SQL PROJECT

PIZZA PIZZA

WHERE EVERY SLICE TELLS A STORY

PIZZA PIZZA
Pizza Resto

ABOUT PROJECT

Pizza Sales SQL Analytics is a data analysis project that uncovers key business insights from a pizza sales dataset using SQL. This project explores revenue trends, identifies top-selling pizza types and categories, calculates cumulative revenue over time, and provides actionable KPIs for business growth. The analysis leverages SQL concepts like JOINs, GROUP BY, aggregation functions, and window functions to deliver clear and valuable insights.
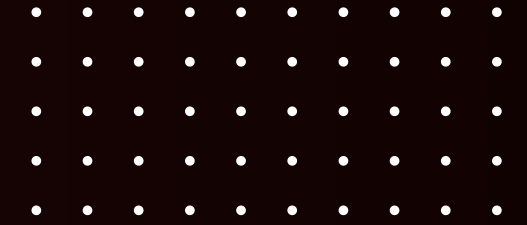
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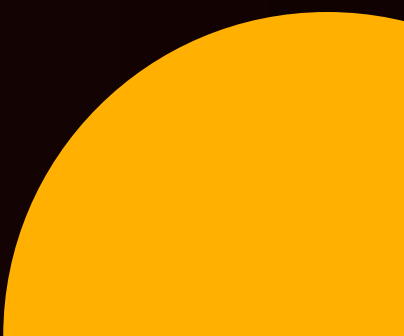
ABOUT ME

Hi, I'm Kaushal

I'm a data analytics enthusiast with a passion for turning raw data into meaningful business insights. Currently pursuing my Master's in Data Science, I enjoy working with SQL, Python, and visualization tools like Tableau to solve real-world problems. This project showcases my ability to analyze datasets, design clean SQL queries, and present actionable insights for business decision-making.

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Data Anlayst

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RETRIEVE THE TOTAL NUMBER OF ORDERS PLACED.

SELECT count(order_id) AS total_orders FROM pizzapizza.orders ;

Result Grid

	total_orders
▶	21350

$20

$20

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.

```
SELECT
    PIZZAS.SIZE, COUNT(ORDER_DETAILS.ORDER_DETAILS_ID) AS COUNT
FROM
    PIZZAS
    JOIN
    ORDER_DETAILS ON PIZZAS.PIZZA_ID = ORDER_DETAILS.PIZZA_ID
GROUP BY PIZZAS.SIZE;
```

Result Grid		
	size	COUNT
▶	M	15385
	L	18526
	S	14137
	XL	544
	XXL	28

LIST THE TOP 5 MOST ORDERED PIZZA TYPES ALONG WITH THEIR QUANTITIES.

```
SELECT
    PT.NAME AS PIZZA_TYPE,
    SUM(OD.QUANTITY) AS TOTAL_QUANTITY
FROM
    PIZZA_TYPES PT
JOIN
    PIZZAS P ON PT.PIZZA_TYPE_ID = P.PIZZA_TYPE_ID
JOIN
    ORDER_DETAILS OD ON P.PIZZA_ID = OD.PIZZA_ID
GROUP BY
    PT.NAME
ORDER BY
    TOTAL_QUANTITY DESC
LIMIT 5;
```

