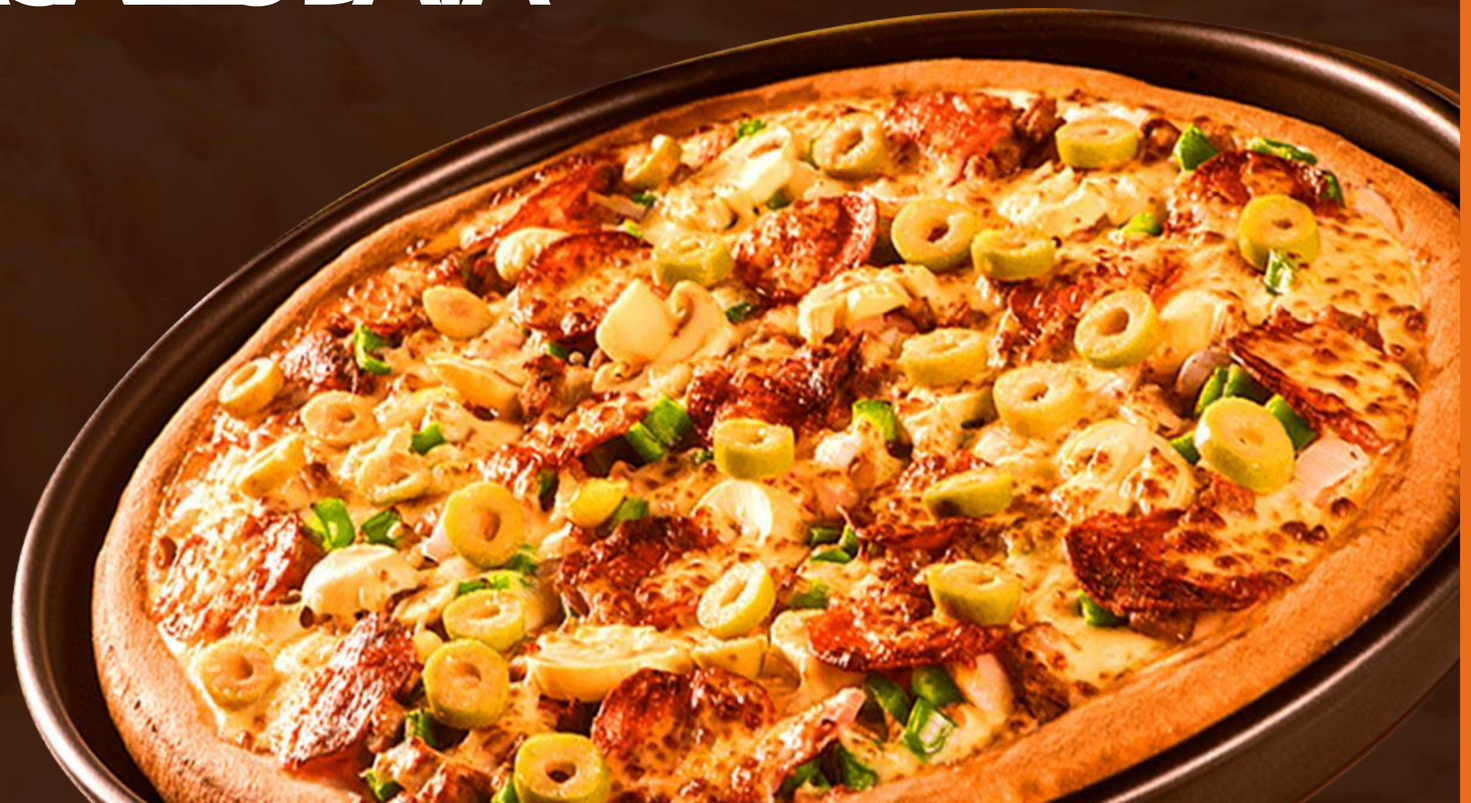
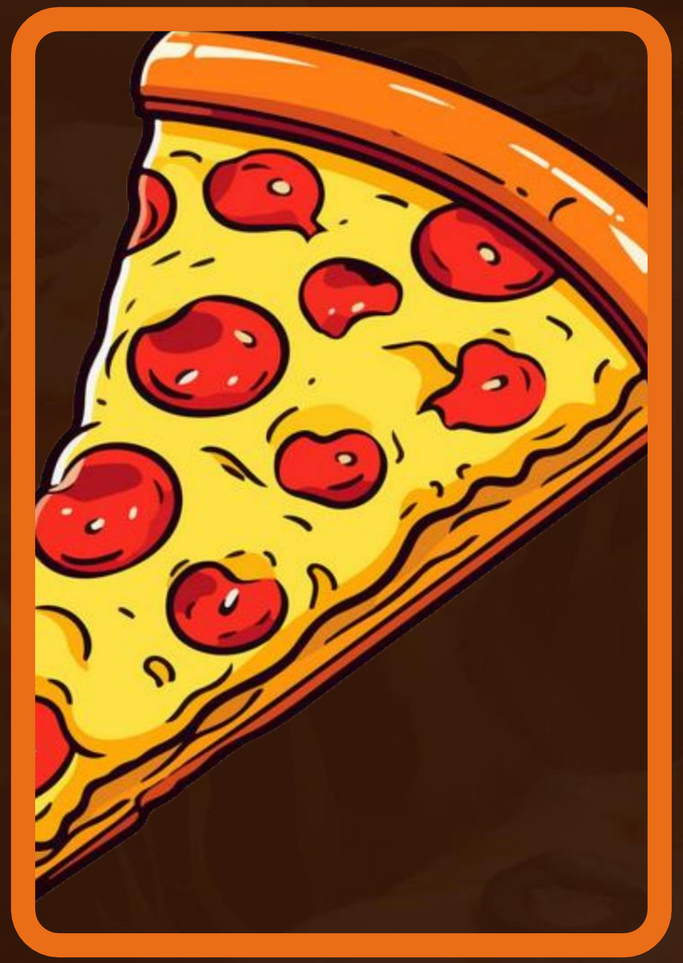
Where Every Slice is a Taste of Perfection

