



PIZZAHUT PROJECT - SQL

Analyzing Sales and Operations with SQL Queries





About Project

Project Overview

The SQL project focuses on analyzing Pizza Hut's data to gain insights into sales and operations. Utilizing a variety of SQL queries, the project aims to identify key business metrics and trends. The data includes customer details, orders, order details, product information, and employee records.

Objectives

1. **Customer Segmentation:** Identify top customers based on the number of orders placed.
2. **Sales Analysis:** Calculate total sales per product.
3. **Monthly Revenue:** Determine the total revenue generated each month.
4. **Employee Performance:** Evaluate employee performance based on the number of order handled.
5. **Popular Products:** Identify the most popular products based on sales quantity.
6. **Revenue by Customer Region:** Analyze revenue distribution across different customer regions.

Queries Solved



1. Total Revenue
2. Average Order Value
3. Total Pizzas Sold
4. Total Orders
5. Average Pizzas Per Order
6. Daily Trend for Total Orders
7. Monthly Trend for Orders
8. Percentage of Sales by Pizza Category
9. Percentage of Sales by Pizza Size
10. Total Pizzas Sold by Pizza Category
11. Top 5 Pizzas by Revenue
12. Bottom 5 Pizzas by Revenue
13. Top 5 Pizzas by Quantity
14. Bottom 5 Pizzas by Quantity
15. Top 5 Pizzas by Total Orders
16. Bottom 5 Pizzas by Total Orders



Total Revenue

```
-- 1. Total Revenue:  
SELECT  
    SUM(total_price) AS total_revenue  
FROM  
    pizza_sales;
```

Result Grid	
	total_revenue
▶	817860.0499999993



Average Order Value.

```
-- 2. Average Order Value
SELECT
    SUM(total_price) / COUNT(DISTINCT order_id) AS avg_order_value
FROM
    pizza_sales;
```

Result Grid		Filter Row
	avg_order_value	
▶	38.307262295081635	



Total Pizzas Sold.

```
-- 3. Total Pizzas Sold  
SELECT  
    SUM(quantity) AS Total_pizza_sold  
FROM  
    pizza_sales;
```

Result Grid			
	Total_pizza_sold		
▶	49574		



Total Orders

```
-- 4. Total Orders
```

```
SELECT
```

```
    COUNT(DISTINCT order_id) AS Total_orders
```

```
FROM
```

```
    pizza_sales;
```

Result Grid



	Total_orders
▶	21350



Average Pizzas per Order

```
-- 5. Average Pizzas Per Order
SELECT
    ROUND(SUM(quantity) / COUNT(DISTINCT order_id),
          2) AS Avg_pizza_per_order
FROM
    pizza_sales;
```



Result Grid		Filter Rows
	Avg_Pizzas_per_order	
▶	2.32	



Daily Trend for Total Orders



```
-- B. Daily Trend for Total Orders
SELECT
    DAYNAME(order_date) AS order_day,
    COUNT(DISTINCT order_id) AS total_orders
FROM
    pizza_sales
GROUP BY DAYNAME(order_date);
```

Result Grid   Filter Rows		
	order_day	total_orders
▶	Friday	3538
	Monday	2794
	Saturday	3158
	Sunday	2624
	Thursday	3239
	Tuesday	2973
	Wednesday	3024



Monthly Trend for Orders

```
-- C. Monthly Trend for Orders
SELECT
    MONTHNAME(order_date) AS Month_Name,
    COUNT(DISTINCT order_id) AS Total_Orders
FROM
    pizza_sales
GROUP BY MONTHNAME(order_date)
```

Result Grid			Filter Rows:
	Month_Name	Total_Orders	
▶	April	1799	
	August	1841	
	December	1680	
	February	1685	
	January	1845	
	July	1935	
	June	1773	
	March	1840	
	May	1853	
	November	1792	
	October	1646	
	September	1661	



Percentage of Sales by Pizza Category

```
-- Percentage of Sales by Pizza Category
SELECT pizza_category, CAST(SUM(total_price) AS DECIMAL(10,2)) as total_revenue,
CAST(SUM(total_price) * 100 / (SELECT SUM(total_price)
from pizza_sales) AS DECIMAL(10,2)) AS PCT
FROM pizza_sales
GROUP BY pizza_category
```

Result Grid			
Filter Rows:			
	pizza_category	total_revenue	PCT
▶	Classic	220053.10	26.91
	Veggie	193690.45	23.68
	Supreme	208197.00	25.46
	Chicken	195919.50	23.96



