PIZZA SALES REPORT

22 MAY 2024

INTRODUCTION

Welcome to my Sales Report Presentation using MySqL. Today, we delve into a comprehensive overview of our sales performance, exploring the highs, challenges, and strategic insights that have shaped our journey.

AGENDA

01 Retrieve the total number of orders placed.

02 Calculate the total revenue generated from pizza sales.

03 Identify the highest-priced pizza.

04 Identify the most common pizza size ordered.n

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

06 Group the orders by date and calculate the average number of pizzas ordered per day.

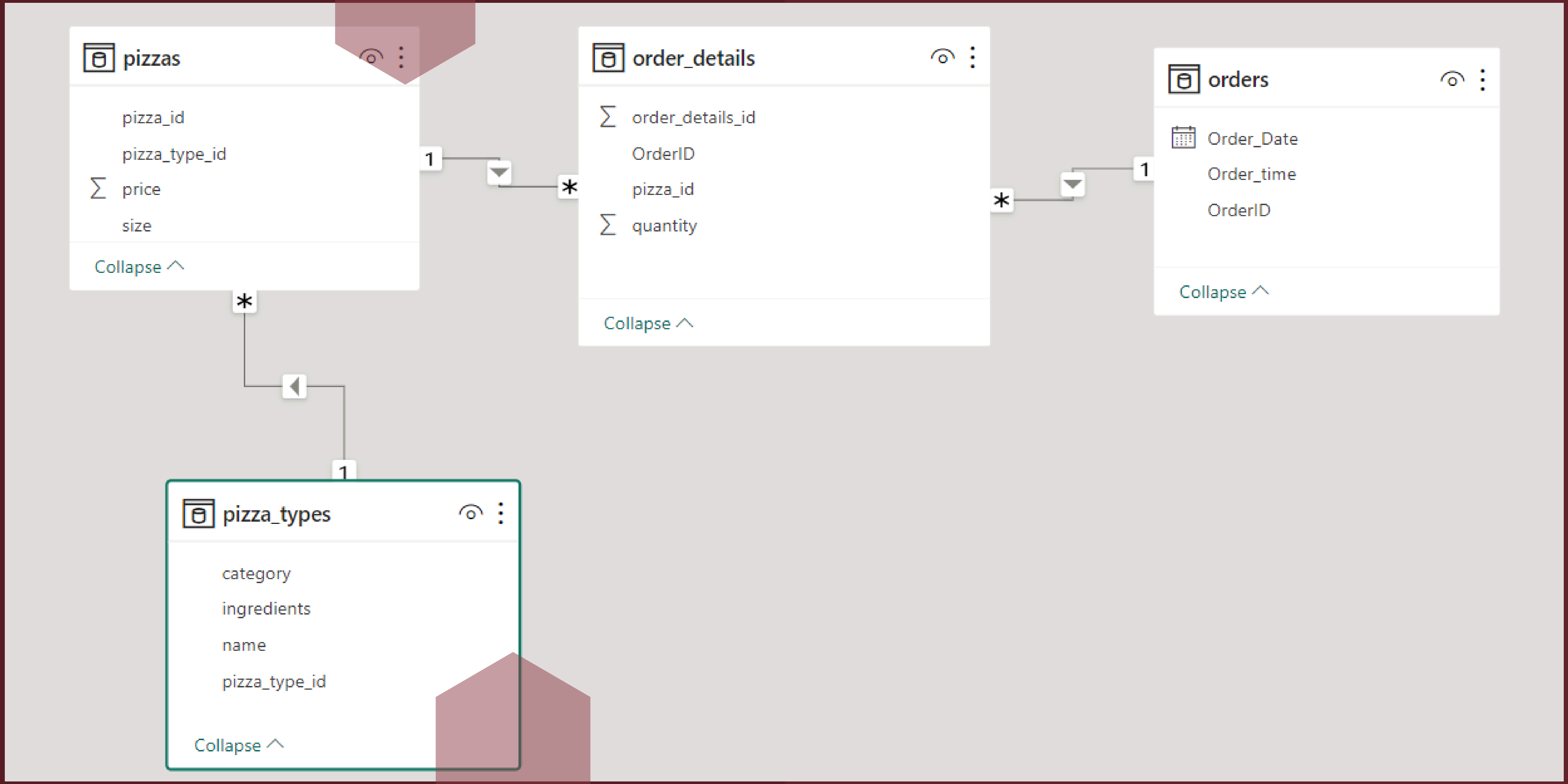
07 Determine the top 3 most ordered pizza types based on revenue.

