

The background features four stylized, abstract illustrations of pizza toppings in the corners. The top-left and top-right corners show a brown crust with orange sauce and white cheese. The bottom-left and bottom-right corners show a brown crust with orange sauce and white cheese, with some areas having small white dots representing toppings. The central text is in a bold, brown, sans-serif font.

# PIZZA SALES ANALYSIS

# DATASETS

## order\_details

- order\_details\_id
- order\_id
- pizza\_id
- quantity

## orders

- order\_id
- date
- time

## pizza\_types

- pizza\_type\_id
- name
- category
- ingredients

## pizzas

- pizza\_id
- pizz\_type\_id
- size
- price

Retrieve the total number of orders placed.

```
SELECT  
    COUNT(*) AS Total_orders_placed  
FROM  
    orders;
```

	Total_orders_placed
▶	21350

# Calculate the total revenue generated from pizza sales.

**SELECT**

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

**FROM**

```
order_details
```

**INNER JOIN**

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

	Total_Sales
▶	817860.05

Identify the highest-priced pizza.

```
SELECT
    pizza_types.name, pizzas.price
FROM
    pizza_types
    INNER JOIN
        pizzas ON pizzas.pizza_type_id = pizza_types.pizza_type_id
ORDER BY price DESC
LIMIT 1;
```

	name	price
▶	The Greek Pizza	35.95

# Identify the most common pizza size ordered.

**SELECT**

pizzas.size,

COUNT(order\_details.order\_detail\_id) **AS** order\_count

**FROM**

pizzas

**JOIN**

order\_details **ON** pizzas.pizza\_id = order\_details.pizza\_id

**GROUP BY** pizzas.size

**ORDER BY** order\_count **DESC**;

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



# List the top 5 most ordered pizza types along with their quantities.

```
SELECT
    pizza_types.name, SUM(order_details.quantity) AS quantity
FROM
    pizza_types
    INNER 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 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 ordered.

```
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 category
ORDER BY quantity DESC;
```

	category	quantity
▶	Classic	14888
	Supreme	11987
	Veggie	11649
	Chicken	11050



# Determine the distribution of orders by hour of the day.

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

	hour	order_count
▶	11	1231
	12	2520
	13	2455
	14	1472
	15	1468

Join relevant tables to find the category-wise distribution of pizzas.

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

	category	category_count
▶	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** average\_pizza\_ordered\_per\_day

**FROM**

(**SELECT**

orders.order\_date, **SUM**(order\_details.quantity) **AS** quantity

**FROM**

orders

**INNER JOIN** order\_details **ON** order\_details.order\_id = orders.order\_id

**GROUP BY** orders.order\_date) **AS** order\_quantity;

	average_pizza_ordered_per_day
▶	138

**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 pizzas.pizza_type_id = pizza_types.pizza_type_id
    JOIN
    order_details ON order_details.pizza_id = pizzas.pizza_id
GROUP BY pizza_types.name
ORDER BY revenue DESC
LIMIT 3;
```

	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.

SELECT

```
pizza_types.category,  
ROUND((SUM(order_details.quantity * pizzas.price) / (SELECT  
    ROUND(SUM(order_details.quantity * pizzas.price),  
    2) AS Total_Sales
```

FROM

```
    order_details  
    INNER JOIN  
    pizzas ON order_details.pizza_id = pizzas.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

# Analyze the cumulative revenue generated over time.

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

	order_date	cum_revenue
▶	2015-01-01	2713.85000000000004
	2015-01-02	5445.75
	2015-01-03	8108.15
	2015-01-04	9863.6



**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 rn
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 order_details.pizza_id = pizzas.pizza_id
group by pizza_types.category, pizza_types.name) as a) as b
where rn>=3;
```

	name	revenue
►	The California Chicken Pizza	41409.5
	The Southwest Chicken Pizza	34705.75
	The Chicken Alfredo Pizza	16900.25
	The Chicken Pesto Pizza	16701.75

The image features a light cream background with the words "THANK YOU" centered in a bold, brown, sans-serif font. The corners of the image are decorated with stylized, abstract shapes in shades of brown and orange, resembling watercolor splashes or organic forms. Some of these shapes have small white dots or lines, giving them a textured appearance.

**THANK YOU**