FROM

```
pizza_types
```

JOIN

```
pizzas ON pizza_types.pizza_type_id = pizzas.pizza_type_id
```

JOIN

```
order_details ON pizzas.pizza_id = order_details.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.

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 pizzas.pizza_id = order_details.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.

```
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	2713.8500000000004
	2015-01-02	5445.75
	2015-01-03	8108.15
	2015-01-04	9863.6
	2015-01-05	11929.55

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

```
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 pizzas.pizza_type_id = pizza_types.pizza_type_id
join order_details
on pizzas.pizza_id = order_details.pizza_id
group by pizza_types.category, pizza_types.name) as a) as b
where rn<=3
```

	name	revenue
▶	The Thai Chicken Pizza	43434.25
	The Barbecue Chicken Pizza	42768
	The California Chicken Pizza	41409.5
	The Classic Deluxe Pizza	38180.5
	The Hawaiian Pizza	32273.25

Conclusion

By executing various SQL queries, we aim to derive actionable insights that can help improve marketing strategies, inventory management, and customer satisfaction. This project showcases the power of SQL in data analysis and business intelligence, providing a solid foundation for data-driven decision-making in the food and beverage industry.