08 Calculate the percentage contribution of each pizza type to total revenue.

09 Analyze the cumulative revenue generated over time.

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

Data Model



pizzas

pizza_id

pizza_type_id

price

size

Collapse

order_details

order_details_id

OrderID

pizza_id

quantity

Collapse

orders

Order_Date

Order_time

OrderID

Collapse

pizza_types

category

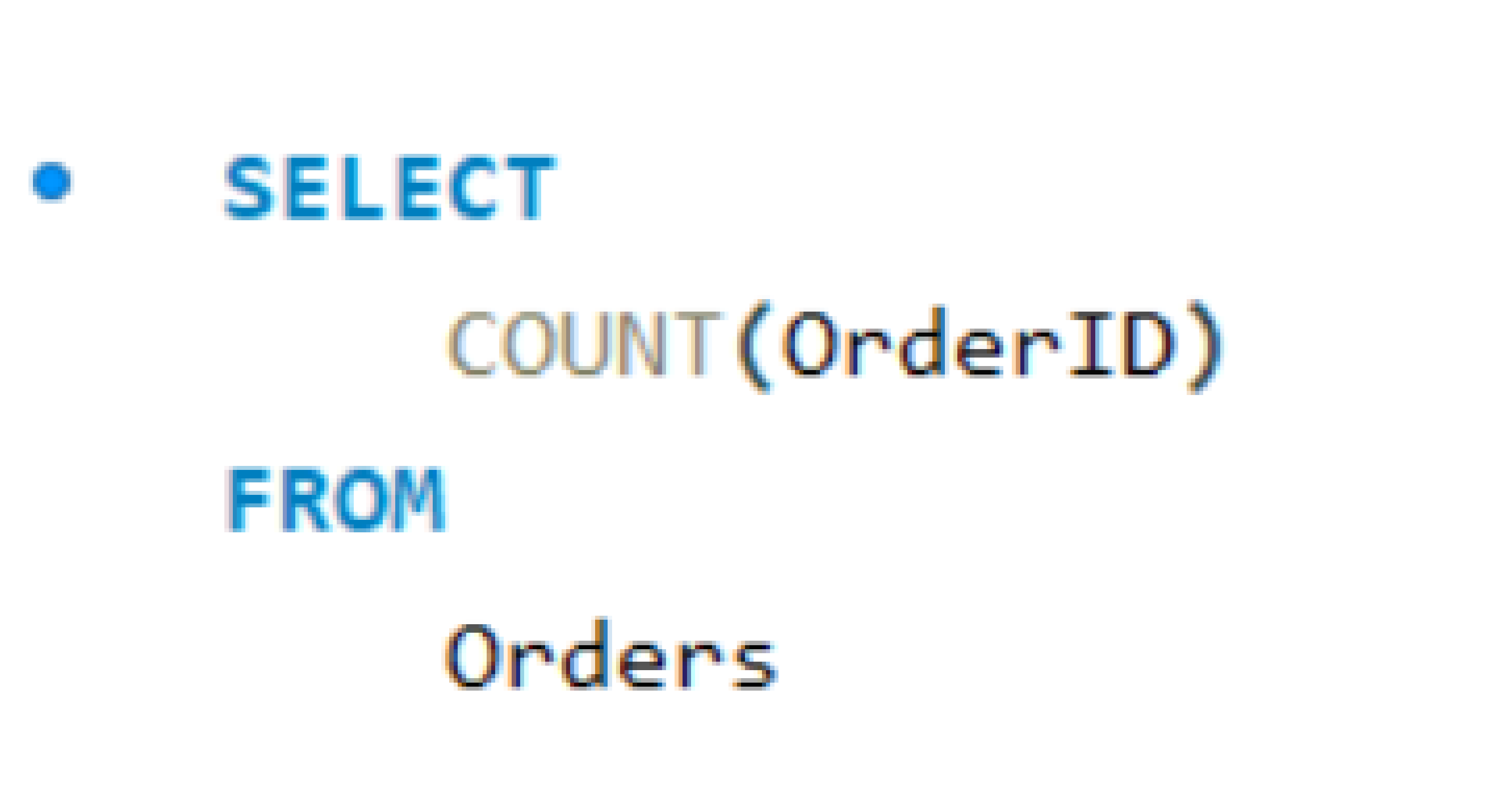
ingredients

name

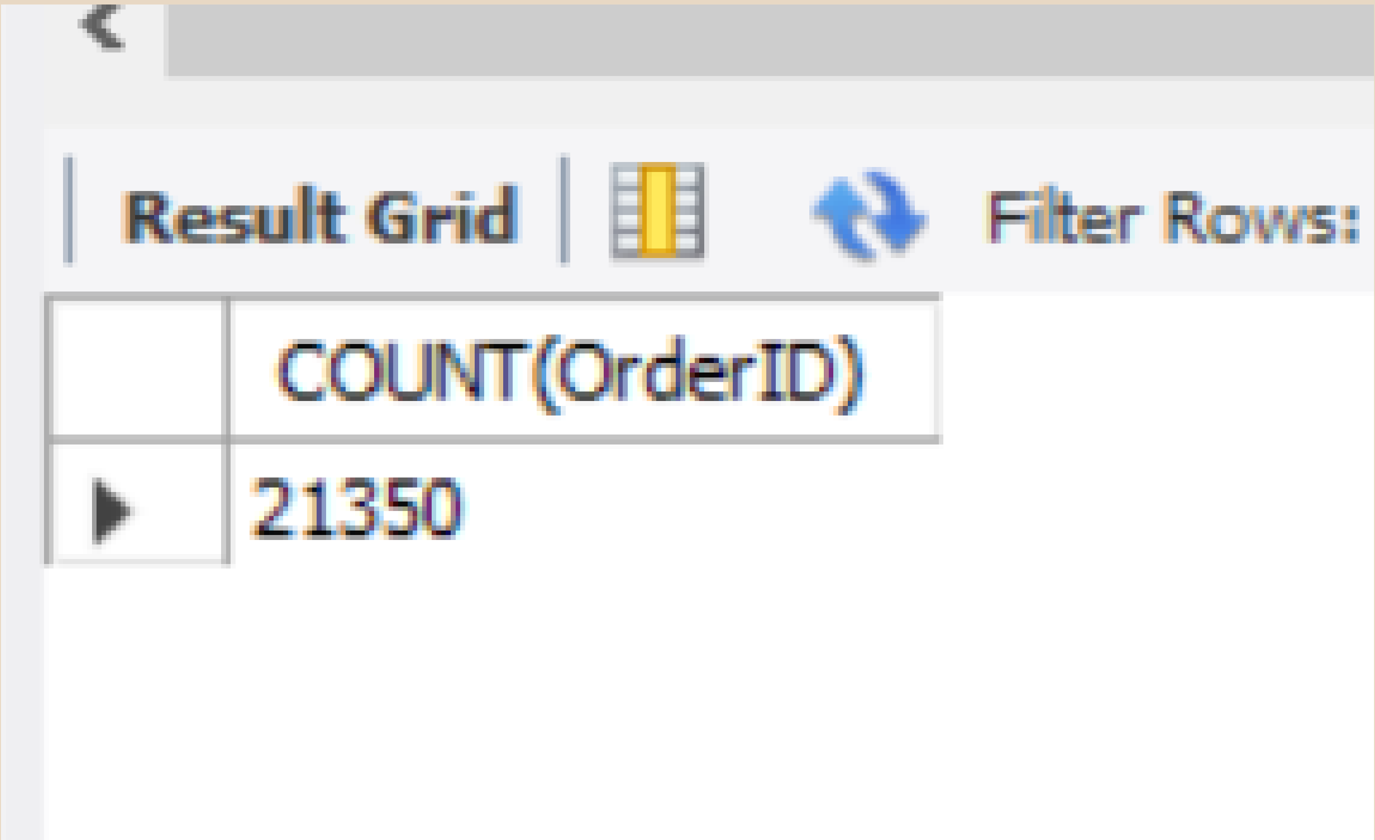
pizza_type_id

Collapse

Total number of orders placed.

