

PIZZA SALES





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INTRODUCTION

Hello! I am Avinash Prasad. In this Project I utilized SQL query to solve the business problems related to the Pizza Sales.

Let's start our adventure in the world of pizza!

BUSINESS PROBLEMS

First Phase of Questions

- 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.



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(order_details.quantity * pizzas.price),  
          2)) AS total_sales  
  
FROM  
    order_details  
  
JOIN  
    pizzas ON order_details.pizza_id = pizzas.pizza_id;
```

Result Grid	
	total_sales
▶	817860.05

IDENTIFY THE HIGHEST-PRICED PIZZA.

SELECT

```
    pizza_types.name, pizzas.price AS highest_price  
FROM  
    pizza_types  
JOIN  
    pizzas ON pizza_types.pizza_type_id = pizzas.pizza_type_id  
ORDER BY highest_price DESC  
LIMIT 1;
```

Result Grid | Filter Rows:

name	highest_price
The Greek Pizza	35.95

IDENTIFY THE MOST COMMON PIZZA SIZE ORDERED.

SELECT

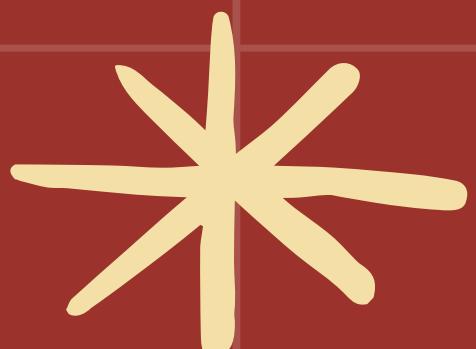
```
pizzas.size, COUNT(order_details.order_details_id) AS order_count  
FROM pizzas  
JOIN order_details ON pizzas.pizza_id = order_details.pizza_id  
GROUP BY pizzas.size  
ORDER BY order_count DESC;
```

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

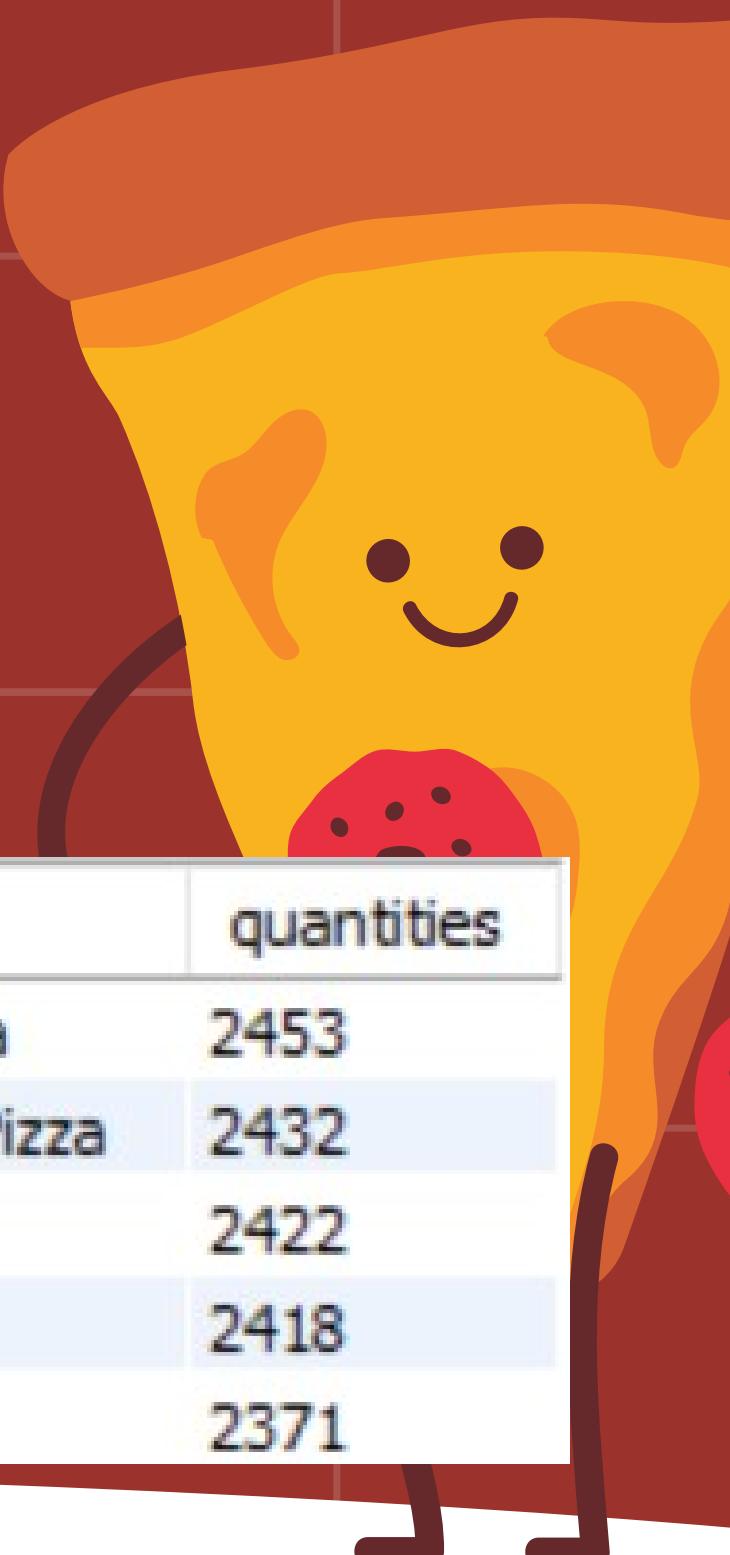
LIST THE TOP 5 MOST ORDERED PIZZA TYPES ALONG WITH THEIR QUANTITIES.

SELECT

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



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



PROBLEMS

Second Phase of Questions

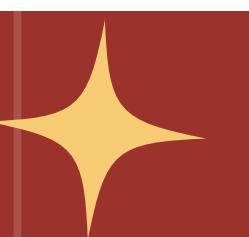


- Join the necessary tables to find the total quantity of each pizza category ordered.
- Determine the distribution of orders by hour of the day.
- Join relevant tables to find the category-wise distribution of pizzas.
- Group the orders by date and calculate the average number of pizzas ordered per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

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

SELECT