WELCOME TO

SQL PROJECT: PIZZA SALES DATA ANALYSIS

"Project Overview"





ABOUT OUR PIZZA SALES

Our Passion for Pizza Data 🍕

Hello everyone, my name is "Mihir Aryan Mishra". I've

Created a SQL Analysis on Pizza Sales Data.
This project uses SQL to analyze PizzaHut's sales dataset.

We explore customer orders, popular pizzas, and revenue patterns using queries from basic SELECT statements to advanced SQL techniques.

The goal is to gain insights into sales trends and demonstrate SQL proficiency.

Q1) RETRIEVE THE TOTAL NUMBER OF ORDERS PLACED.

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

Result Grid | Filter Rows: | Export: | Wrap C

	total_orders
▶	21350

"Total Orders = 21,350"

Q2) CALCULATE THE TOTAL REVENUE GENERATED FROM PIZZA SALES.

```sql
SELECT
    ROUND(SUM(orders_details.quantity * pizzas.price),
            2) AS total_revenue
FROM
    orders_details
        JOIN
    pizzas ON pizzas.pizza_id = orders_details.pizza_id
```

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

total_revenue
817860.05

💰 **Total Revenue Generated:**
$817,860

Q3) IDENTIFY THE HIGHEST-PRICED PIZZA.

```sql
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

name	price
The Greek Pizza	35.95

🍕 **Highest-Priced Pizza: "The Greek Pizza"**
— $35.95

Q4) IDENTIFY THE MOST COMMON PIZZA SIZE ORDERED.

```sql
SELECT
    pizzas.size,
    COUNT(orders_details.order_details_id) AS order_count
FROM
    pizzas
        JOIN
    orders_details ON pizzas.pizza_id = orders_details.pizza_id
GROUP BY pizzas.size
ORDER BY order_count DESC;
```

Result Grid

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

Q5) LIST THE TOP 5 MOST ORDERED PIZZA TYPES. ALONG WITH THEIR QUANTITIES.

Limit to 1000 rows

```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.pizza_id = pizzas.pizza_id
GROUP BY pizza_types.name
ORDER BY quantity DESC
LIMIT 5
```

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

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

Result Grid

Form Editor

Q6) JOIN THE NECESSARY TABLES TO FIND THE TOTAL QUANTITY OF EACH PIZZA CATEGORY ORDERED.

```sql
SELECT
    pizza_types.category,
    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.pizza_id = pizzas.pizza_id
GROUP BY pizza_types.category
ORDER BY quantity DESC;
```

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

category	quantity
Classic	14888
Supreme	11987
Veggie	11649
Chicken	11050

Result Grid

Form Editor

Q7) 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 Rows: | Export: | Wrap Cell Content:

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

Result Grid | Form Editor | Field Types | Query Stats

Result 1 | Read Only

Q8) 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 Rows: | Export: | Wrap Cell Content:

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

Result Grid
Form Editor
Field Types

Q9) GROUP THE ORDERS BY DATE AND CALCULATE THE AVERAGE NUMBER OF PIZZAS ORDERED PER DAY.

```sql
SELECT
    ROUND(AVG(quantity), 0)
FROM
    (SELECT
        orders.order_date, SUM(orders_details.quantity) AS quantity
    FROM
        orders
    JOIN orders_details ON orders.order_id = orders_details.order_id
    GROUP BY orders.order_date) AS order_quantity;
```

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

	ROUND(AVG(quantity), 0)
▶	138

Result Grid

Form Editor

Q10) 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
    pizza_types
        JOIN
    pizzas ON pizzas.pizza_type_id = pizza_types.pizza_type_id
        JOIN
    orders_details ON orders_details.pizza_id = pizzas.pizza_id
GROUP BY pizza_types.name
ORDER BY revenue DESC
```

