



Pizza Store

Pizza Sales Data Analysis



PROJECT OVERVIEW:

In this project, I utilized SQL Queries to analyze the Pizza store database and solve real-world business questions related to Pizzas.

The focus was on extracting meaningful insights as per requirements from pizzas data.

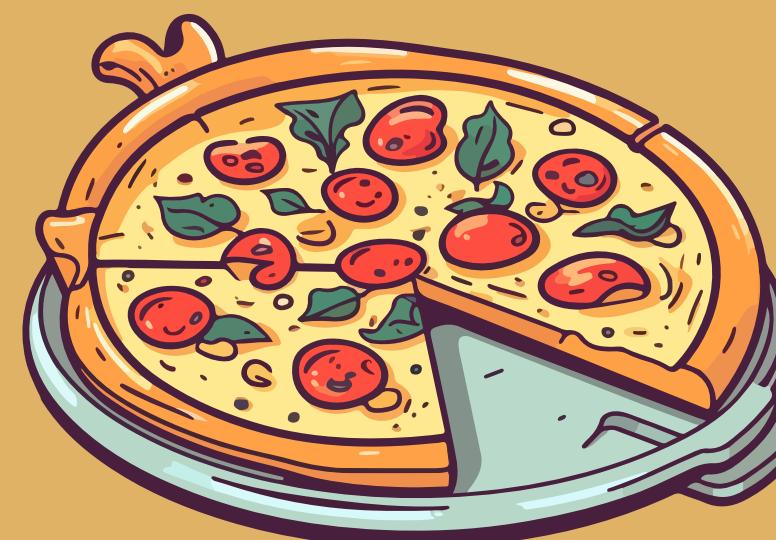
By leveraging advanced SQL concepts like JOINS, Sub-Query, GROUP BY AND WINDOW FUNCTIONS, I efficiently processed and visualized data to support business decisions.



Pizza store

Retrieve the total number of orders placed

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



Result Grid	
	total_orders
▶	21350



Pizza store

Calculate the total revenue generated from pizza sales

```
select round(sum(order_details.quantity * pizzas.price),2) as total_revenue  
from pizzas join order_details  
on pizzas.pizza_id = order_details.pizza_id;
```



	Result Grid		
	total_revenue		
▶	817860.05		



Identify the highest- priced pizza

```
select pizza_types.name, pizzas.price  
from pizzas join pizza_types  
on pizzas.pizza_type_id=pizza_types.pizza_type_id  
order by price desc  
limit 1;
```



Result Grid | Filter Rows:

	name	price
▶	The Greek Pizza	35.95



Identify the most common pizza size ordered

```
select pizzas.size, count(order_details.order_details_id) as order_details
from pizzas join order_details
on pizzas.pizza_id = order_details.pizza_id
group by 1
order by order_details desc
limit 1;
```

Result Grid | Filter

	size	order_details
▶	L	18526



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 pizzas.pizza_id=order_details.pizza_id
group by 1
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

Join the necessary table to find the total quantity of each pizza category ordered

```
select pizza_types.category, sum(order_details.quantity) as total_quantity
from pizza_types join pizzas
on pizza_types.pizza_type_id = pizzas.pizza_type_id
join order_details
on pizzas.pizza_id = order_details.pizza_id
group by pizza_types.category;
```

Result Grid |   Filter Rows

	category	total_quantity
▶	Classic	14888
▶	Veggie	11649
▶	Supreme	11987
▶	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 1;
```

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

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

```
select category, count(name)  
from pizza_types  
group by 1;
```

Result Grid |  Filter Row

	category	count(name)
▶	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 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;
```

	Result Grid Filter Rows:
	avg_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 pizza_types.pizza_type_id = pizzas.pizza_type_id  
    JOIN  
    order_details ON pizzas.pizza_id = order_details.pizza_id  
GROUP BY pizza_types.name  
ORDER BY revenue DESC  
LIMIT 3;
```

Result Grid |  Filter Rows:

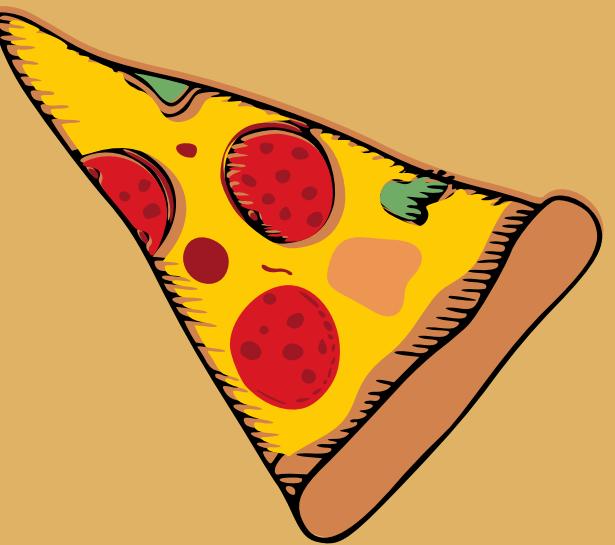
	name	revenue
▶	The Thai Chicken Pizza	43434.25
▶	The Barbecue Chicken Pizza	42768
	The California Chicken Pizza	41409.5

Calculate the percentage contributions 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_revenue
    )
    FROM
        pizzas
        JOIN
            order_details ON pizzas.pizza_id = order_details.pizza_id) * 100,
    2) AS percentage_revenue
FROM
    pizza_types
    +
    JOIN
        pizzas ON pizza_types.pizza_type_id = pizzas.pizza_type_id
    JOIN
        order_details ON pizzas.pizza_id = order_details.pizza_id
GROUP BY pizza_types.category
ORDER BY percentage_revenue DESC;

```



Result Grid | Filter Rows:

	category	percentage_revenue
▶	Classic	26.91
	Supreme	25.46
	Chicken	23.96
	Veggie	23.68

Analyse 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

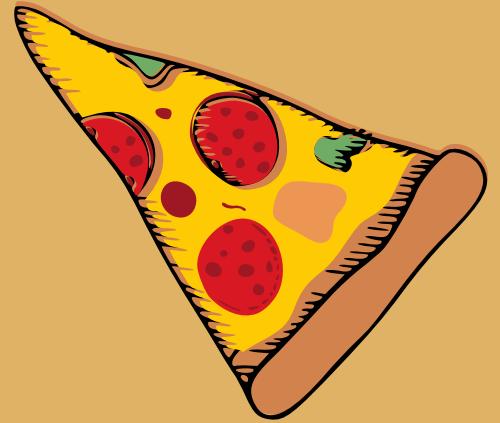


Determine the top 3 most ordered pizza types based on revenue for each pizza category

```

select category, 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 pizzas.pizza_id = order_details.pizza_id
group by pizza_types.category, pizza_types.name) as a) as b
where rn <=3;

```



Result Grid | Filter Rows: Export:

	category	name	revenue
▶	Chicken	The Thai Chicken Pizza	43434.25
	Chicken	The Barbecue Chicken Pizza	42768
	Chicken	The California Chicken Pizza	41409.5
	Classic	The Classic Deluxe Pizza	38180.5
	Classic	The Hawaiian Pizza	32273.25
	Classic	The Pepperoni Pizza	30161.75
	Supreme	The Spicy Italian Pizza	34831.25
	Supreme	The Italian Supreme Pizza	33476.75
	Supreme	The Sicilian Pizza	30940.5
	Veggie	The Four Cheese Pizza	32265.70000000065
	Mozzie	The Mozzarella Pizza	30700.75



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Thank you!