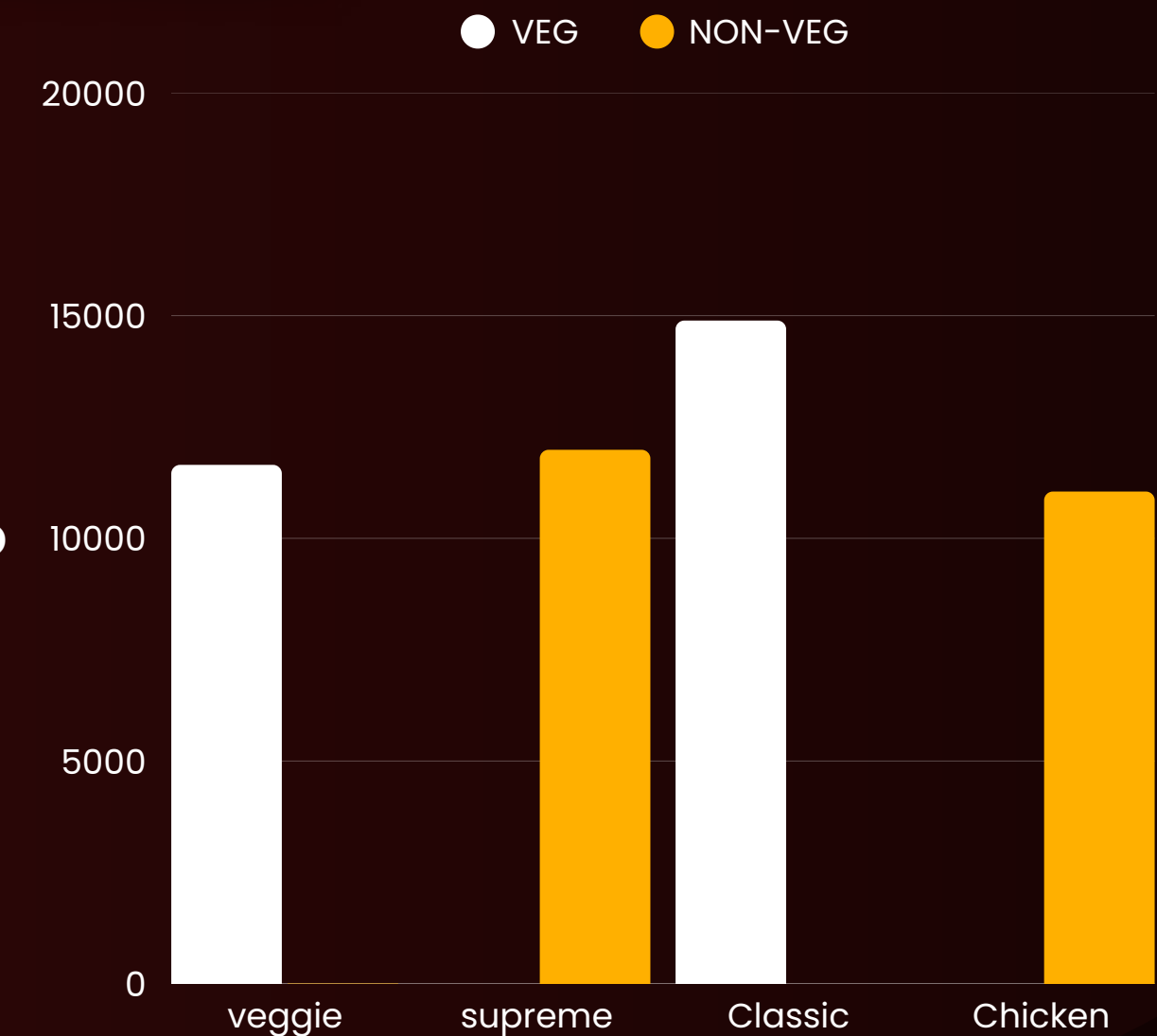| Result Grid | | Filter Rows: | |
|---|---|
| pizza_type | total_quantity |
| The Classic Deluxe Pizza | 2453 |
| The Barbecue Chicken Pizza | 2432 |
| The Hawaiian Pizza | 2422 |
| The Pepperoni Pizza | 2418 |
| The Thai Chicken Pizza | 2371 |

JOIN THE NECESSARY TABLES TO FIND THE TOTAL QUANTITY OF EACH PIZZA CATEGORY ORDERED.