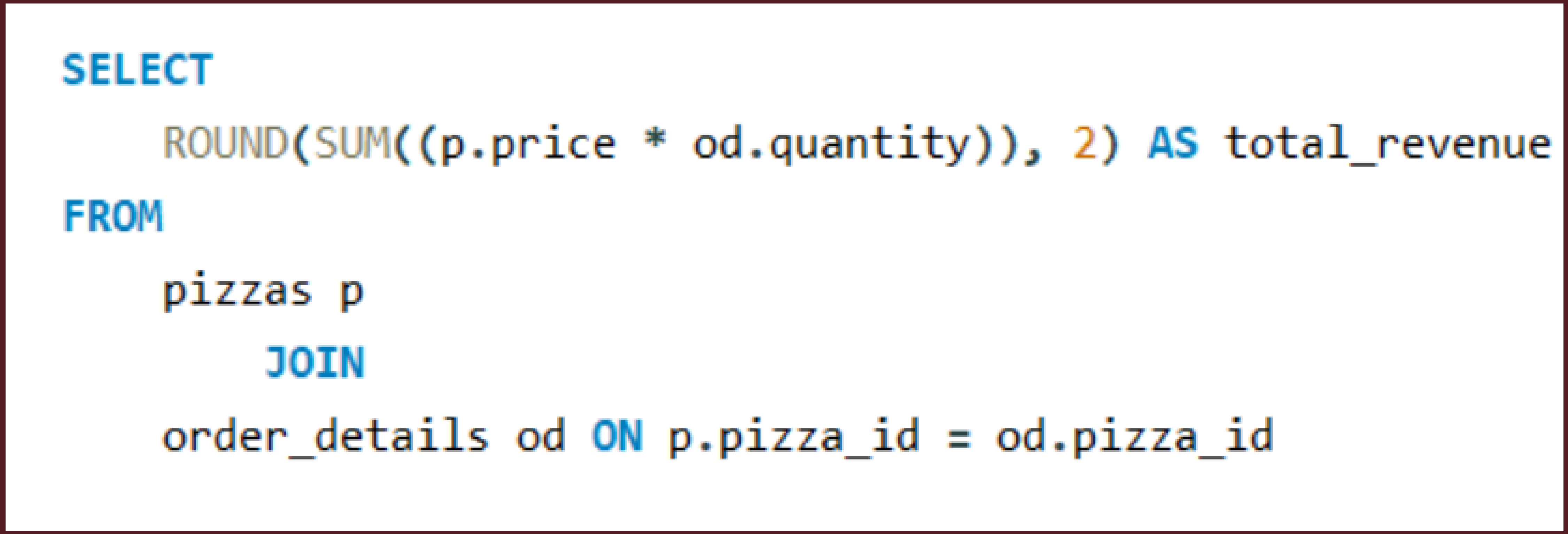


```
SELECT
    COUNT(OrderID)
FROM
    Orders
```