```
 pizza_types.category,  
     SUM(order_details.quantity) AS total_quantity  
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 total_quantity desc;
```



	category	total_quantity
▶	Classic	14888
	Supreme	11987
	Veggie	11649
	Chicken	11050

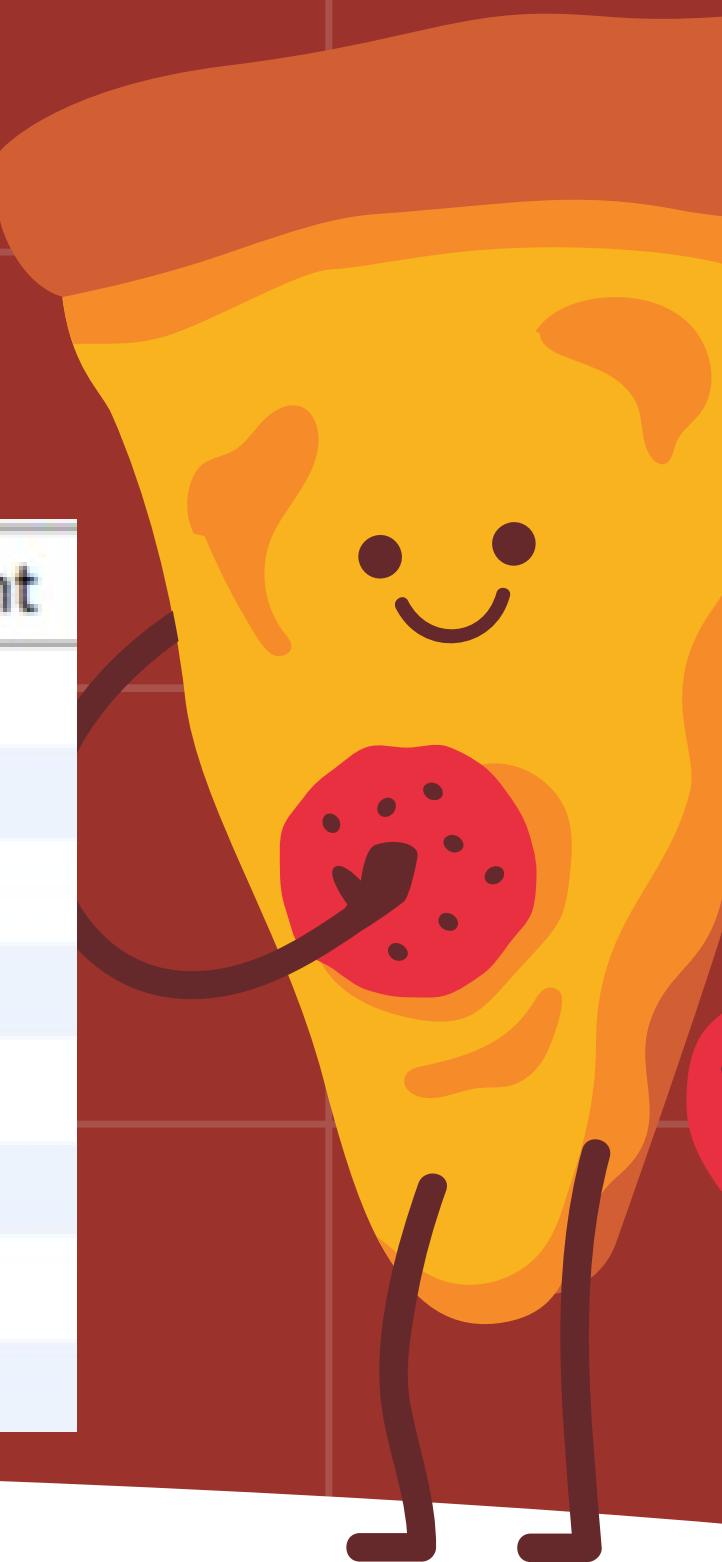


DETERMINE THE DISTRIBUTION OF ORDERS BY HOUR OF THE DAY.

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

