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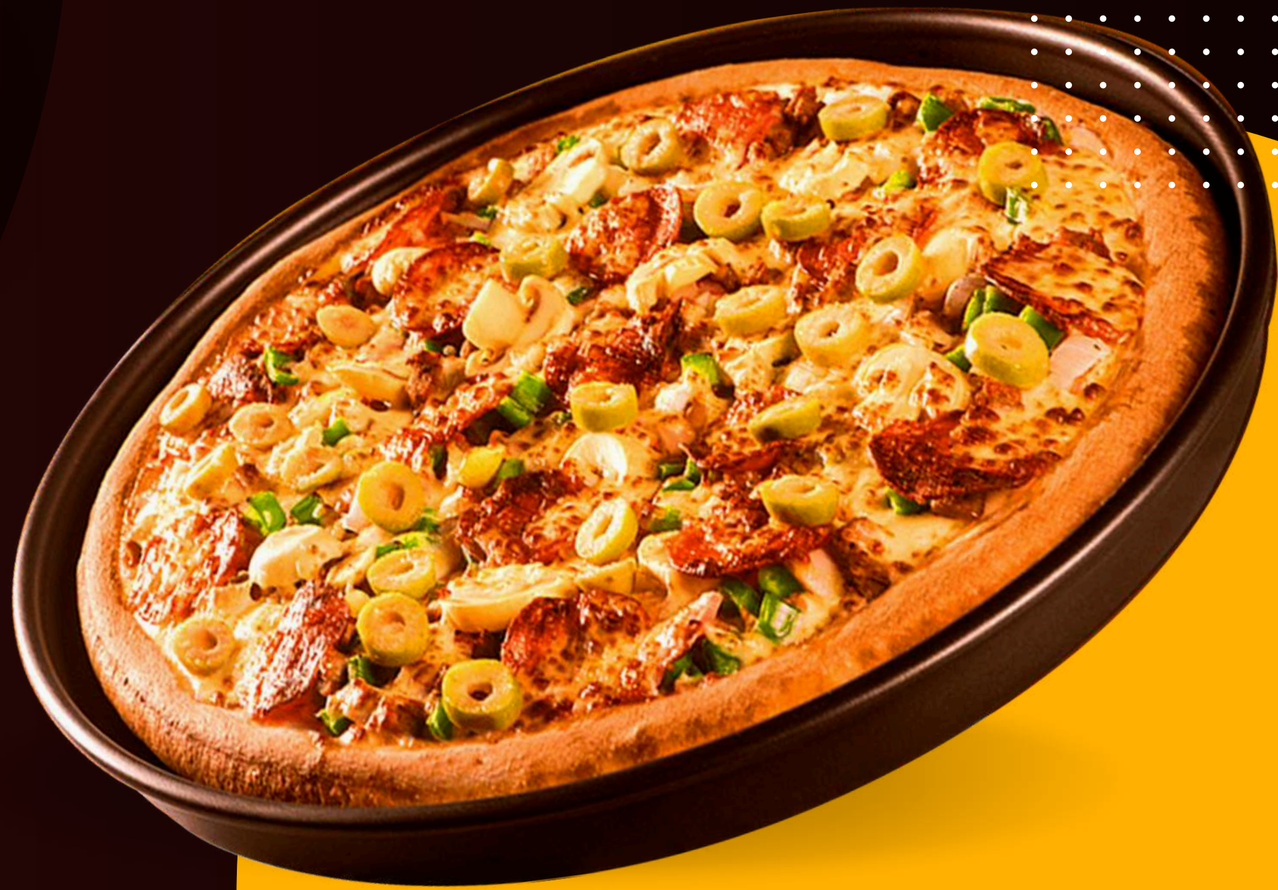
PIZZA SALES ANALYSIS USING SQL