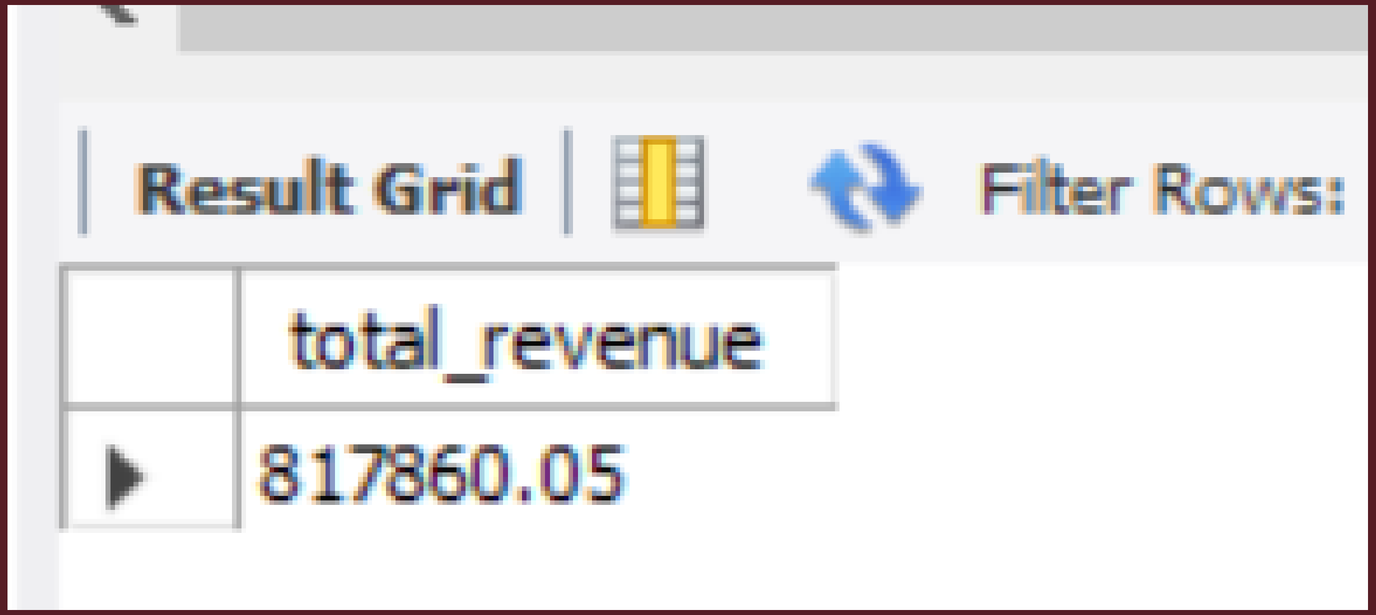


```
COUNT(OrderID)
21350
```

CALCULATE THE TOTAL REVENUE GENERATED FROM PIZZA SALES.

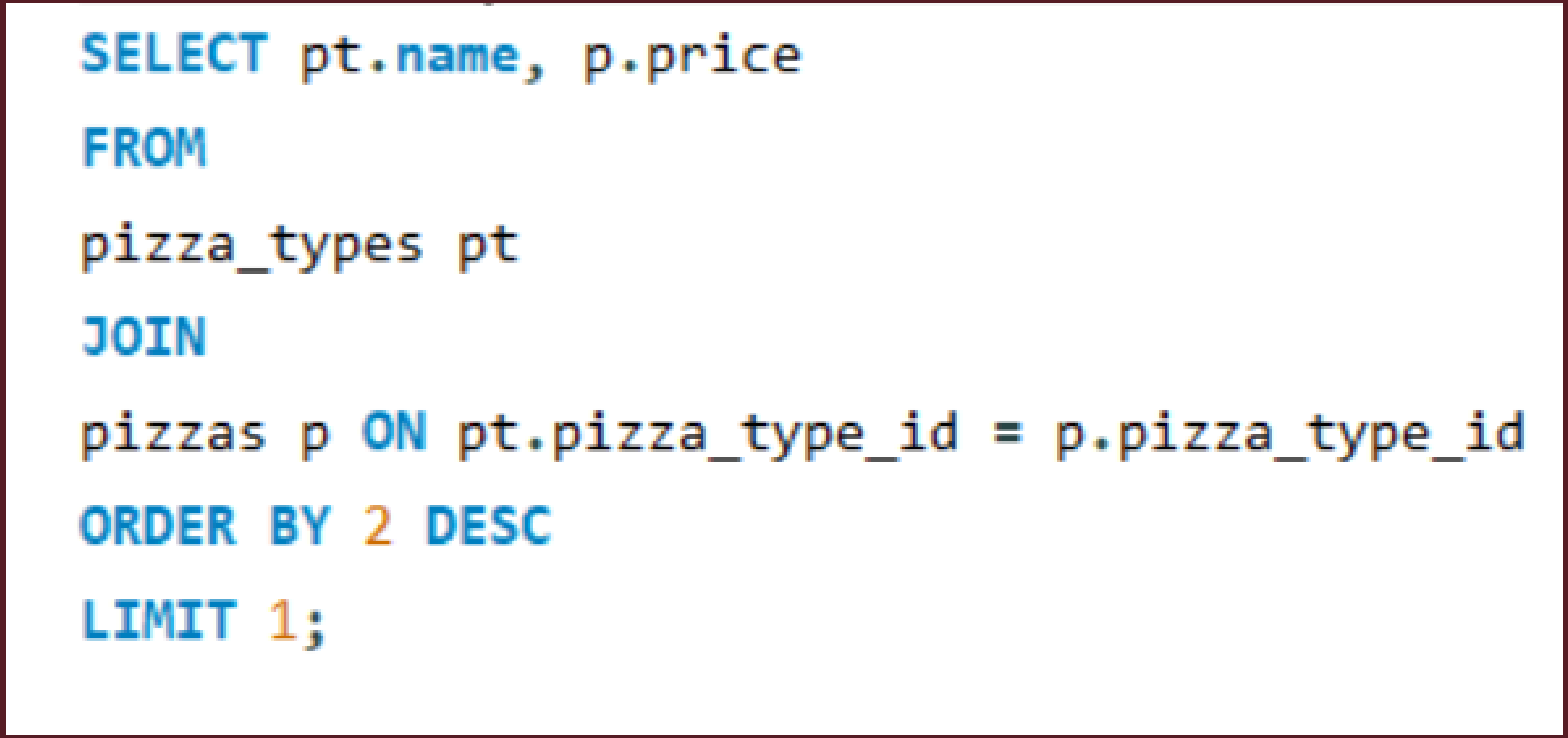


```
SELECT
    ROUND(SUM((p.price * od.quantity)), 2) AS total_revenue
FROM
    pizzas p
        JOIN
    order_details od ON p.pizza_id = od.pizza_id
```