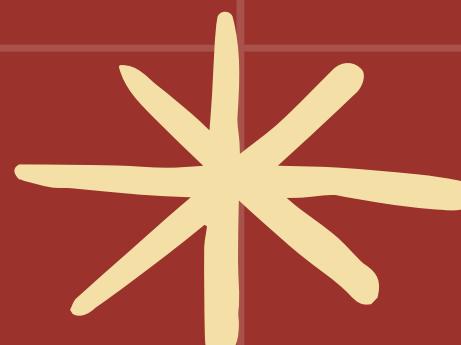


hours	order_count
9	1
10	8
11	1231
12	2520
13	2455
14	1472
15	1468
16	1920

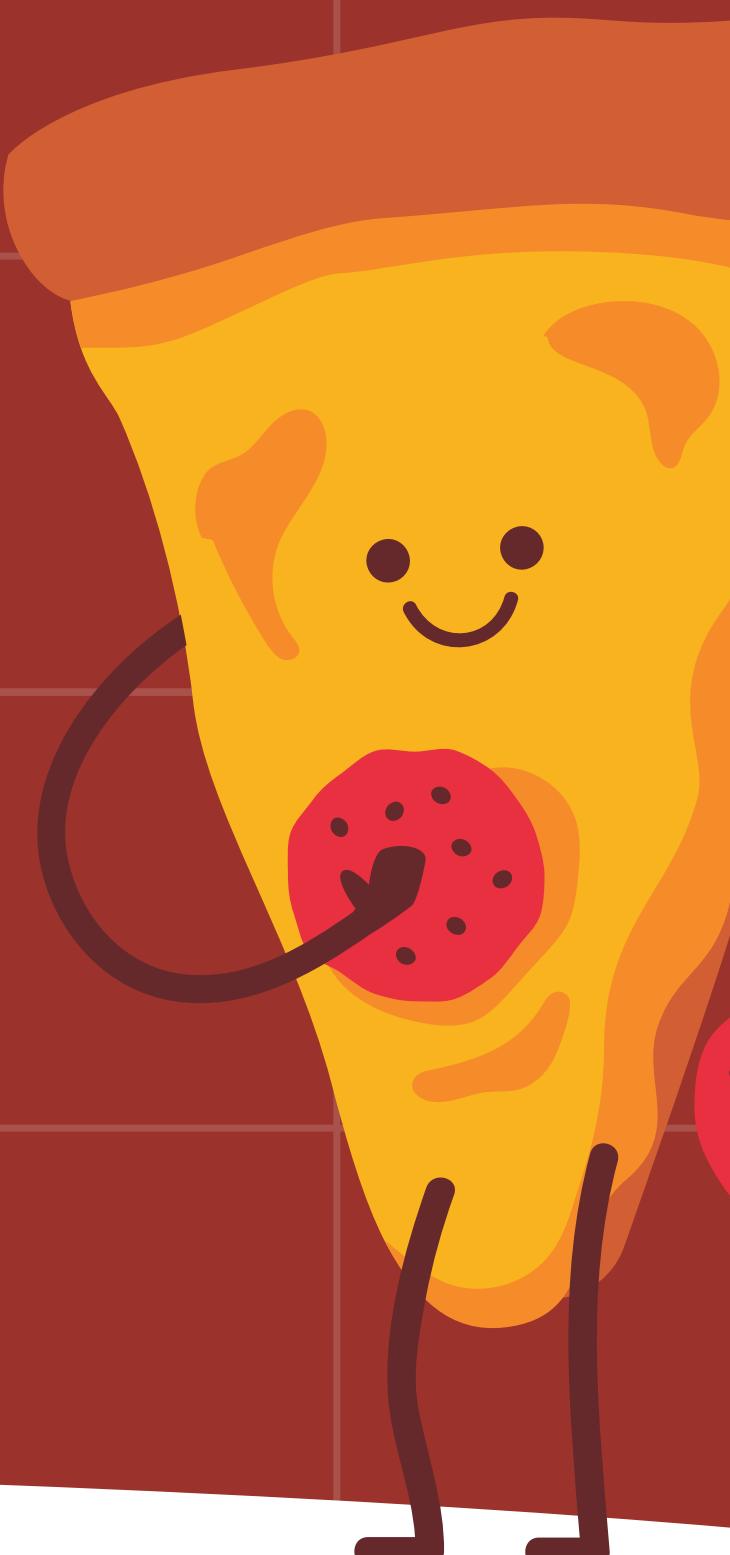


JOIN RELEVANT TABLES TO FIND THE CATEGORY-WISE DISTRIBUTION OF PIZZAS.

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



category	name_count
Chicken	6
Classic	8
Supreme	9
Veggie	9



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

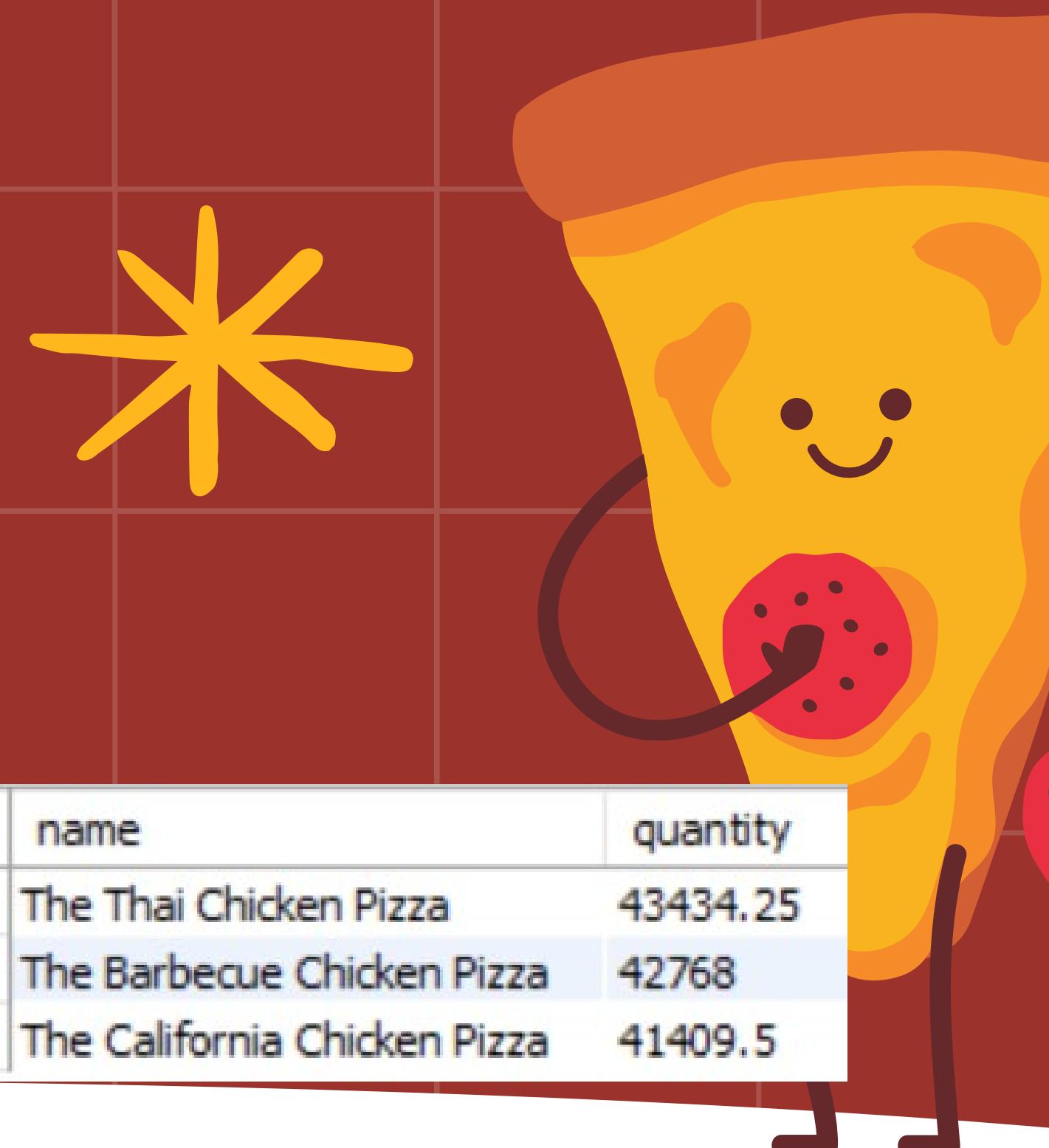
```
SELECT  
    ROUND(AVG(total_pizza), 0) AS avg_pizza_per_day  
FROM  
    (SELECT  
        orders.order_date,  
        SUM(order_details.quantity) AS total_pizza  
    FROM  
        orders  
    JOIN order_details ON orders.order_id = order_details.order_id  
    GROUP BY orders.order_date) AS order_data;
```

avg_pizza_per_day
138



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