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

Result Grid | Filter Rows:

	category	total_quantity
▶	Veggie	11649
	Supreme	11987
	Classic	14888
	Chicken	11050

VEG   NON-VEG

veggie   supreme   Classic   Chicken
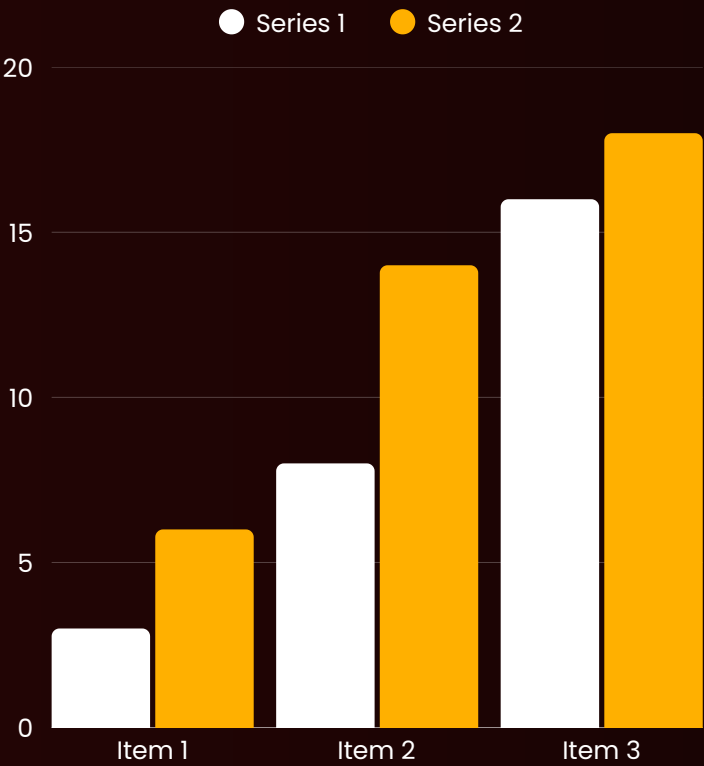
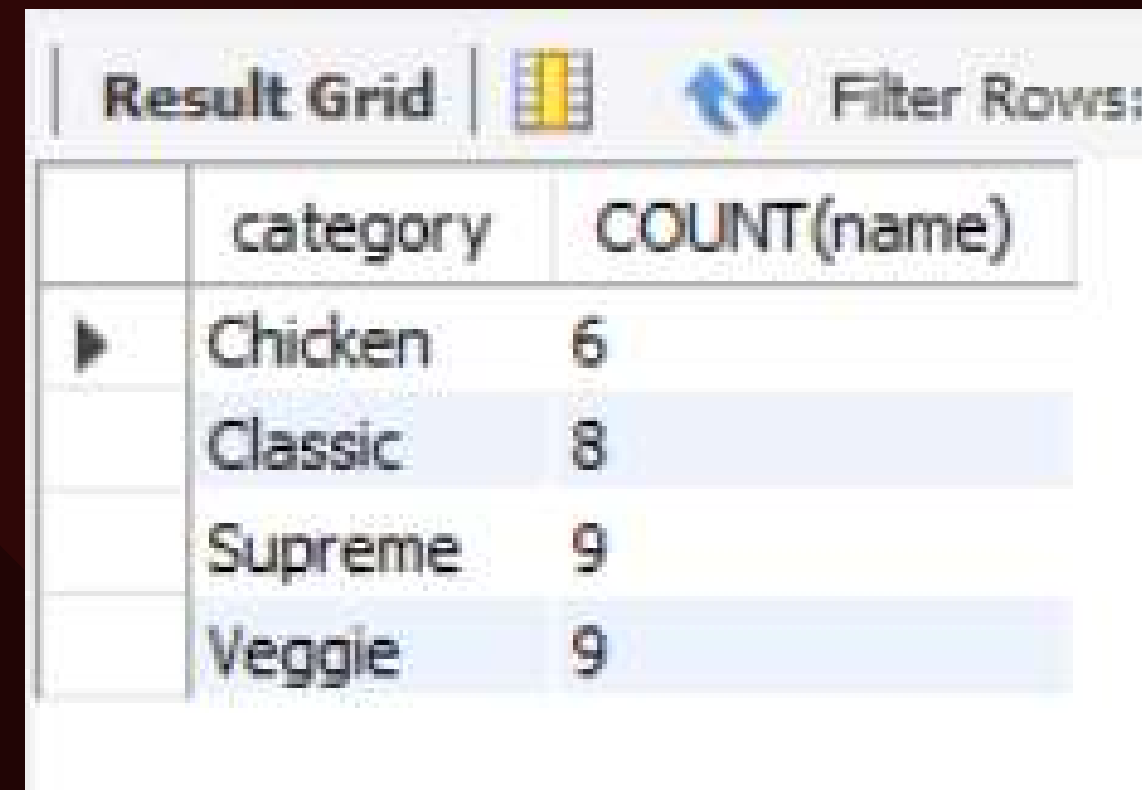# DETERMINE THE DISTRIBUTION OF ORDERS BY HOUR OF THE DAY.

```
SELECT
    HOUR(ORDER_TIME),
COUNT(ORDER_ID)
FROM
    ORDERS
GROUP BY HOUR(ORDER_TIME);
```

