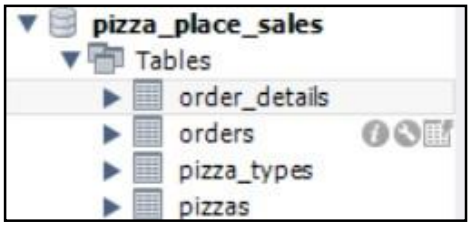
Pizza Place Sales

Overview of the Project: -

4 data sets names: - 1. order_details
2. orders
3. pizza_types
4. pizzas



Recommended Analysis

Performed by SQL Tool

- How many customers do we have each day? Are there any peak hours. ✦ There are two peak hours: from 12 to 1 and from 5 to 6

✦ We see 60 customers a day on average.

```
1   #Q1. How many customers do we have each day? Are there any peak hours?
2   # How many customers do we have each day ?
3   SELECT * FROM orders;
4
5   SELECT Round(AVG(counts),0) as numbers_of_customers_each_day
6   FROM (
7   SELECT date, COUNT(DISTINCT order_id) AS counts
8   FROM orders
9   GROUP BY date
10  )subquery;
11
12  # We see 60 customers a day on average
13
```

Result Grid | Filter Rows: | Export: | Wrap Cell Content:

numbers_of_customers_each_day
60

p.m., when most of the orders are placed.

```sql
#Are there any peak hours?

SELECT
  hour(time) as hour,
  count(*) as num_of_customers
FROM orders
GROUP BY hour(time)
ORDER BY hour
```

Result Grid | Filter Rows: | Export:

hour	num_of_customers
9	1
10	8
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

- How many pizzas are typically in order? Do we have any bestsellers? ✦ Average no. of pizza in an order is 2.

```sql
#Q2. How many pizzas are typically in order? Do we have any bestsellers?
#Average No. of Pizza in an Order
SELECT round(Avg(order_count),0) AS average_order_count
FROM (
    SELECT order_id, COUNT(order_id) AS order_count
    FROM order_details
    GROUP BY order_id
) subquery;
```

Result Grid | Filter Rows: | Export: | Wrap Cell Content:

average_order_count
2

✦ The best seller pizza is big_meat_s

```
32
33      #Do we have any bestsellers?
34
35 •    SELECT pizza_id, Count(order_id) AS total_sold
36      FROM order_details
37      GROUP BY pizza_id
38      ORDER BY total_sold DESC;
```

Result Grid | Filter Rows: | Export: | Wrap Cell Content:

pizza_id	total_sold
big_meat_s	1811
thai_ckn_l	1365
five_cheese_l	1359
four_cheese_l	1273
classic_dlx_m	1159
spicy_ital_l	1088
hawaiian_s	1001
southw_ckn_l	993
bbq_ckn_l	967
bbq_ckn_m	926
ital_supr_m	920
pepperoni_m	918
cali_ckn_m	914
hawaiian_l	896
cali_ckn_l	895
mexicana_l	844
classic_dlx_s	786
pepperoni_s	739

Result 41

- How much money did we make this year?

- ✦ This year we made $ 801,944.70

- Are there any pizzas we should take off the menu

  - ✦ We can take off the pizza from the menu is the_greek_xxl pizza it is lowest ordered pizza in that year.

```
53
54      #Q4. Are there any pizzas we should take off the menu, or any promotions we could leverage
55
56 •    SELECT pizza_id, Count(order_id) AS total_sold
57      FROM order_details
58      GROUP BY pizza_id
59      ORDER BY total_sold;
```

Result Grid | Filter Rows: | Export: | Wrap Cell Content:

pizza_id	total_sold
the_greek_xxl	28
green_garden_l	94
ckn_alfredo_s	96
calabrese_s	99
mexicana_s	160
ckn_alfredo_l	187
ital_veggie_l	190
ital_supr_s	194
the_greek_l	255
spinach_supr_m	266
soppressata_m	268
mediterraneo_m	271
calabrese_l	274
ckn_pesto_m	274
the_greek_m	279
spin_pesto_l	279
spinach_supr_l	280
spin_pesto_m	281

Result 55

Limit to 50000 rows

```
40      # Q3. How much money did we make this year? Can we identify any seasonality in the sales?
41      #How much money did we make this year?
42 •    Select SUM(price) AS Total_profit
43      FROM
44      (
45      Select order_details.pizza_id, pizzas.price
46      FROM
47      order_details
48      LEFT JOIN
49      pizzas
50      ON
51      order_details.pizza_id=pizzas.pizza_id
52      ) AS pizza_prices;
```

Result Grid | Filter Rows: | Export: | Wrap Cell Content:

Total_profit
801944.6999999925

Some More Insights

- Total No. of Pizza Sold
- Total No. of Order Placed

```
73      #Total No. of Order Plcaed
74 •    Select count(Order_id) AS Total_No_Of_Order_Placed
75      from orders;
```

Result Grid | Filter Rows: | Export: | Wrap Cell Content

Total_No_Of_Order_Placed
21350

- Average Order Value Per Customer

```
86      #Sum of Sales as Per Pizza Category Size
87
88 •    SELECT DISTINCT(pizzas.size), SUM(pizzas.price) AS sum_of_amount
89      FROM
90      order_details
91      LEFT JOIN
92      pizzas
93      ON order_details.pizza_id = pizzas.pizza_id
94      GROUP BY pizzas.size
```

Result Grid | Filter Rows: | Export: | Wrap Cell Content:

size	sum_of_amount
M	245409.5
L	366862.10000000853
S	174794.49999999843
XL	13872
XXL	1006.6000000000005

```
76    #Average Order Value Per Customer
77
78 •  Select avg(total_price) AS average_order_value_per_customer
79    FROM (
80    SELECT order_details.order_id, SUM(pizzas.price) AS total_price
81    FROM order_details
82    LEFT JOIN pizzas ON order_details.pizza_id = pizzas.pizza_id
83    GROUP BY order_details.order_id )
84    as pizza_prices;
```

Result Grid | Filter Rows: | Export: | Wrap Cell Content:

average_order_value_per_customer
37.56181264636966

- Total Sales as Per Pizza Category Size