```
SELECT  
    pizza_types.name,  
    SUM(order_details.quantity * pizzas.price) AS quantity  
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 quantity DESC  
LIMIT 3;
```

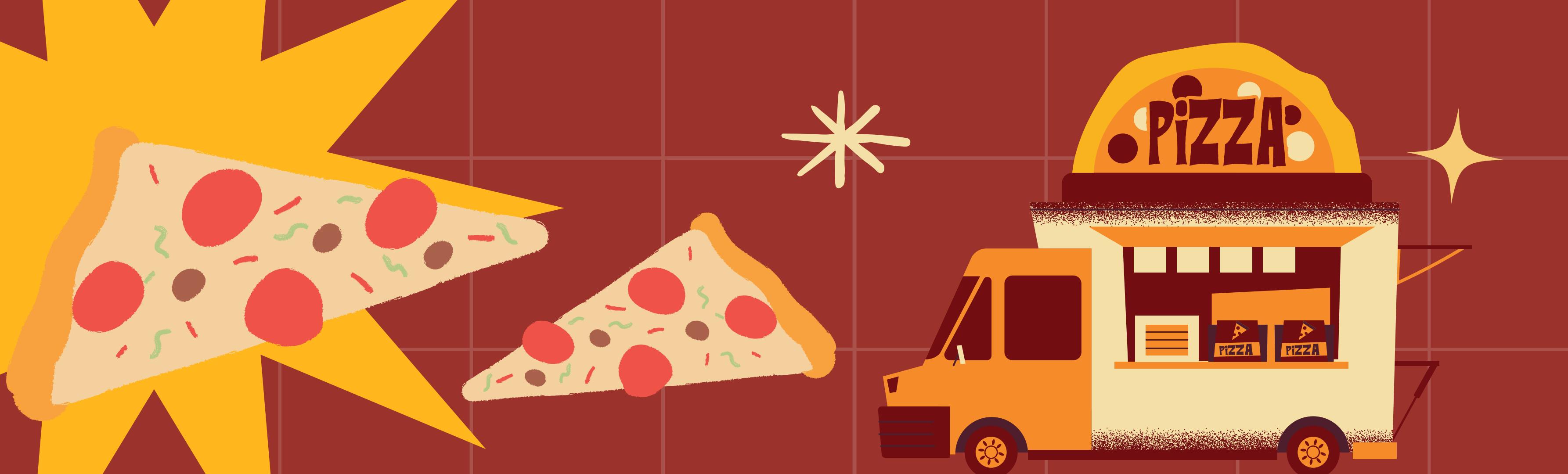


	name	quantity
▶	The Thai Chicken Pizza	43434.25
	The Barbecue Chicken Pizza	42768
	The California Chicken Pizza	41409.5

PROBLEMS

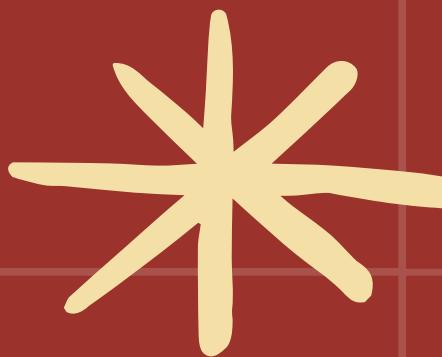
Third Phase of Questions

- Calculate the percentage contribution of each pizza type to total revenue.
- Analyze the cumulative revenue generated over time.
- Determine the top 3 most ordered pizza types based on revenue for each pizza category.
-





1. Calculate the percentage contribution of each pizza type to total revenue.



2. Analyze the cumulative revenue generated over time.



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

	category	revenue
▶	Classic	26.91
	Supreme	25.46
	Chicken	23.96
	Veggie	23.69

	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

	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
	The Margherita Pizza	28154.75

INSIGHTS

- The total number of orders placed is 21350.
- The total revenue generated from pizza sales is 817860.05.
- The highest-priced pizza is The Greek Pizza.
- The average number of pizzas ordered per day is 138.





THANK YOU

"Have fun eating your pizza and
enjoy every bite"