Result Grid	Filter Rows:	
hour(order_time)	count(order_id)
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
9	1

Series 1   Series 2

Item 1   Item 2   Item 3

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JOIN RELEVANT TABLES TO FIND THE 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

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GROUP THE ORDERS BY DATE AND CALCULATE THE AVERAGE NUMBER OF PIZZAS ORDERED PER DAY

```sql
SELECT
    ORDERS.ORDER_DATE,
    SUM(ORDER_DETAILS.QUANTITY) AS TOTAL_PIZZAS
FROM
    ORDERS
JOIN
    ORDER_DETAILS ON ORDERS.ORDER_ID = ORDER_DETAILS.ORDER_ID
GROUP BY
    ORDERS.ORDER_DATE;
```

order_date	total_pizzas
2015-01-01	162
2015-01-02	165
2015-01-03	158
2015-01-04	106
2015-01-05	125
2015-01-06	147
2015-01-07	138
2015-01-08	173
2015-01-09	127
2015-01-10	146
2015-01-11	116
2015-01-12	119
2015-01-13	120
2015-01-14	150
2015-01-15	123

Result Grid | Filter Rows:
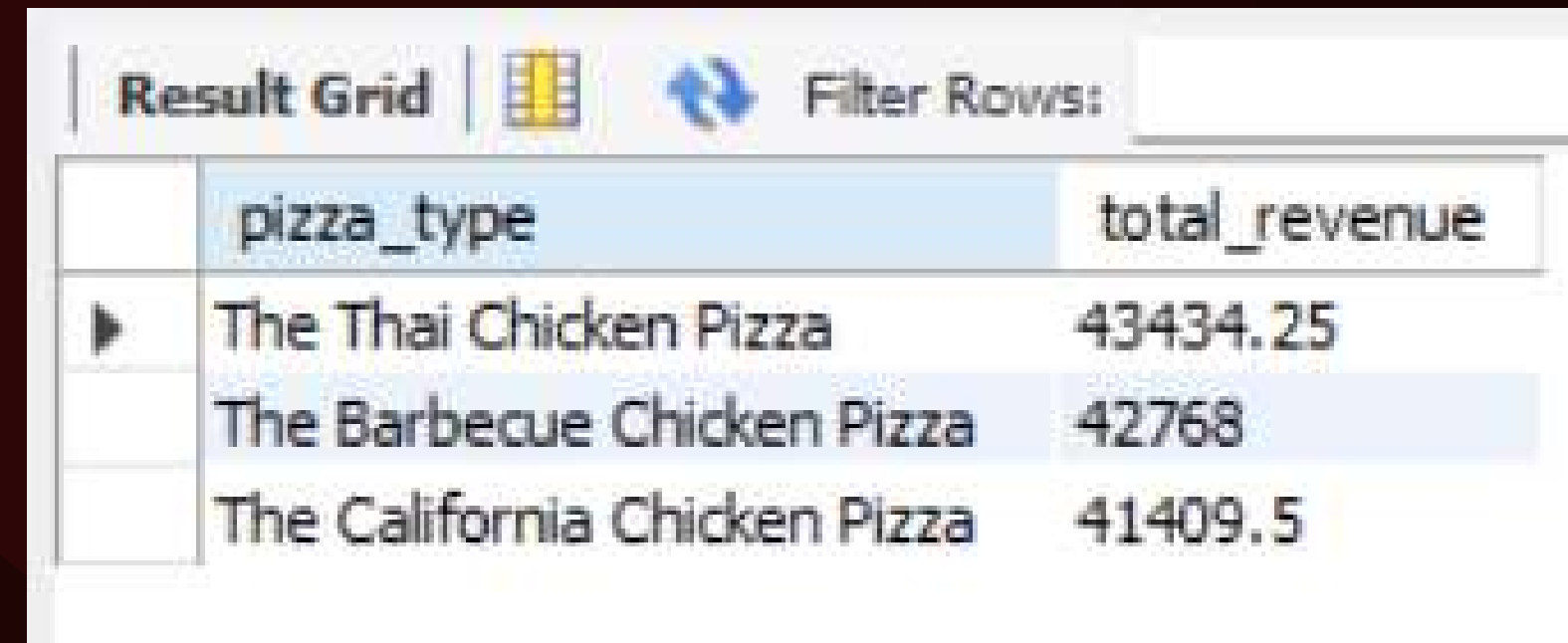
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DETERMINE THE TOP 3 MOST ORDERED PIZZA TYPES BASED ON REVENUE FOR EACH PIZZA CATEGORY.

