



SQL PROJECT ON PIZZA SALES



INTRODUCTION

Hello My name is sk.khadar
in this project .I have utilize SQL
querie's.To solve questions
that related to PIZZA sales.

AGENDA

01 Executive Summary

02 Customer Demography

03 Sales Performance

04 Total revenue



EXECUTIVE SUMMARY

This executive summary provides a concise snapshot of our sales performance. Highlighting key achievements and acknowledging challenges, we'll delve into the details of our journey. The report offers insights into the factors shaping our sales outcomes and outlines strategic initiatives for future success. Join us as we navigate through the highlights and challenges, setting the stage for an insightful discussion on our sales landscape.

Retrieve the total number of orders placed

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

Result Grid	
	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
```

Result Grid	
	total_sales
▶	817860.05

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	

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

```
SELECT round(avg(quantity),0) as avg_pizza_ordered_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) as order_quantity ;
```

Result Grid



Filter Rows:

	avg_pizza_ordered_per_day
▶	138



CUSTOMER DEMOGRAPHY

● Code of Conduct

Our customer base spans various age groups, with a significant portion falling within the 20-35 range, indicating a strong appeal to the younger demographic.

● Industry Segmentation

Our customer is diversified across industries, with a substantial presence in the fashion industry, showcasing the versatility of our products/services.

● Geographic Distribution

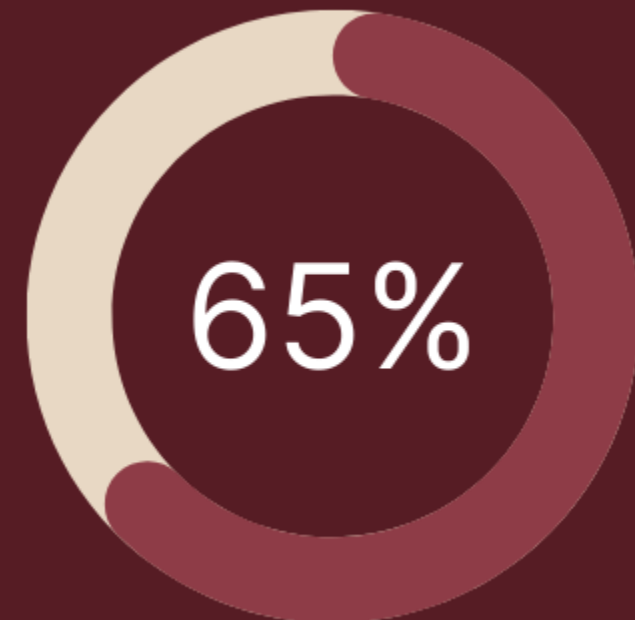
Geographically, our customers are distributed across the world, highlighting our reach and effectiveness in diverse markets.

