Pizza

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PIZZA SALES REPORT

- WHERE EVERY SLIDE TELLS A STORY

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ABOUT ME

HISTORY OF THE REPORT

As a Data Analyst, I work on a SQL project analyzing restaurant data. I write queries to extract insights on sales, customer behavior, and menu trends. These insights help improve service and boost revenue. The project enhances my SQL skills and supports data-driven decisions in the restaurant industry.

WHY I AM DOING THIS ?

I am generating SQL query results for this restaurant (pizza) data project to demonstrate how raw data can be transformed into meaningful insights that support real-world business decisions. Each query is designed to answer key questions, such as:

- What are the best-selling pizzas?
- Which days and times have the highest sales?
- What are the average customer ratings?
- How can inventory and staffing be optimized?

By writing and executing these queries, I aim to showcase my ability to work with structured data, apply analytical thinking, and solve business problems using SQL. This hands-on approach helps me strengthen my skills as a Data Analyst and prepares me for real industry challenges.

The results I generate not only validate my technical proficiency but also reflect my understanding of data-driven decision-making—an essential skill in any data-focused role. Sharing this publicly allows recruiters and peers to see the depth of my practical knowledge and the value I can bring to a data team.

RETRIEVE THE TOTAL NUMBER OF ORDERS PLACED.

```sql
select
    count(order_id) as total_orders
from orders;
```

Result Grid

	total_orders
▶	21350

CALCULATE THE TOTAL REVENUE GENERATED FROM PIZZA

```sql
select
    round(sum(orders_details.quantity * pizzas.price),2) as revenue
from orders_details join pizzas
    on orders_details.pizz_id = pizzas.pizza_id
```

Result Grid

	revenue
▶	817860.05

IDENTIFY THE HIGHEST-PRICED PIZZA.

```sql
select
    pizza_type_id
from pizzas
where price in (
    select max(price)
    from pizzas
    )
```

Result Grid

	pizza_type_id
▶	the_greek

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

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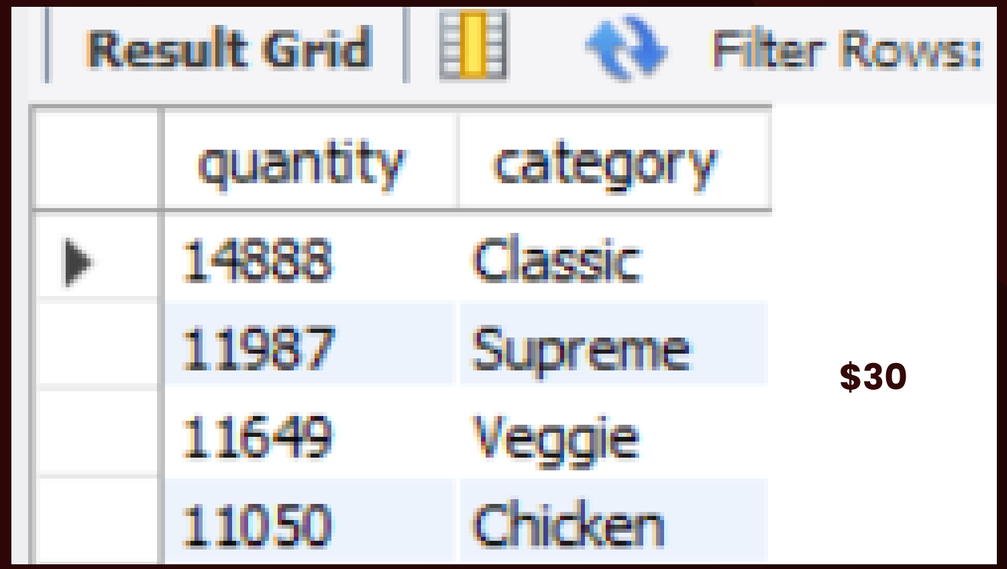
```sql
select
    pizza_types.name,
    sum(orders_details.quantity) as quantity
from pizza_types join pizzas
    on pizza_types.pizza_type_id = pizzas.pizza_type_id
join orders_details
    on orders_details.pizz_id = pizzas.pizza_id
group by pizza_types.name
order by quantity desc
limit 5;
```

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

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

```
select
    sum(orders_details.quantity) as quantity, pizza_types.category
from orders_details join pizzas
    on orders_details.pizz_id = pizzas.pizza_id
join pizza_types
    on pizzas.pizza_type_id = pizza_types.pizza_type_id
group by pizza_types.category
order by quantity
desc ;
```



quantity	category
14888	Classic
11987	Supreme
11649	Veggie
11050	Chicken

$30

DETERMINE THE DISTRIBUTION OF ORDERS BY HOUR OF THE DAY.--

```sql
select
    hour(order_time) as hour, count(order_id) as order_count
from orders
group by hour(order_time);
```

Result Grid | Filter

hour	order_count
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

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

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

Result Grid | Filter Row

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

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

```sql
select
    pizza_types.name, sum(orders_details.quantity * pizzas.price) as revenue
from pizzas join pizza_types
    on pizzas.pizza_type_id = pizza_types.pizza_type_id
join orders_details
    on pizzas.pizza_id = orders_details.pizz_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

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

```sql
select
    pizza_types.category, round(sum(orders_details.quantity*pizzas.price) *100 /
    (select sum(orders_details.quantity * pizzas.price) as total_sales
    from orders_details join pizzas
        on orders_details.pizz_id = pizzas.pizza_id),2) as revenue

from pizza_types join pizzas
    on pizza_types.pizza_type_id = pizzas.pizza_type_id
join orders_details
    on orders_details.pizz_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

ANALYZE THE CUMULATIVE REVENUE GENERATED OVER TIME.


```sql
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.pizz_id = pizzas.pizza_id
join orders
    on orders.order_id = orders_details.order_id
group by orders.order_date) as tol_revenue
```

Result Grid | Filter Rows:

order_date	cum_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

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

```sql
select
    pizza_types.name,
    pizza_types.category ,
    round(sum(orders_details.quantity*pizzas.price),2) as revenue
from orders_details join pizzas
    on orders_details.pizz_id = pizzas.pizza_id
join pizza_types
    on pizza_types.pizza_type_id = pizzas.pizza_type_id
group by pizza_types.name , pizza_types.category
order by revenue desc
limit 3;
```

Result Grid | Filter Rows:

name	category	revenue
The Thai Chicken Pizza	Chicken	43434.25
The Barbecue Chicken Pizza	Chicken	42768
The California Chicken Pizza	Chicken	41409.5

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THANK YOU

FOR ATTENTION