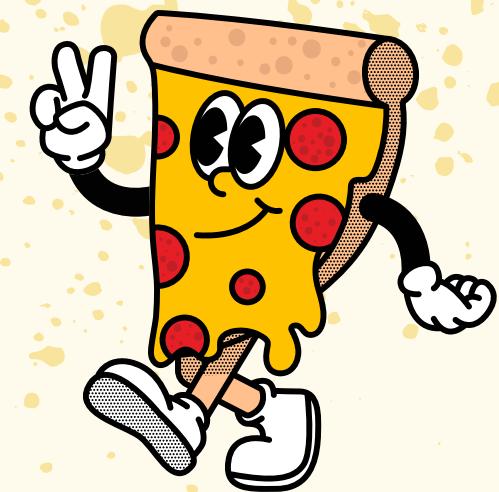
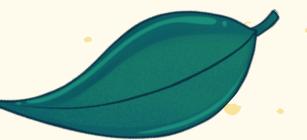


# Pizza Sales Project



# Objective

This project aims to analyze pizza sales data using SQL to gain insights into order trends, revenue generation, and customer preferences. Key objectives include identifying top-selling pizza types, revenue contribution by each pizza, and temporal patterns in ordering behaviour. The analysis also seeks to uncover category-wise distributions and average daily order quantities to inform business decisions.



# Retrieve the total number of orders placed

```
SELECT COUNT(ORDER_ID) AS TOTAL_SALES  
FROM ORDERS;
```

total_sales	bigint	🔒
	21350	

# Calculate the total revenue generated from pizza sales

```
SELECT SUM(ORDER_DETAILS.QUANTITY * PIZZAS.PRICE) AS TOTAL_REVENUE  
FROM PIZZAS  
JOIN ORDER_DETAILS ON PIZZAS.PIZZA_ID = ORDER_DETAILS.PIZZA_ID;
```

total\_revenue  
double precision

817860.049999993

# 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 PRICE DESC  
LIMIT 1;
```



name	price
text	double precision
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 QUANTITY
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.NAME
ORDER BY QUANTITY DESC
LIMIT 5;
```

name text	quantity bigint
The Classic Deluxe Pizza	2453
The Barbecue Chicken Pizza	2432
The Hawaiian Pizza	2422
The Pepperoni Pizza	2418
The Thai Chicken Pizza	2371

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

```
SELECT PIZZA_TYPES.CATEGORY AS CATEGORY, SUM(ORDER_DETAILS.QUANTITY) AS QUANTITY  
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 CATEGORY  
ORDER BY QUANTITY DESC;
```

category text	quantity bigint
Classic	14888
Supreme	11987
Veggie	11649
Chicken	11050

# Determine the distribution of orders by hour of the day

```
SELECT EXTRACT(HOUR FROM ORDER_TIME) AS HOUR, COUNT(ORDER_ID) AS ORDER_COUNT  
FROM ORDERS  
GROUP BY HOUR  
ORDER BY ORDER_COUNT DESC;
```

hour	order_count
numeric	bigint
12	2520
13	2455
18	2399
17	2336
19	2009
16	1920
20	1642
14	1472
15	1468
11	1231
21	1198
22	663
23	28
10	8
9	1

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

```
SELECT CATEGORY, COUNT(NAME)  
FROM PIZZA_TYPES  
GROUP BY CATEGORY;
```

category	count
text	bigint
Supreme	9
Chicken	6
Classic	8
Veggie	9

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

```
SELECT ROUND(AVG(QUANTITY),0) AS AVERAGE_ORDER_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);
```

average\_order\_per\_day  
numeric

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

```
SELECT 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.NAME  
ORDER BY REVENUE DESC  
LIMIT 3;
```

name text	revenue double precision
The Thai Chicken Pizza	43434.25
The Barbecue Chicken Pizza	42768
The California Chicken Pizza	41409.5

# Calculate the percentage contribution of each pizza type to total revenue

```
SELECT PIZZA_TYPES.CATEGORY, (SUM(ORDER_DETAILS.QUANTITY * PIZZAS.PRICE) /  
    (SELECT SUM(ORDER_DETAILS.QUANTITY * PIZZAS.PRICE) AS TOTAL_SALES  
     FROM ORDER_DETAILS  
     JOIN PIZZAS ON ORDER_DETAILS.PIZZA_ID = PIZZAS.PIZZA_ID) * 100) 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
text	double precision
Classic	26.905960255669903
Supreme	25.45631126009884
Chicken	23.955137556847493
Veggie	23.682590927384783

# Analyze the cumulative revenue generated over time

```
SELECT ORDER_DATE, SUM(REVENUE) OVER(ORDER BY ORDER_DATE) AS CUMULATIVE_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)
```

order_date	cumulative_revenue
2015-01-01	2713.8500000000004
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

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

```
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 text	revenue double precision
The Barbecue Chicken Pizza	42768
The California Chicken Pizza	41409.5
The Classic Deluxe Pizza	38180.5
The Five Cheese Pizza	26066.5
The Four Cheese Pizza	32265.70000000065
The Hawaiian Pizza	32273.25
The Italian Supreme Pizza	33476.75
The Mexicana Pizza	26780.75
The Pepperoni Pizza	30161.75
The Sicilian Pizza	30940.5
The Spicy Italian Pizza	34831.25
The Thai Chicken Pizza	43434.25

# Thank you!