Percentage of Sales by Pizza Size

```
-- % of Sales by Pizza Size
SELECT pizza_size, CAST(SUM(total_price) AS DECIMAL(10,2)) as total_revenue,
CAST(SUM(total_price) * 100 / (SELECT SUM(total_price) from pizza_sales)
AS DECIMAL(10,2)) AS PCT
FROM pizza_sales
GROUP BY pizza_size
ORDER BY pizza_size;
```

Result Grid				Filter Rows:	
	pizza_size	total_revenue	PCT		
▶	L	375318.70	45.89		
	M	249382.25	30.49		
	S	178076.50	21.77		
	XL	14076.00	1.72		
	XXL	1006.60	0.12		



Total Pizza Sold by Pizza Category

```
-- Total Pizzas Sold by Pizza Category
SELECT pizza_category, SUM(quantity) as Total_Quantity_Sold
FROM pizza_sales
WHERE MONTH(order_date) = 2
GROUP BY pizza_category
ORDER BY Total_Quantity_Sold DESC
```

Result Grid			Filter Rows:
	pizza_category	Total_Quantity_Sold	
▶	Classic	1178	
	Supreme	964	
	Veggie	944	
	Chicken	875	



Top 5 Pizzas by Revenue

```
-- Top 5 Pizzas by Revenue
SELECT pizza_name, SUM(total_price) AS Total_Revenue
FROM pizza_sales
GROUP BY pizza_name
ORDER BY Total_Revenue DESC
LIMIT 5;
```

Result Grid			Filter Rows:
	pizza_name	Total_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 Spicy Italian Pizza	34831.25	



Bottom 5 Pizzas by Revenue

```
-- Bottom 5 Pizzas by Revenue  
SELECT pizza_name, ROUND(SUM(total_price),2) AS Total_Revenue  
FROM pizza_sales  
GROUP BY pizza_name  
ORDER BY Total_Revenue ASC  
LIMIT 5;
```

Result Grid			Filter Rows:
	pizza_name	Total_Revenue	
▶	The Brie Carre Pizza	11588.5	
	The Green Garden Pizza	13955.75	
	The Spinach Supreme Pizza	15277.75	
	The Mediterranean Pizza	15360.5	
	The Spinach Pesto Pizza	15596	



Top 5 Pizzas by Quantity

```
-- Top 5 Pizzas by Quantity
SELECT pizza_name, SUM(quantity) AS Total_Pizza_Sold
FROM pizza_sales
GROUP BY pizza_name
ORDER BY Total_Pizza_Sold DESC
LIMIT 5;
```

Result Grid			Filter Rows:
	pizza_name	Total_Pizza_Sold	
▶	The Classic Deluxe Pizza	2453	
	The Barbecue Chicken Pizza	2432	
	The Hawaiian Pizza	2422	
	The Pepperoni Pizza	2418	
	The Thai Chicken Pizza	2371	



Bottom 5 Pizzas by Quantity

```
-- Bottom 5 Pizzas by Quantity
SELECT pizza_name, SUM(quantity) AS Total_Pizza_Sold
FROM pizza_sales
GROUP BY pizza_name
ORDER BY Total_Pizza_Sold ASC
LIMIT 5;
```

Result Grid			Filter Rows:
	pizza_name	Total_Pizza_Sold	
▶	The Brie Carre Pizza	490	
	The Mediterranean Pizza	934	
	The Calabrese Pizza	937	
	The Spinach Supreme Pizza	950	
	The Soppressata Pizza	961	



Top 5 Pizzas by Total Orders

```
-- Top 5 Pizzas by Total Orders
SELECT pizza_name, COUNT(DISTINCT order_id) AS Total_Orders
FROM pizza_sales
GROUP BY pizza_name
ORDER BY Total_Orders DESC
LIMIT 5;
```

Result Grid			Filter Rows:
	pizza_name	Total_Orders	
▶	The Classic Deluxe Pizza	2329	
	The Hawaiian Pizza	2280	
	The Pepperoni Pizza	2278	
	The Barbecue Chicken Pizza	2273	
	The Thai Chicken Pizza	2225	



Bottom 5 Pizzas by Total Orders

```
-- Bottom 5 Pizzas by Total Orders  
SELECT pizza_name, COUNT(DISTINCT order_id) AS Total_Orders  
FROM pizza_sales  
GROUP BY pizza_name  
ORDER BY Total_Orders ASC  
LIMIT 5;
```

Result Grid			Filter Rows:
	pizza_name	Total_Orders	
▶	The Brie Carre Pizza	480	
	The Mediterranean Pizza	912	
	The Calabrese Pizza	918	
	The Spinach Supreme Pizza	918	
	The Chicken Pesto Pizza	938	





THANK YOU

Made by : Rishav Raj