● Buying Preferences

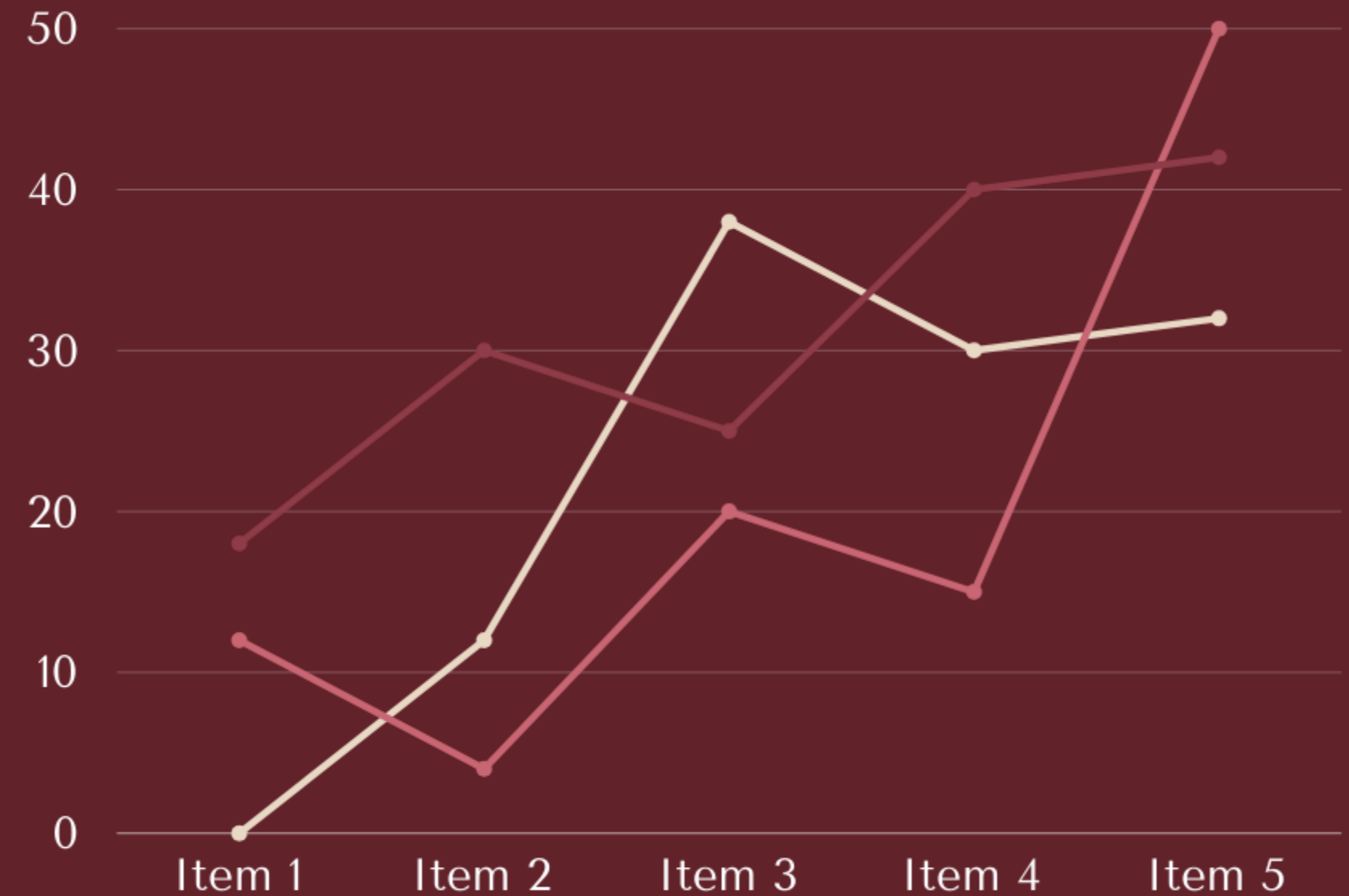
Analyzing buying preferences, our customers predominantly favor online purchases, emphasizing the importance of our online platform.

REVENUE GROWTH

The sales report reveals a notable 65% surge in overall revenue, signaling the success of our sales strategies and the market reception of our products. Our analysis encompasses a breakdown by product, examines the impact of market expansion, and explores the interplay between customer acquisition and retention.



sales report reveals



We also assess the effectiveness of various sales channels. This comprehensive overview not only celebrates our current achievements but also informs strategic decisions for continued and diversified revenue growth in the future.

CUSTOMER REVIEW



Morgan Maxwell

I purchased this product a month ago, and it's been my favorite! The quality is outstanding, and it exceeded my expectations.



Chad Gibbons

This product delivers on its promises. The performance is impressive, and it has significantly enhanced my activity.



Richard Sanchez

I can't say enough good things about this great product. It's hands down the best purchase I've made.



Alfredo Torres

Not only is the product fantastic, but the customer service is also outstanding. I had a minor issue, and the support team was quick to respond and resolve it.

The image features a dark maroon background with a complex geometric pattern. Several large, semi-transparent hexagons of varying shades of maroon are layered over each other, creating a sense of depth. Scattered throughout the composition are smaller, solid maroon hexagons. The text "THANK YOU" is centered in a bold, white, sans-serif font.

THANK YOU