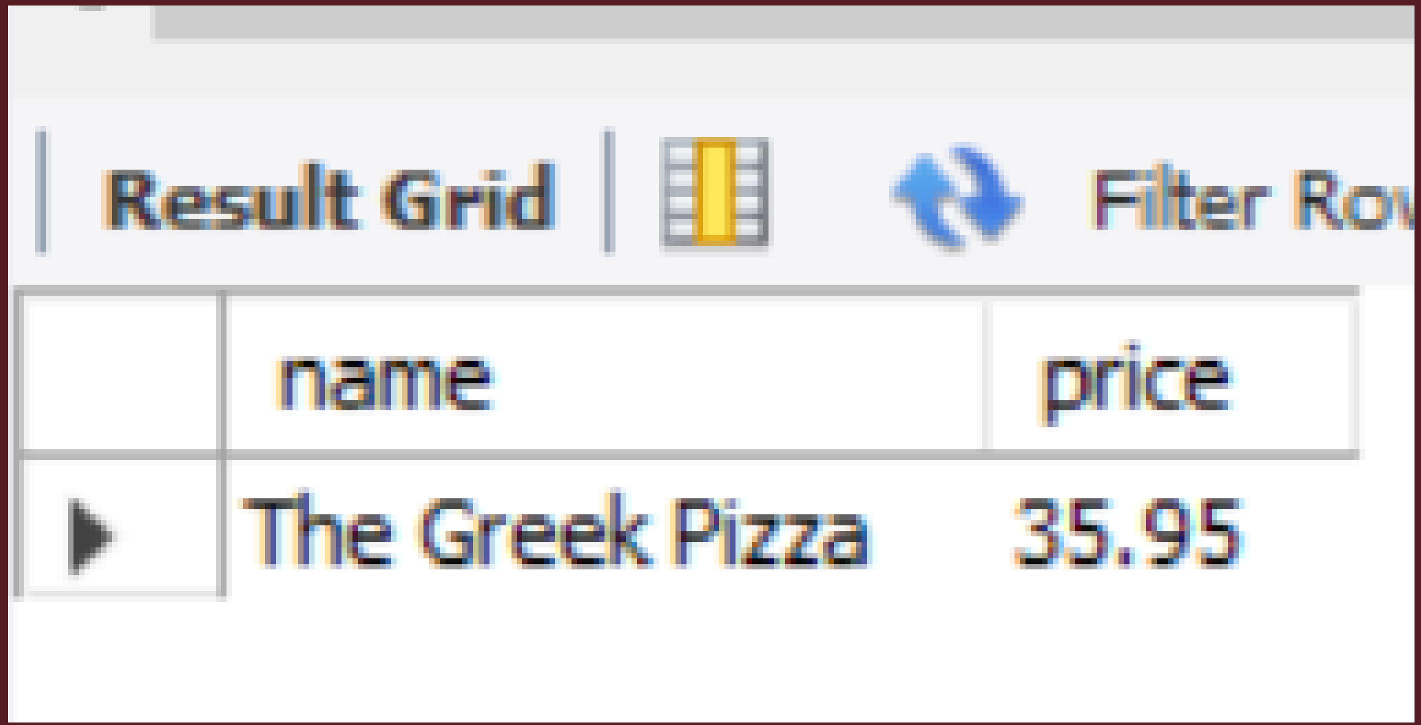


```
total_revenue
817860.05
```

IDENTIFY THE HIGHEST-PRICED PIZZA.

