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SQL PROJECT TO ANALYSE PIZZA SALES

WHERE EVERY SLIDE TELLS A STORY





ABOUT ME & PROJECT OVERVIEW



Hi, I'm Manish Kaushik, a data analyst with expertise in SQL, dashboarding, and real-world business analytics. In this project, I conducted a comprehensive Pizza Sales Analysis using SQL to uncover key performance insights across products, categories, and time periods.



DATA OVERVIEW

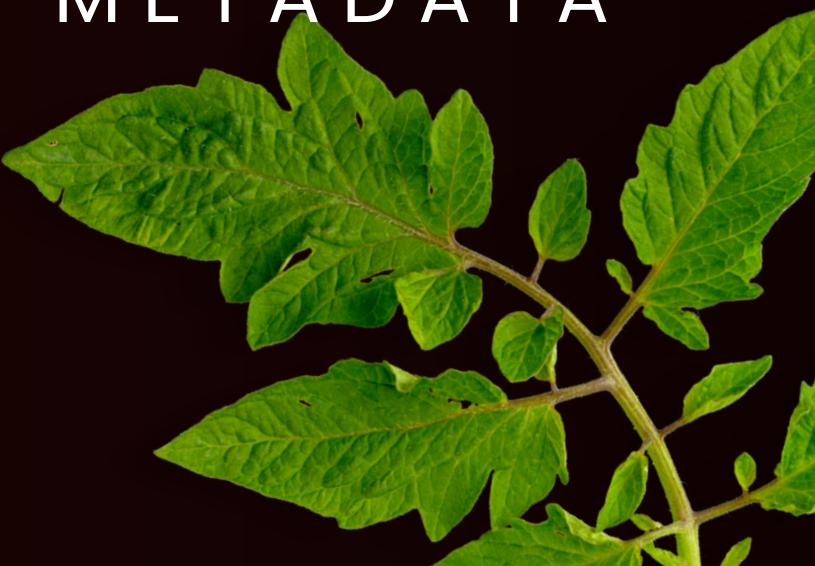
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DATASET DESCRIPTION:

THE DATASET CONTAINS DETAILED TRANSACTIONAL RECORDS FROM A PIZZA STORE, CAPTURING SALES ACTIVITY OVER A DEFINED PERIOD.

KEY TABLES & FIELDS:

- ORDERS TABLE: ORDER ID, ORDER DATE, TIME, CUSTOMER INFO
- ORDER DETAILS TABLE: PIZZA ID, QUANTITY, AND PRICE PER ITEM
- PIZZA TABLE: PIZZA NAME, SIZE, CATEGORY (E.G., CLASSIC, VEGGIE, CHICKEN), AND UNIT PRICE⁰¹₀₂⁰³₀₄
- CATEGORY TABLE (IF SEPARATE): PIZZA CATEGORY METADATA FOR SEGMENTATION



QUESTION WE ANALYSE

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BASIC:

RETRIEVE THE TOTAL NUMBER OF ORDERS PLACED

CALCULATE THE TOTAL REVENUE GENERATED FROM PIZZA SALES

IDENTIFY THE HIGHEST-PRICED PIZZA

IDENTIFY THE MOST COMMON PIZZA SIZE ORDERED

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

INTERMEDIATE:

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

DETERMINE THE DISTRIBUTION OF ORDERS BY HOUR OF THE DAY

JOIN RELEVANT TABLES TO FIND THE CATEGORY-WISE DISTRIBUTION OF PIZZAS

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

DETERMINE THE TOP 3 MOST ORDERED PIZZA TYPES BASED ON REVENUE

ADVANCED:

CALCULATE THE PERCENTAGE CONTRIBUTION OF EACH PIZZA TYPE TO TOTAL REVENUE.

ANALYZE THE CUMULATIVE REVENUE GENERATED OVER TIME

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

ANALYSE OUTPUT

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-- retrieve total number of orders placed.

```
SELECT
```

```
    COUNT(order_id) AS total_orders
```

```
FROM
```

```
orders;
```

total_orders

21350

-- calculate the total revenue generated from pizza sales.

```
SELECT
```

```
    ROUND(SUM(order_details.quantity * pizzas.price),  
        2) AS total_sales
```

```
FROM
```

```
order_details
```

```
JOIN
```

```
pizzas ON pizzas.pizza_id = order_details.pizza_id
```

total_sales

817860.05

ANALYSE OUTPUT

[Home](#)[About](#)**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
The Greek Pizza	35.95

-- identify the most common pizza size ordered

```
SELECT  
    COUNT(order_details.order_details_id) as order_count, pizzas.size  
FROM  
    order_details  
        JOIN  
    pizzas ON order_details.pizza_id = pizzas.pizza_id  
GROUP BY pizzas.size  
order by order_count desc;
```

order_count	size
18526	L
15385	M
14137	S
544	XL
28	XXL

ANALYSE OUTPUT

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```
-- list top 5 most ordered pizza types along with their quantities
SELECT
    pizza_types.name, sum(order_details.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 sum(order_details.quantity) desc
limit 5;
```

name	sum(order_details.quantity)
The Classic Deluxe Pizza	2453
The Barbecue Chicken Pizza	2432
The Hawaiian Pizza	2422
The Pepperoni Pizza	2418
The Thai Chicken Pizza	2371

ANALYSE OUTPUT

[Home](#)[About](#)**SELECT**

```
    pizza_types.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 pizza_types.category  
ORDER BY quantity DESC;
```

category	quantity
Classic	14888
Supreme	11987
Veggie	11649
Chicken	11050

ANALYSE OUTPUT

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-- determine the distribution of orders by hours of the days

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

HOUR(order_time)	COUNT(order_id)
11	1231
12	2520
13	2455
14	1472
15	1468
16	1920
17	2336
18	2399

-- join relevant tables to find the category wise distribution of pizza

```
select category, count(name) from pizza_types  
group by category;
```

category	count(name)
Chicken	6
Classic	8
Supreme	9
Veggie	9

ANALYSE OUTPUT

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```
-- 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 pizzas.pizza_id = order_details.pizza_id
GROUP BY pizza_types.name
ORDER BY revenue
limit 3;
```

```
-- group the orders by date and calculate average number of pizza per order
```

```
SELECT
    ROUND(AVG(quantity), 0)
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) AS ordergroup;
```

name	revenue
The Brie Canne Pizza	11588.49999999999
The Green Garden Pizza	13955.75
The Spinach Supreme Pizza	15277.75

ROUND(AVG(quantity), 0)
138

ANALYSE OUTPUT

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```
-- calculate the percentage contribution of each pizza type to total revenue
```

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

ANALYSE OUTPUT

```
-- analyze the cumulative revenue generated over time
```

```
select order_date,sum(revenue) over(order by order_date) as cu_revenue from
(select orders.order_date,sum(order_details.quantity * pizzas.price) as revenue
from orders join
order_details
on orders.order_id = order_details.order_id
join pizzas
on order_details.pizza_id = pizzas.pizza_id
group by orders.order_date) as sales;
```

```
-- 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 ranking
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 pizzas.pizza_id = order_details.pizza_id
group by pizza_types.category , pizza_types.name) as a) as b
where ranking <= 3;
```

order_date	cu_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

name	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 Hawaiian Pizza	32273.25
The Pepperoni Pizza	30161.75
The Spicy Italian Pizza	34831.25
The Italian Supreme Pizza	33476.75
The Sicilian Pizza	30940.5
The Four Cheese Pizza	32265.70000000065
The Mexicana Pizza	26780.75
The Five Cheese Pizza	26066.5



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THANK YOU

FOR ATTENTION

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