

# PIZZA SALES ANALYSIS





# TABLES

PIZZAS

PIZZAS\_TYPES

ORDERDETAIL

ORDERS

# TABLES AND ITS COLUMNS

| PIZZAS        | ORDERS   | ORDERDETAILS     | PIZZATYPES    |
|---------------|----------|------------------|---------------|
| PIZZA_ID      | ORDER_ID | ORDER_DETAILS_ID | PIZZA_TYPE_ID |
| PIZZA_TYPE_ID | DATE     | ORDER_ID         | NAME          |
| SIZE          | TIME     | PIZZA_ID         | CATEGORY      |
| PRICE         |          | QUANTITY         | INGREDIENTS   |



**Retrieve the total number of orders placed.**

```
select count(order_id)as 'Total Number of orders Placed' from orders
```

| Total Number of orders Placed |       |
|-------------------------------|-------|
| 1                             | 21350 |



## Calculate the total revenue generated from pizza sales

```
select round(sum(price * quantity),2) as 'Total Revenue'  
      from pizzas join order_details  
    on pizzas.pizza_id = order_details.pizza_id
```

|   | Total Revenue |
|---|---------------|
| 1 | 817860.05     |



Identify the highest-priced pizza

```
select top 1 name,round(price,2),pizzas.pizza_id  
      from pizzas join pizza_types  
      on pizzas.pizza_type_id = pizza_types.pizza_type_id  
      order by price desc
```

|   | name            | (No column name) | pizza_id      |
|---|-----------------|------------------|---------------|
| 1 | The Greek Pizza | 35.95            | the_greek_xxL |



Identify the most common pizza size ordered.

```
select pizzas.size, count(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 pizzas.size
```

|   | size | order count |
|---|------|-------------|
| 1 | L    | 18526       |
| 2 | M    | 15385       |
| 3 | S    | 14137       |
| 4 | XL   | 544         |
| 5 | XXL  | 28          |



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

```
select top 5 pizza_types.name,sum(quantity) as  
      'Total Pizzas Ordered'  
  from order_details join pizzas  
    on pizzas.pizza_id = order_details.pizza_id  
      join pizza_types  
        on pizzas.pizza_type_id =  
          pizza_types.pizza_type_id  
            group by name  
order by sum(quantity) desc
```



|   | name                       | Total Pizzas Ordered |
|---|----------------------------|----------------------|
| 1 | The Classic Deluxe Pizza   | 2453                 |
| 2 | The Barbecue Chicken Pizza | 2432                 |
| 3 | The Hawaiian Pizza         | 2422                 |
| 4 | The Pepperoni Pizza        | 2418                 |
| 5 | The Thai Chicken Pizza     | 2371                 |



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

```
select pizza_types.category,sum(quantity) as 'Total  
Pizzas Ordered'  
from order_details join pizzas  
on pizzas.pizza_id = order_details.pizza_id  
join pizza_types  
on pizzas.pizza_type_id = pizza_types.pizza_type_id  
group by category  
order by sum(quantity) desc
```



|   | category | Total Pizzas Ordered |
|---|----------|----------------------|
| 1 | Classic  | 14888                |
| 2 | Supreme  | 11987                |
| 3 | Veggie   | 11649                |
| 4 | Chicken  | 11050                |



Determine the distribution of orders by hour of the day.

```
select DATEPART(HOUR, orders.time) as  
'Time', count(orders.order_id) as 'orders'  
from orders  
group by DATEPART(HOUR, orders.time)  
order by DATEPART(HOUR, orders.time)
```

|    | Time | orders |
|----|------|--------|
| 1  | 9    | 1      |
| 2  | 10   | 8      |
| 3  | 11   | 1231   |
| 4  | 12   | 2520   |
| 5  | 13   | 2455   |
| 6  | 14   | 1472   |
| 7  | 15   | 1468   |
| 8  | 16   | 1920   |
| 9  | 17   | 2336   |
| 10 | 18   | 2399   |
| 11 | 19   | 2009   |
|    | 20   | 1040   |





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

```
/*select category,sum(price * quantity) as'Total sales in  
Dollar',sum(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 category*/
```

```
select category,count(name) as 'Total pizza of this category' from  
pizza_types  
group by category
```



|   | category | Total pizza of this category |
|---|----------|------------------------------|
| 1 | Chicken  | 6                            |
| 2 | Classic  | 8                            |
| 3 | Supreme  | 9                            |
| 4 | Veggie   | 9                            |



Group the orders by date and calculate the total number of pizzas ordered per day.

```
select orders.date as 'Date Wise  
Orders',sum(order_details.quantity) as 'Total Pizza  
Ordered' from  
orders join order_details  
on orders.order_id = order_details.order_id  
group by orders.date  
order by orders.date)
```



|    | Date Wise Orders | Total Pizza Ordered |
|----|------------------|---------------------|
| 1  | 2015-01-01       | 162                 |
| 2  | 2015-01-02       | 165                 |
| 3  | 2015-01-03       | 158                 |
| 4  | 2015-01-04       | 106                 |
| 5  | 2015-01-05       | 125                 |
| 6  | 2015-01-06       | 147                 |
| 7  | 2015-01-07       | 138                 |
| 8  | 2015-01-08       | 173                 |
| 9  | 2015-01-09       | 127                 |
| 10 | 2015-01-10       | 146                 |
| 11 | 2015-01-11       | 116                 |