- WHERE EVERY SLICE TELLS A STORY

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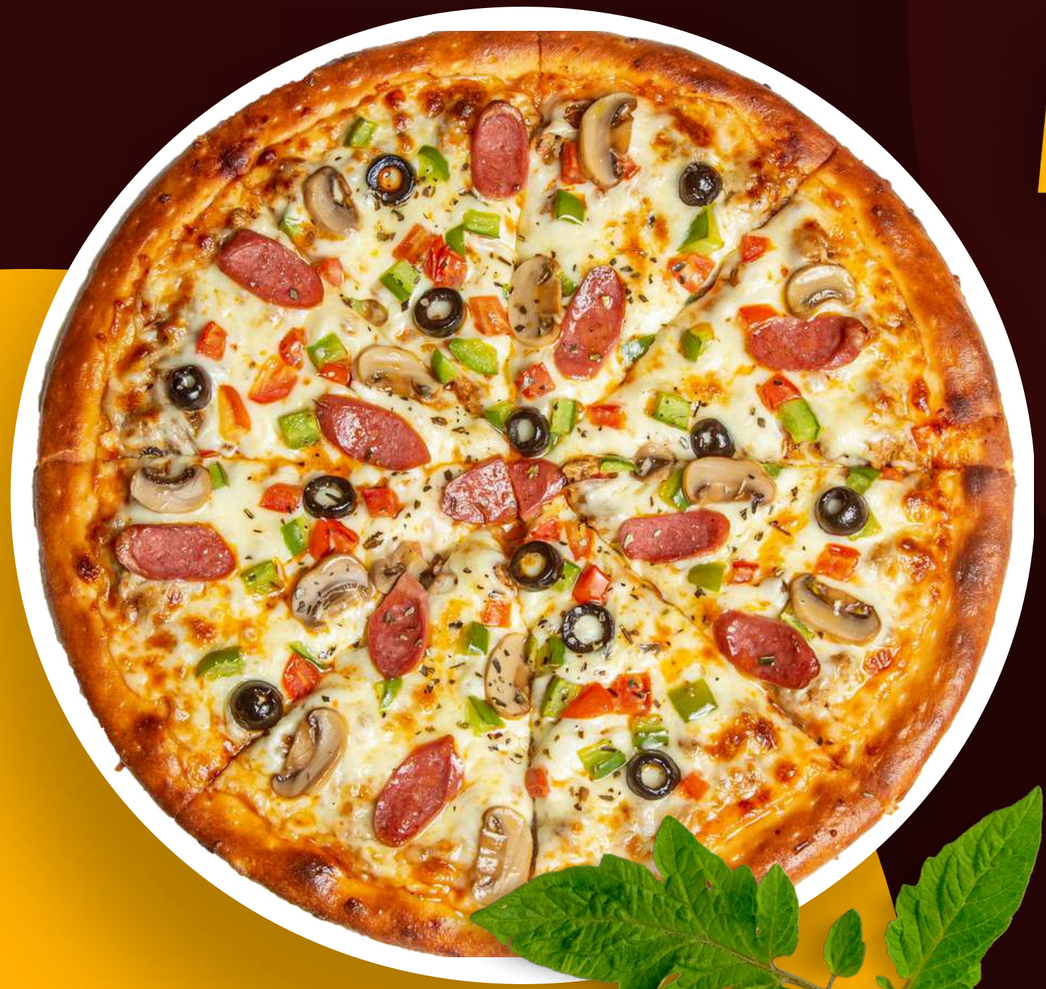

ABOUT THE PROJECT

- Aim: To analyze pizza sales data using SQL queries
- Dataset: Pizza sales dataset with orders, details, pizzas, etc.
- Tools: MySQL

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STARTING OF QUERIES SECTION

Retrieve the total no of orders

```
select count(order_id) as total_orders from orders;
```

Result Grid

total_orders
21350

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calculate the total revenue genearted from pizza sales.

```
SELECT
    ROUND(SUM(orders_details.quantity * pizzas.price),
            2) AS total_sales
FROM
    orders_details
        JOIN
    pizzas ON pizzas.pizza_id = orders_details.pizza_id
```