```
SELECT
    PT.CATEGORY,
    PT.NAME AS PIZZA_TYPE,
    SUM(OD.QUANTITY * P.PRICE) AS TOTAL_REVENUE
FROM
    ORDER_DETAILS OD
JOIN
    PIZZAS P ON OD.PIZZA_ID = P.PIZZA_ID
JOIN
    PIZZA_TYPES PT ON P.PIZZA_TYPE_ID = PT.PIZZA_TYPE_ID
GROUP BY
    PT.CATEGORY, PT.NAME
```

category	pizza_type	total_revenue
Classic	The Hawaiian Pizza	32273.25
Classic	The Classic Deluxe Pizza	38180.5
Veggie	The Five Cheese Pizza	26066.5
Supreme	The Italian Supreme Pizza	33476.75
Veggie	The Mexicana Pizza	26780.75
Chicken	The Thai Chicken Pizza	43434.25
Supreme	The Prosciutto and Arugula Pizza	24193.25
Chicken	The Barbecue Chicken Pizza	42768
Classic	The Greek Pizza	28454.10000000013
Supreme	The Spinach Supreme Pizza	15277.75
Veggie	The Green Garden Pizza	13955.75
Classic	The Italian Capocollo Pizza	25094
Supreme	The Spicy Italian Pizza	34831.25
Veggie	The Spinach Pesto Pizza	15596
Veggie	The Vegetables + Vegetables Pi...	24374.75
Chicken	The Southwest Chicken Pizza	34705.75
Chicken	The California Chicken Pizza	41409.5

