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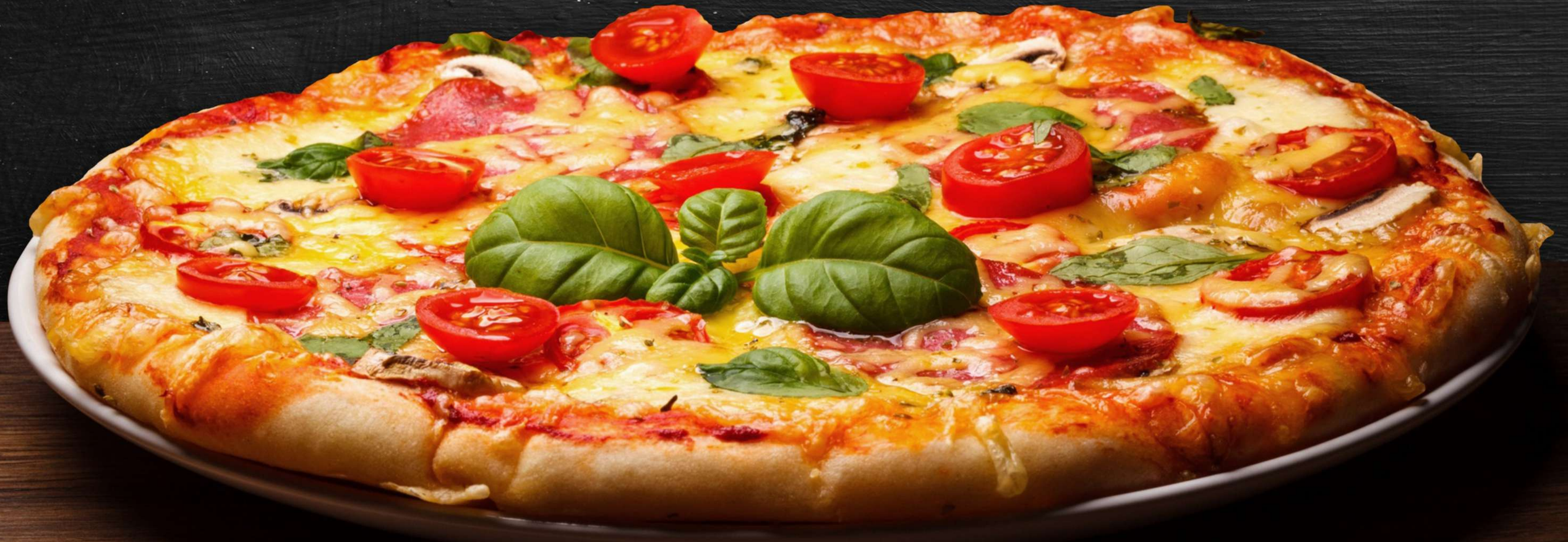
PIZZA SALES ANALYSIS

DELICIOUS PIZZA FOR EVERYONE!!!



