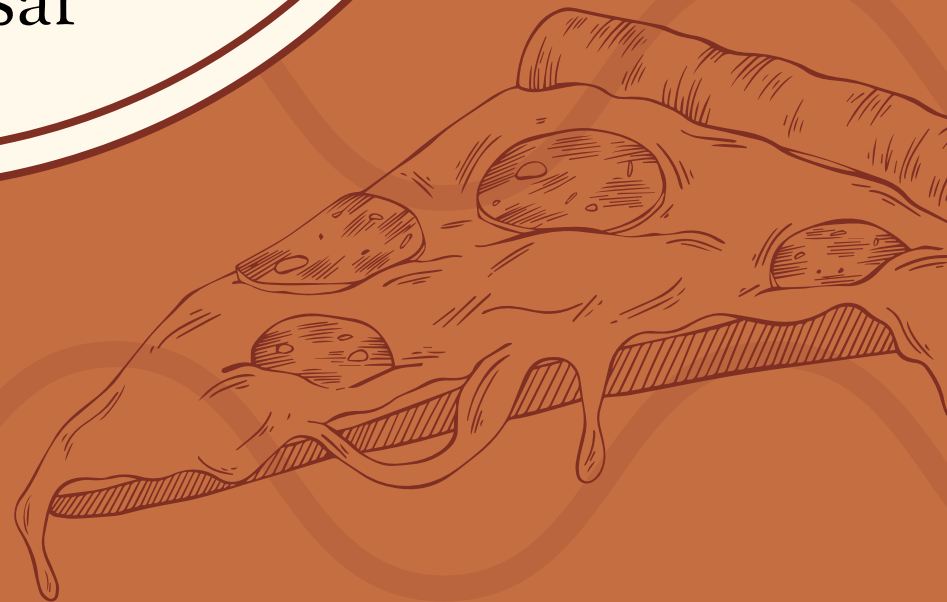


# SQL Project on Pizza Sales Analysis

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# Introduction

In this project, I analyze pizza sales data with SQL to find important trends and insights.

This helps in making better business decisions, managing inventory, and improving marketing. We look at customer likes, seasonal patterns, and how profitable different pizzas are.

# Total number of order place

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

Result Grid	
	total_order
▶	21350

# --Total revenue generated 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

# -- The highest price of 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 R
	name	price	
▶	The Greek Pizza	35.95	



-- Most common pizza size ordered.

```
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			Filter
	size	order_count	
▶	L	18526	
	M	15385	
	S	14137	
	XL	544	

-- 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: <input type="text"/>		
	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

--Category-wise distribution of pizzas.



```
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	






# --Distribution of orders by hour of the day.

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

Result Grid     Filter Rows		
	hour(order_time)	count(orc
	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

--Orders by date and average number of pizzas ordered per day.

```
SELECT
    ROUND(AVG(quantity), 0)
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
		round(avg(quantity),0)		
		138		

-- Total quantity of each pizza category ordered.

```
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;
```

category	quantity
Classic	14888
Supreme	11987
Veggie	11649
Chicken	11050

-- 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	

-- Percentage contribution of each pizza type to total revenue.

```
SELECT
    pizza_types.category,
    ROUND(SUM(orders_details.quantity * pizzas.price) /
        (SELECT
            SUM(orders_details.quantity * pizzas.price)
            FROM orders_details
            JOIN pizzas
            ON pizzas.pizza_id = orders_details.pizza_id) * 100, 2) 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	
category	revenue
Classic	26.91
Supreme	25.46
Chicken	23.96
Veggie	23.68



-- Cumulative revenue generated over time.

```
select order_date,  
sum(revenue) over(order by order_date) as cum_revenue  
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 ;
```

order_date	cum_revenue
2015-01-01	2713.85000000000004
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

# -- Top 3 most ordered pizza types based on revenue for each pizza category

```
select category,name,revenue,  
rank() over(partition by category order by revenue desc) as rn  
from  
(select pizza_types.category,pizza_types.name,  
sum((orders_details.quantity) * pizzas.price) 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,pizza_types.name )as a;
```

Result Grid     Filter Rows: <input type="text"/>   Export:				
	category	name	revenue	rn
▶	Chicken	The Thai Chicken Pizza	43434.25	1
	Chicken	The Barbecue Chicken Pizza	42768	2
	Chicken	The California Chicken Pizza	41409.5	3

# Key Insights:

- Large pizzas are the most popular size, with 18,526 orders.
- The Classic Deluxe Pizza is the top choice, with 2,453 orders.
- Classic pizzas lead in total revenue, contributing 26.91%.
- The Thai Chicken Pizza is a major contributor to revenue.
- Average pizza sales are 138 per category.
- The Veggie category hits a high of 9%.