# PIZZA SALES REPORT

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### Special

Slice into Happiness. Irresistible Pizzas, Delivered to Your Doorstep!



#### INTRODUCTION

This Pizza Sales Report provides a comprehensive analysis of pizza sales, with a focus on understanding customer preferences, revenue generation, and order trends. The report is designed to answer key questions about pizza sales performance through the following analyses:

- Total Orders Placed: Identifying the complete number of orders during the period.
- Revenue Calculation: Determining the total revenue generated from pizza sales, offering insights into the overall financial performance.
- Pricing Analysis: Identifying the highest-priced pizza on the menu and analyzing its contribution to overall sales.
- Order Trends:
- Discovering the most commonly ordered pizza size, which provides insights into customer preferences.
- Listing the top 5 most popular pizza types based on order quantities, helping to understand the best-selling items.

- Category and Distribution Analysis:
- Analyzing category-wise pizza distribution to understand how different pizza types
  perform within their categories.
- Breaking down order patterns by time, including hourly distribution, to understand peak ordering times.
- Daily Trends: Grouping orders by date to calculate the average number of pizzas sold per day, helping to identify any fluctuations in daily demand.
- Revenue Contribution:
- Identifying the top 3 most-ordered pizza types based on revenue.
- Calculating the percentage contribution of each pizza type to the total revenue, providing insights into which products drive the most income.
- Cumulative Revenue Analysis: Tracking how the revenue accumulates over time,
   offering a view of long-term financial performance.

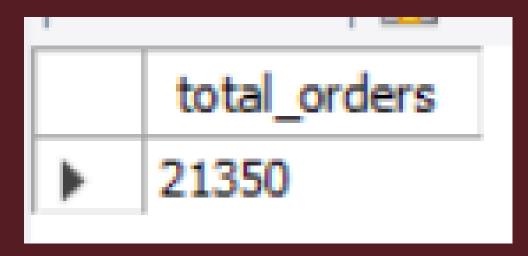
#### Retrieve the total number of orders placed.

```
SELECT

COUNT(order_id) AS total_orders

FROM

orders;
```



### Calculate the total revenue generated from pizza sales.

```
SELECT

ROUND(SUM(order_details.quantity * pizzas.price),

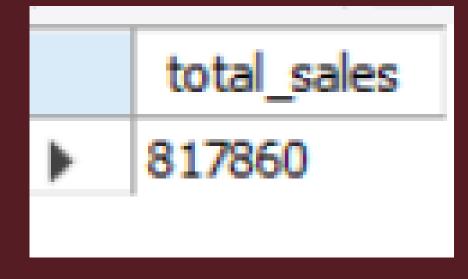
0) AS total_sales

FROM

order_details

JOIN

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



#### Identify the highest-priced pizza.

name	price
The Greek Pizza	35.95

#### Identify the most common pizza size ordered.

	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
        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
INSTER
```

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
    pizza_types.category,
    SUM(order_details.quantity) A5 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.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), COUNT(order_id) AS order_count

FROM

orders

GROUP BY HOUR(order_time);
```

ŀ	HOUR(order_time)	order_count
1	1	1231
1	2	2520
1	3	2455
1	4	1472
1	5	1468
1	6	1920
1	7	2336
1	8	2399
1	9	2009
2	0	1642
2	1	1198
2	2	663
2	3	28

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

```
SELECT

category, COUNT(name)

FROM

pizza_types

GROUP BY category
```

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

## Join relevant tables to find the category-wise distributiGroup the orders by date and calculate the average number of pizzas ordered per day.n of pizzas.

```
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;
```

```
avg_pizza_ordered_per_day

138
```

#### Determine the top 3 most ordered pizza types based on

```
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,
    (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 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	26.90596025566967	
Supreme	25.45631126009862	
Chicken	23.955137556847287	
Veggie	23.682590927384577	

#### 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	2713.8500000000004
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
2015-01-12	27781.7

### 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 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 report is designed to offer a complete picture of pizza sales, helping to make informed decisions about product offerings, pricing strategies, and customer engagement.

### THANK YOU