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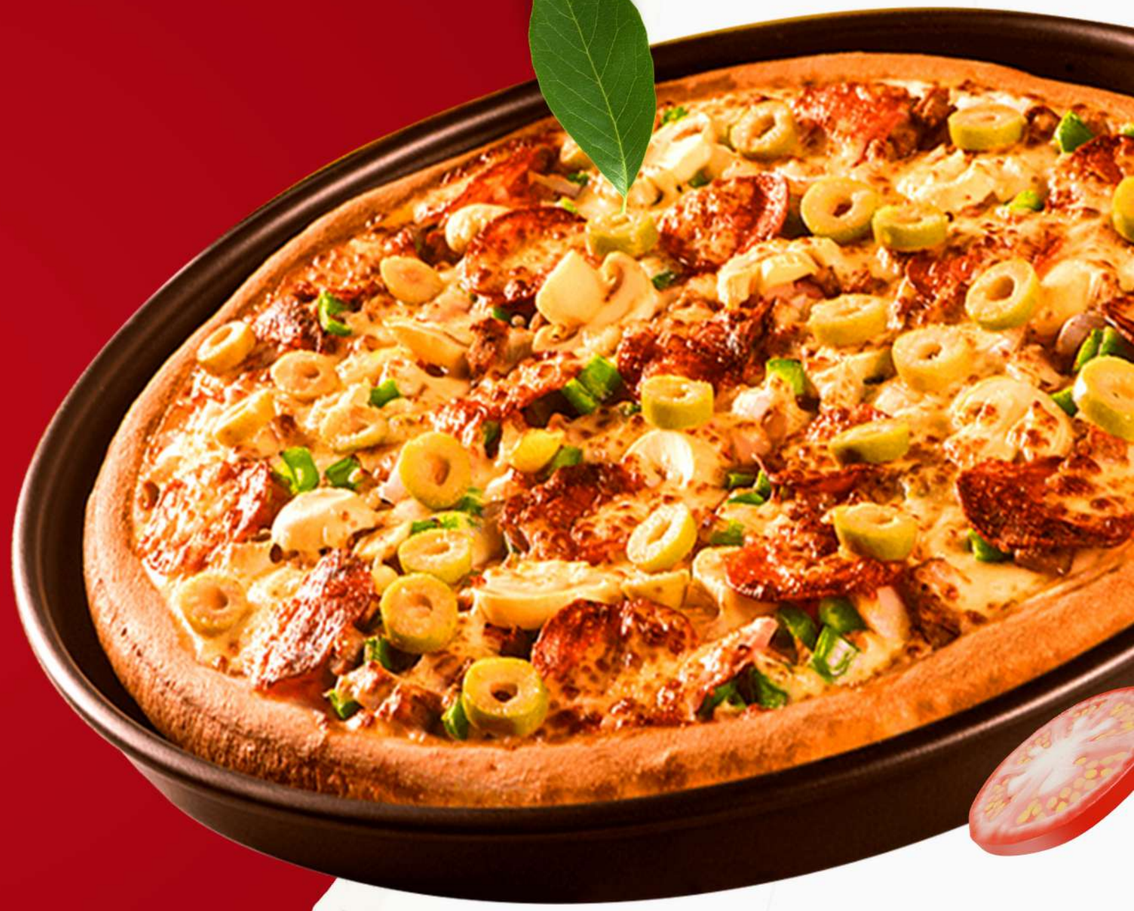
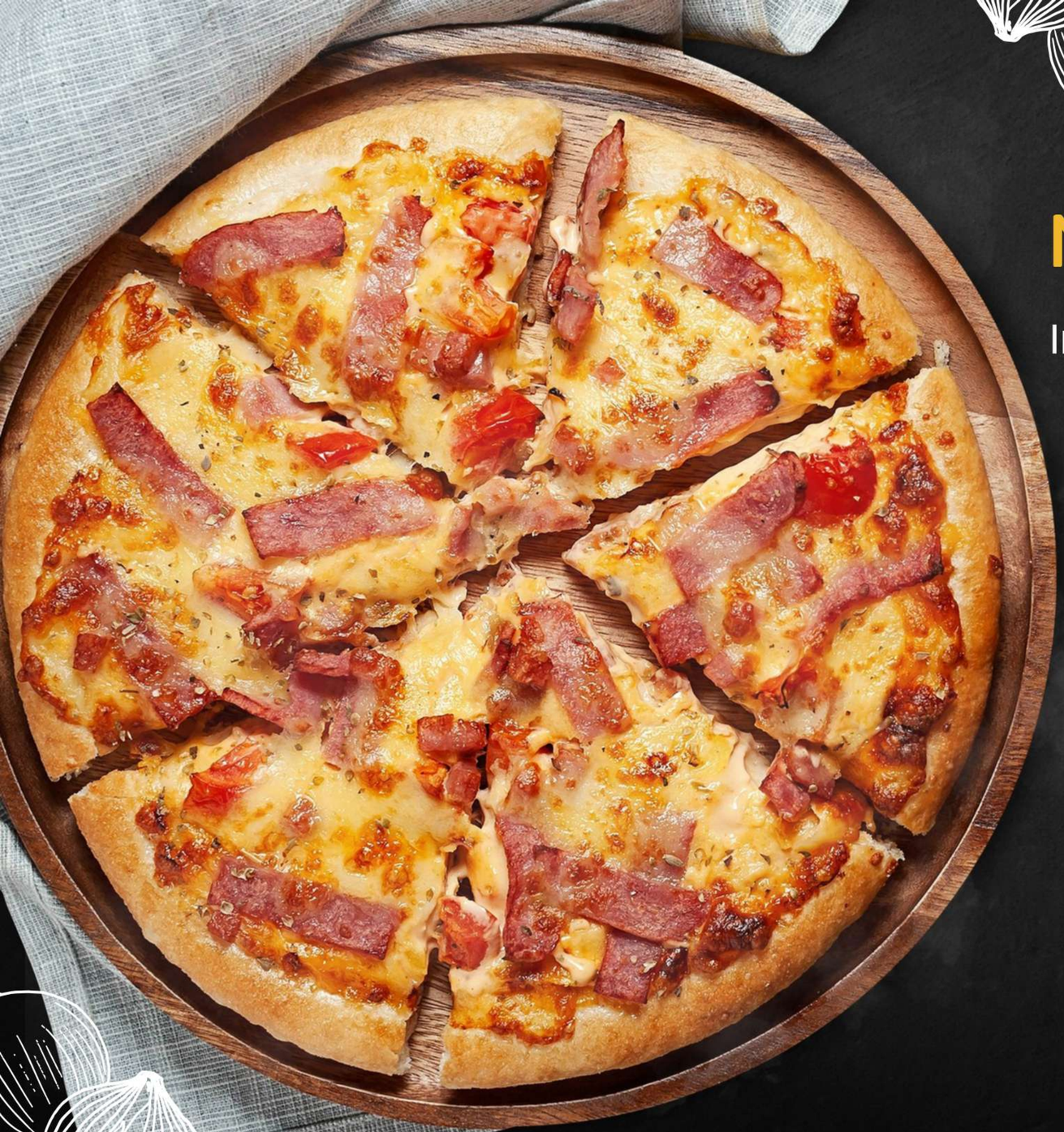
WELCOME TO

