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PIZZA SALES ANALYSIS USING SQL

WHERE EVERY SLICE OF DATA TELLS A STORY

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ABOUT THE PROJECT

This SQL project focuses on analyzing the sales performance of a fictional pizza restaurant — Pizza Resto. Using a comprehensive dataset that includes order details, pizza types, and categories, I formulated 19 business-related questions and solved them using SQL queries.

The goal of this analysis is to extract actionable insights, such as identifying top-selling pizzas, understanding sales trends by time, and calculating revenue contributions.

Tools Used: MySQL / SQL Workbench, Canva for presentation design

Skills Demonstrated: Data analysis, query optimization, business insight generation

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RETRIVE TOTAL NUMBER OF ORDERS PLACED

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

	total_orders
▶	21350

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CALCULATE THE TOTAL REVENUE GENERATED FROM PIZZA SALES

```
SELECT
    ROUND(SUM(order_details.quantity * pizzas.price),2) AS total_revenue
FROM
    order_details
        JOIN
    pizzas ON pizzas.pizza_id = order_details.pizza_id;
```

	total_revenue
▶	817860.05

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IDENTIFIED THE HIGHEST PRICED PIZZA

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

	name	price
▶	The Greek Pizza	35.95

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IDENTIFY THE MOST COMMON PIZZA SIZE ORDERED

```
SELECT
    pizzas.size, COUNT(order_details.order_details_id) as order_count
FROM
    pizzas
        INNER 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

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

```sql
SELECT
    pizza_types.name, SUM(order_details.quantity) as quantity
FROM
    pizzas
        INNER JOIN
    pizza_types 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

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

```sql
SELECT
    pizza_types.category,
    SUM(order_details.quantity) AS quantity
FROM
    pizza_types
        INNER 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 quantity DESC;
```

	category	quantity
▶	Classic	14888
	Supreme	11987
	Veggie	11649
	Chicken	11050

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DETERMINE THE DISTRIBUTION OF ORDERS BY HOURS OF THE DAY

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

hours	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

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JOIN THE 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

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JOIN THE 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

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

```sql
SELECT
    round(AVG(quantity),0) as av_pizzas_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;
```

	av_pizzas_ordered_per_day
▶	138

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DETERMINE THE TOP 3 MOST ORDERED PIZZA TYPE BASED ON REVENUE

```sql
SELECT
    pizza_types.name,
    SUM(order_details.quantity * pizzas.price) AS revenue
FROM
    pizzas
        JOIN
    pizza_types 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

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CALCULATE THE PERCENTAGE CONTRIBUTUON 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

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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 00:00:00	2713.8500000000004
2015-01-02 00:00:00	5445.75
2015-01-03 00:00:00	8108.15
2015-01-04 00:00:00	9863.6
2015-01-05 00:00:00	11929.55
2015-01-06 00:00:00	14358.5
2015-01-07 00:00:00	16560.7
2015-01-08 00:00:00	19399.05
2015-01-09 00:00:00	21526.4
2015-01-10 00:00:00	23990.350000000002
2015-01-11 00:00:00	25862.65
2015-01-12 00:00:00	27781.7

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DETERMINE THE TOP 3 MOST ORDERED PIZZA TYPES BASED ON REVNUE 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;
```

	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 Pepperoni Pizza	30161.75
	The Spicy Italian Pizza	34831.25
	The Italian Supreme Pizza	33476.75
	The Sicilian Pizza	30940.5
	The Four Cheese Pizza	32265.70000000065
	The Mexicana Pizza	26780.75
	The Five Cheese Pizza	26066.5

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THANK YOU! 🍕

THANK YOU FOR VIEWING MY SQL PROJECT ON PIZZA SALES ANALYSIS. I HOPE THIS PRESENTATION DEMONSTRATED HOW STRUCTURED QUERIES CAN UNCOVER KEY BUSINESS INSIGHTS FROM RAW DATA.

Project by Then Darnika | SQL Data Analysis | 2025