Result Grid

total_sales
817860.05

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Identify the highest priced pizza.

```
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 Rows:

name	price
The Greek Pizza	35.95

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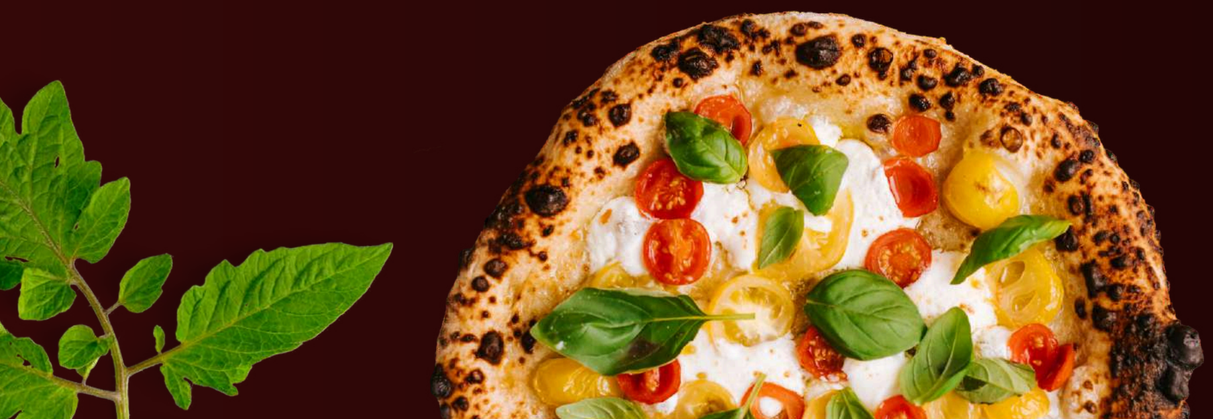
Identify the most common pizza size ordered.

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

Result Grid

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



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

```
SELECT
    pizza_types.name, SUM(orders_details.quantity) AS quantity
FROM
    pizza_types
        JOIN
    pizzas ON pizza_types.pizza_type_id = pizzas.pizza_type_id
        JOIN
    orders_details ON orders_details.pizza_id = pizzas.pizza_id
GROUP BY pizza_types.name
ORDER BY quantity DESC
LIMIT 5;
```

Result Grid | Filter Rows:

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(orders_details.quantity) AS quantity
FROM
    pizza_types
        JOIN
    pizzas ON pizza_types.pizza_type_id = pizzas.pizza_type_id
        JOIN
    orders_details ON orders_details.pizza_id = pizzas.pizza_id
GROUP BY pizza_types.category
ORDER BY quantity DESC;
```

Result Grid

category	quantity
Classic	14888
Supreme	11987
Veggie	11649
Chicken	11050

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Determine the distribution of orders by hour of the day

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

Result Grid | Filter Ro

hour	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

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Joint relevant tables to find the category wise distribution

```
select category ,count(name) from pizza_types
group by category;
```

Result Grid | Filter Rows:

	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 avg_pizza_ordered_per_day
FROM
    (SELECT
        orders.order_date, SUM(orders_details.quantity) AS quantity
    FROM
        orders
    JOIN orders_details ON orders.order_id = orders_details.order_id
    GROUP BY orders.order_date) AS order_quantity;
```

Result Grid | Filter Rows:

avg_pizza_ordered_per_day
138

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Determine the top 3 most ordered pizza types based on revenue

```
select pizza_types.name,
sum(orders_details.quantity * pizzas.price) as revenue
from pizza_types join pizzas
on pizzas.pizza_type_id = pizza_types.pizza_type_id
join orders_details
on orders_details.pizza_id = pizzas.pizza_id
group by pizza_types.name order by revenue desc limit 3 ;
```

Result Grid | Filter Rows:

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 contribution of each pizza type to total revenue

```sql
SELECT
    pizza_types.category,
    SUM(orders_details.quantity * pizzas.price) / (SELECT
            ROUND(SUM(orders_details.quantity * pizzas.price),
                    2) AS total_sales
        FROM
            orders_details
                JOIN
            pizzas ON pizzas.pizza_id = orders_details.pizza_id) * 100 AS revenue
FROM
    pizza_types
        JOIN
    pizzas ON pizza_types.pizza_type_id = pizzas.pizza_type_id
        JOIN
    orders_details ON orders_details.pizza_id = pizzas.pizza_id
GROUP BY pizza_types.category
ORDER BY revenue DESC;
```

Result Grid | Filter Rows:

category	revenue
Classic	26.90596025566967
Supreme	25.45631126009862
Chicken	23.955137556847287
Veggie	23.682590927384577

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analyze the cumulative revenue generated over time

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

Result Grid | Filter Rows:

order_date	cum_rev
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
2015-01-08	19399.05
2015-01-09	21526.4
2015-01-10	23990.350000000002
2015-01-11	25862.65
2015-01-12	27781.7
2015-01-13	29831.300000000003

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CONCLUSION

->SQL helped extract valuable insights from pizza sales data:

→ Identified best-selling & least-selling pizzas

->Observed sales trends by time/day