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

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

Result Grid

Form Editor

Q11) CALCULATE THE PERCENTAGE CONTRIBUTION OF EACH PIZZA TYPE TO TOTAL REVENUE.

```sql
-- Calculate the percentage contribution of each
-- pizza type to total revenue.

SELECT
    pizza_types.category,
    ROUND(SUM(orders_details.quantity * pizzas.price) / (SELECT
                    ROUND(SUM(orders_details.quantity * pizzas.price),
                                2) AS total_sales
                FROM
                    orders_details
                        JOIN
                    pizzas ON pizzas.pizza_id = orders_details.pizza_id) * 100,
            2) AS revenue
FROM
    pizza_types
        JOIN
    pizzas ON pizza_types.pizza_type_id = pizzas.pizza_type_id
        JOIN
    orders_details ON orders_details.pizza_id = pizzas.pizza_id
GROUP BY pizza_types.category
```

Result Grid | Filter Rows:

category	revenue
Classic	26.91
Supreme	25.46
Chicken	23.96
Veggie	23.68

Q12) 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.pizza_id= pizzas.pizza_id
join orders
on orders.order_id= orders_details.order_id
group by orders.order_date) as sales;
```

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

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

Result 2

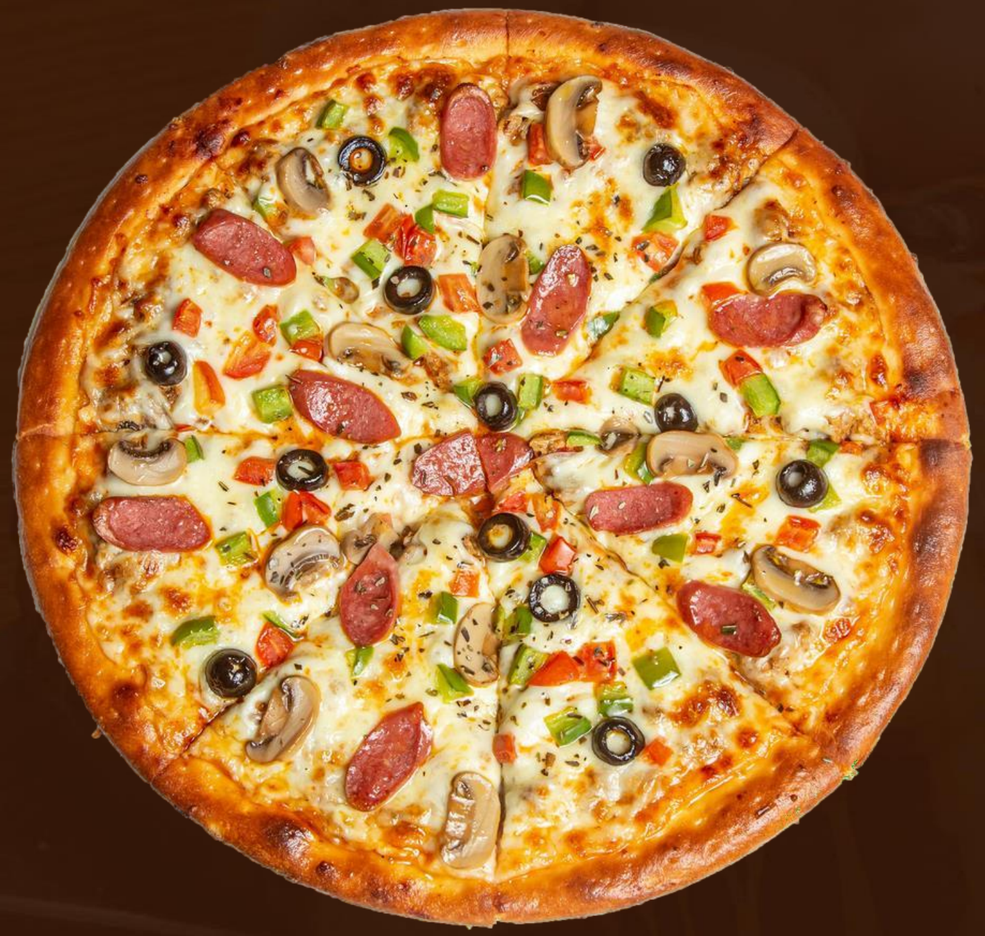
Q13) DETERMINE THE TOP 3 MOST ORDERED PIZZA TYPES BASED ON REVENUE FOR EACH PIZZA CATEGORY.

```sql
select name, revenue from
(select category, name, revenue,
rank() over(partition by category order by revenue desc) as rn
from
(select pizza_types.category, pizza_types.name,
sum((orders_details.quantity) * pizzas.price) as revenue
from pizza_types join pizzas
on pizza_types.pizza_type_id= pizzas.pizza_type_id
join orders_details
on orders_details.pizza_id= pizzas.pizza_id
group by pizza_types.category, pizza_types.name) as a) as b
where rn <=3;
```

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

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

CONCLUSION



- This project demonstrated how SQL can transform raw sales data into meaningful insights.
- By analyzing PizzaHut’s orders, I applied concepts from basic queries to advanced SQL techniques such as joins, aggregations, and ranking functions.
- Through this, I identified the most popular pizzas, revenue drivers, and ordering trends.
- Beyond insights, this project strengthened my problem-solving, data analysis, and database management skills, showcasing the power of SQL in making data-driven business decisions.

THANK YOU FOR ATTENTION

SQL Pizza Sales Project

by

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