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

```
select sum(quantity)/count(distinct(date)) as  
      'avg_Pizzas_ordered_per_day'  
    from orders join order_details  
  on orders.order_id = order_details.order_id
```

|   | avg_Pizzas_ordered_per_day |
|---|----------------------------|
| 1 | 138                        |



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

```
select top 3 sum(price*quantity) as 'Total Sales',name,pizzas.pizza_type_id  
from pizzas join order_details  
on pizzas.pizza_id = order_details.pizza_id  
join pizza_types  
on pizzas.pizza_type_id = pizza_types.pizza_type_id  
group by name,pizzas.pizza_type_id  
order by sum(price*quantity) desc
```

|   | Total Sales | name                         | pizza_type_id |
|---|-------------|------------------------------|---------------|
| 1 | 43434.25    | The Thai Chicken Pizza       | thai_ckn      |
| 2 | 42768       | The Barbecue Chicken Pizza   | bbq_ckn       |
| 3 | 41409.5     | The California Chicken Pizza | cali_ckn      |



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

```
select pizza_type_id as 'Types of Pizza',(sum(price * quantity)*100/(select(sum(price*quantity)) from pizzas join order_details on pizzas.pizza_id = order_details.pizza_id)) as 'Percentage of total sales' from pizzas join order_details on pizzas.pizza_id = order_details.pizza_id group by pizzas.pizza_type_id order by sum(price * quantity) desc
```

|    | Types of Pizza | Percentage of total sales |
|----|----------------|---------------------------|
| 1  | thai_ckn       | 5.31071910841851          |
| 2  | bbq_ckn        | 5.22925651597168          |
| 3  | cali_ckn       | 5.06315230308009          |
| 4  | classic_dlx    | 4.66834147979931          |
| 5  | spicy_ital     | 4.25882765202812          |
| 6  | southw_ckn     | 4.24348272842275          |
| 7  | ital_supr      | 4.09321252036698          |
| 8  | hawaiian       | 3.94606020515533          |
| 9  | four_cheese    | 3.9451371870957           |
| 10 | sicilian       | 3.78310445268476          |
| 11 | pepperoni      | 3.68788645063152          |
|    |                | 0.473001500110            |



Analyze the cumulative revenue generated over time.

with sales as

```
(select DATEPART(HOUR, orders.time) as 'Time',sum(price*quantity) as  
'revenue'  
from order_details join orders  
on order_details.order_id = orders.order_id  
join pizzas  
on pizzas.pizza_id = order_details.pizza_id  
group by DATEPART(HOUR, orders.time))  
SELECT Time ,SUM([Revenue]) OVER (ORDER BY Time) AS [Cumulative  
Revenue]  
FROM sales
```



|    | Time | Cumulative Revenue |
|----|------|--------------------|
| 1  | 9    | 83                 |
| 2  | 10   | 386.650001525879   |
| 3  | 11   | 45322.4500484467   |
| 4  | 12   | 157200.350172043   |
| 5  | 13   | 263266.050279617   |
| 6  | 14   | 322467.450338364   |
| 7  | 15   | 375459.750394821   |
| 8  | 16   | 445515.150468826   |
| 9  | 17   | 531752.60055542    |
| 10 | 18   | 621049.450639725   |
| 11 | 19   | 693678.350709915   |

✓ Query executed successfully.



```
--Determine the top 3 most ordered pizza types based on revenue for each pizza category  
with sales as  
(select sum(price*quantity) as 'revenue',pizza_types.category as 'category',name as 'Name'  
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,name)  
SELECT revenue ,Name,category, rank() OVER (partition by category order by revenue desc ) as  
'rn'  
FROM sales
```

|    | revenue          | Name                         | category | rn |
|----|------------------|------------------------------|----------|----|
| 1  | 43434.25         | The Thai Chicken Pizza       | Chicken  | 1  |
| 2  | 42768            | The Barbecue Chicken Pizza   | Chicken  | 2  |
| 3  | 41409.5          | The California Chicken Pizza | Chicken  | 3  |
| 4  | 34705.75         | The Southwest Chicken Pizza  | Chicken  | 4  |
| 5  | 16900.25         | The Chicken Alfredo Pizza    | Chicken  | 5  |
| 6  | 16701.75         | The Chicken Pesto Pizza      | Chicken  | 6  |
| 7  | 38180.5          | The Classic Deluxe Pizza     | Classic  | 1  |
| 8  | 32273.25         | The Hawaiian Pizza           | Classic  | 2  |
| 9  | 30161.75         | The Pepperoni Pizza          | Classic  | 3  |
| 10 | 28454.1000213623 | The Greek Pizza              | Classic  | 4  |
| 11 | 25094            | The Italian Capocollo Pizza  | Classic  | 5  |

A festive illustration featuring two people in the foreground, both wearing green shirts, eating slices of pizza. The person on the left has curly black hair and is smiling while holding a slice with red toppings. The person on the right wears round glasses and has a gentle smile, also holding a slice. They are positioned in front of a large, stylized banner that reads "THANK YOU". The banner is decorated with a yellow grid pattern, a yellow wavy border, and various yellow and orange shapes resembling coins or ornaments. The background is a solid reddish-orange color.

THANK YOU