PIZZA SALES

HELLO!!!
I'M MRUNAL PADOLE...
IN THIS PROJECT I HAVE UTILIZE THE SQL QUERIES TO SOLVE A QUESTIONS THAT RELATED TO PIZZA SALES....





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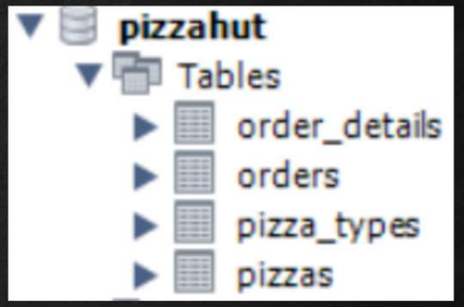
MY SQL WORKBENCH

Insights from Pizzahut Database



QUESTIONS

Basic:

Retrieve the total number of orders placed.
Calculate the total revenue generated from pizza sales.
List the top 5 most ordered pizza types along with their quantities.

Intermediate:

Determine the distribution of orders by hour of the day.
Join relevant tables to find the category-wise distribution of pizzas.
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.

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RETRIEVE THE TOTAL NUMBER OF ORDERS PLACED.

SQL QUERY:

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

Result Grid

total_orders
402

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CALCULATE THE TOTAL REVENUE GENERATED FROM PIZZA SALES.

```
SELECT
    ROUND(SUM(order_details.quantity * pizzas.price),
            2) AS tatal_sales
FROM
    order_details
        JOIN
    pizzas ON pizzas.pizza_id = order_details.pizza_id;
```

Result Grid

	total_sales
▶	817860.05

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

- JOIN ORDERS, ORDER_DETAILS, AND PIZZAS TABLES.
- GROUP BY PIZZA TYPE, SUM QUANTITIES, AND SORT.
- LIMIT RESULTS TO TOP 5.

```sql
SELECT
    pizza_types.name, 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.name
ORDER BY quantity DESC
LIMIT 5;
```

Result Grid | Filter 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

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DETERMINE THE DISTRIBUTION OF ORDERS BY HOUR OF THE DAY.

THIS ANALYSIS IDENTIFIES THE PEAK HOURS FOR PIZZA ORDERS, HELPING TO OPTIMIZE STAFFING AND DELIVERY SCHEDULES.

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

Result Grid

hour	order_count
11	23
12	49
13	45
14	35
15	34
16	34
17	41
18	42
19	32
20	33
21	19
22	15

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

- To find the category-wise distribution of pizzas
- The SQL query involves joining relevant tables
- Typically a pizzas table and a categories table, to group the data by pizza categories and count or sum the pizzas in each category.

```
SELECT
    category, COUNT(name)
FROM
    pizza_types
GROUP BY category;
```

Result Grid | Filter

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

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

- JOIN ORDERS, ORDER_DETAILS, AND PIZZAS TABLES.
- CALCULATE REVENUE AS QUANTITY * PRICE AND GROUP BY PIZZA TYPE.
- SORT BY TOTAL REVENUE AND LIMIT TO TOP 3.

```sql
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;
```

Result Grid | Filter Rows:

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

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

```sql
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
                        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;
```

- JOIN ORDERS, ORDER_DETAILS, AND PIZZAS TABLES.
- GROUP BY PIZZA TYPE, SUM QUANTITIES, AND SORT.
- LIMIT RESULTS TO TOP 5.

Result Grid | Filter

category	revenue
Classic	26.91
Supreme	25.46
Chicken	23.96
Veggie	23.68

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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(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;
```

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	15641.95

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CONCLUSION:

INSIGHTS FROM PIZZAHUT DATABASE

- Total Orders & Revenue: Overview of overall performance.
- Top 5 Pizzas: Highlights most popular pizza types.
- Category Distribution: Insights into pizza category preferences.
- Revenue Contribution: Shows percentage contribution of each pizza type.
- Order Trends: Optimizes staffing based on order timing.
- Cumulative Revenue: Tracks growth and forecasts future sales.

Data-driven insights for better decision-making and improved customer experience.

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THANK YOU!