DETERMINE THE TOP 3 MOST ORDERED PIZZA TYPES BASED ON REVENUE.

```
SELECT
    PT.NAME AS PIZZA_TYPE,
    SUM(OD.QUANTITY * P.PRICE) AS TOTAL_REVENUE
FROM
    ORDER_DETAILS OD
JOIN
    PIZZAS P ON OD.PIZZA_ID = P.PIZZA_ID
JOIN
    PIZZA_TYPES PT ON P.PIZZA_TYPE_ID =
PT.PIZZA_TYPE_ID
GROUP BY
    PT.NAME
ORDER BY
    TOTAL_REVENUE DESC
LIMIT 3;
```

pizza_type	total_revenue
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
    PT.NAME AS PIZZA_TYPE,
    SUM(OD.QUANTITY * P.PRICE) AS REVENUE,
    ROUND(
        SUM(OD.QUANTITY * P.PRICE) * 100.0 /
        (SELECT SUM(OD2.QUANTITY * P2.PRICE)
         FROM ORDER_DETAILS OD2
         JOIN PIZZAS P2 ON OD2.PIZZA_ID = P2.PIZZA_ID),
        2
    ) AS REVENUE_PERCENTAGE
FROM
    ORDER_DETAILS OD
JOIN
    PIZZAS P ON OD.PIZZA_ID = P.PIZZA_ID
JOIN
    PIZZA_TYPES PT ON P.PIZZA_TYPE_ID = PT.PIZZA_TYPE_ID
GROUP BY
    PT.NAME
ORDER BY
    REVENUE_PERCENTAGE DESC;
```

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

pizza_type	revenue	revenue_percentage
The Thai Chicken Pizza	43434.25	5.31
The Barbecue Chicken Pizza	42768	5.23
The California Chicken Pizza	41409.5	5.06
The Classic Deluxe Pizza	38180.5	4.67
The Spicy Italian Pizza	34831.25	4.26
The Southwest Chicken Pizza	34705.75	4.24
The Italian Supreme Pizza	33476.75	4.09
The Hawaiian Pizza	32273.25	3.95
The Four Cheese Pizza	32265.70000000065	3.95
The Sicilian Pizza	30940.5	3.78
The Pepperoni Pizza	30161.75	3.69
The Greek Pizza	28454.10000000013	3.48
The Mexicana Pizza	26780.75	3.27
The Five Cheese Pizza	26066.5	3.19
The Pepper Salami Pizza	25529	3.12
The Italian Capocollo Pizza	25094	3.07
The Vegetables + Vegetable...	24374.75	2.98

ANALYZE THE CUMULATIVE REVENUE GENERATED OVER TIME

```
SELECT
    O.ORDER_DATE,
    SUM(OD.QUANTITY * P.PRICE) AS DAILY_REVENUE,
    SUM(SUM(OD.QUANTITY * P.PRICE)) OVER (ORDER BY O.ORDER_DATE) AS CUMULATIVE_REVENUE
FROM
    ORDERS O
JOIN
    ORDER_DETAILS OD ON O.ORDER_ID = OD.ORDER_ID
JOIN
    PIZZAS P ON OD.PIZZA_ID = P.PIZZA_ID
GROUP BY
    O.ORDER_DATE
ORDER BY
    O.ORDER_DATE;
```

order_date	daily_revenue	cumulative_revenue
2015-01-01	2713.8500000000004	2713.8500000000004
2015-01-02	2731.8999999999996	5445.75
2015-01-03	2662.4	8108.15
2015-01-04	1755.4500000000003	9863.6
2015-01-05	2065.95	11929.55
2015-01-06	2428.95	14358.5
2015-01-07	2202.2000000000003	16560.7
2015-01-08	2838.3499999999995	19399.05
2015-01-09	2127.3500000000004	21526.4
2015-01-10	2463.95	23990.350000000002
2015-01-11	1872.3000000000002	25862.65
2015-01-12	1919.0500000000002	27781.7
2015-01-13	2049.6000000000004	29831.300000000003
2015-01-14	2527.3999999999996	32358.700000000004
2015-01-15	1984.8000000000002	34343.50000000001
2015-01-16	2594.15	36937.65000000001
2015-01-17	2064.1000000000004	39001.75000000001

Result Grid | Filter Rows: | Export:

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THANK YOU