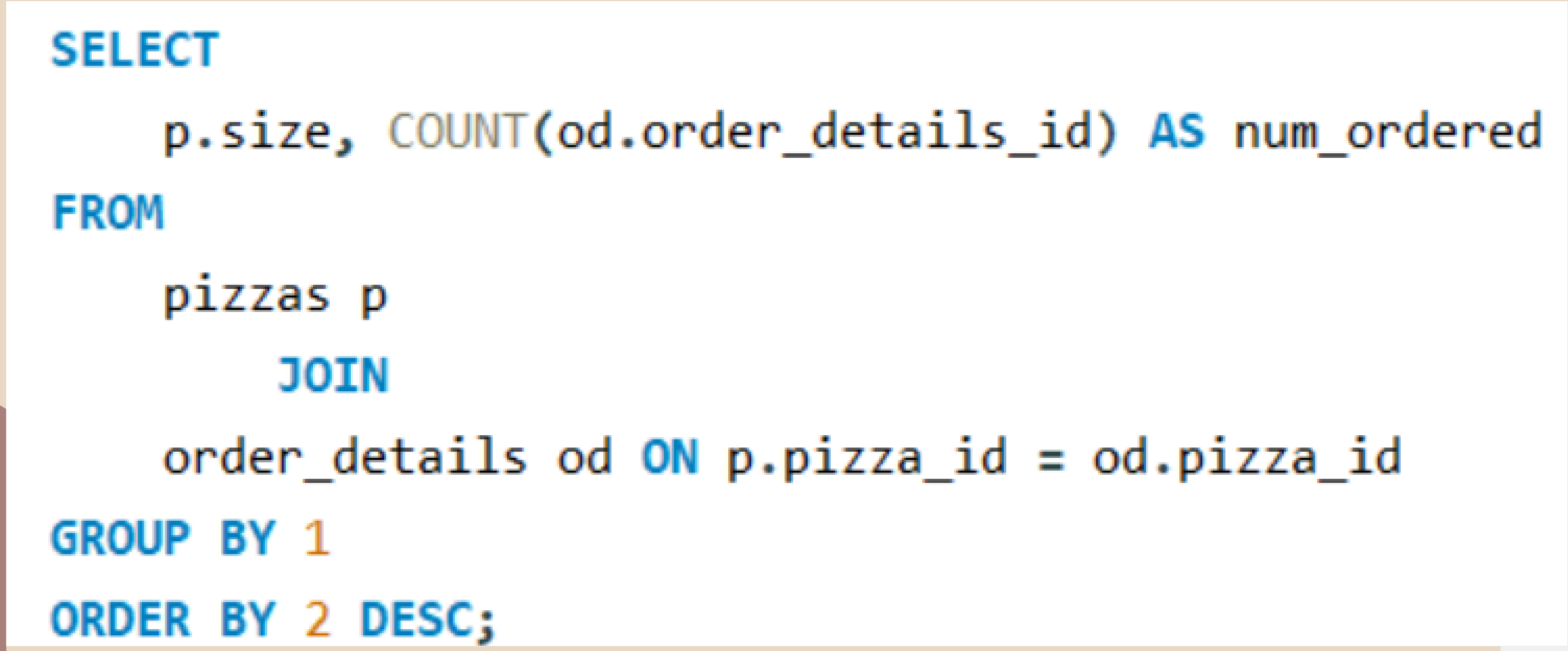


```sql
SELECT pt.name, p.price
FROM
pizza_types pt
JOIN
pizzas p ON pt.pizza_type_id = p.pizza_type_id
ORDER BY 2 DESC
LIMIT 1;
```

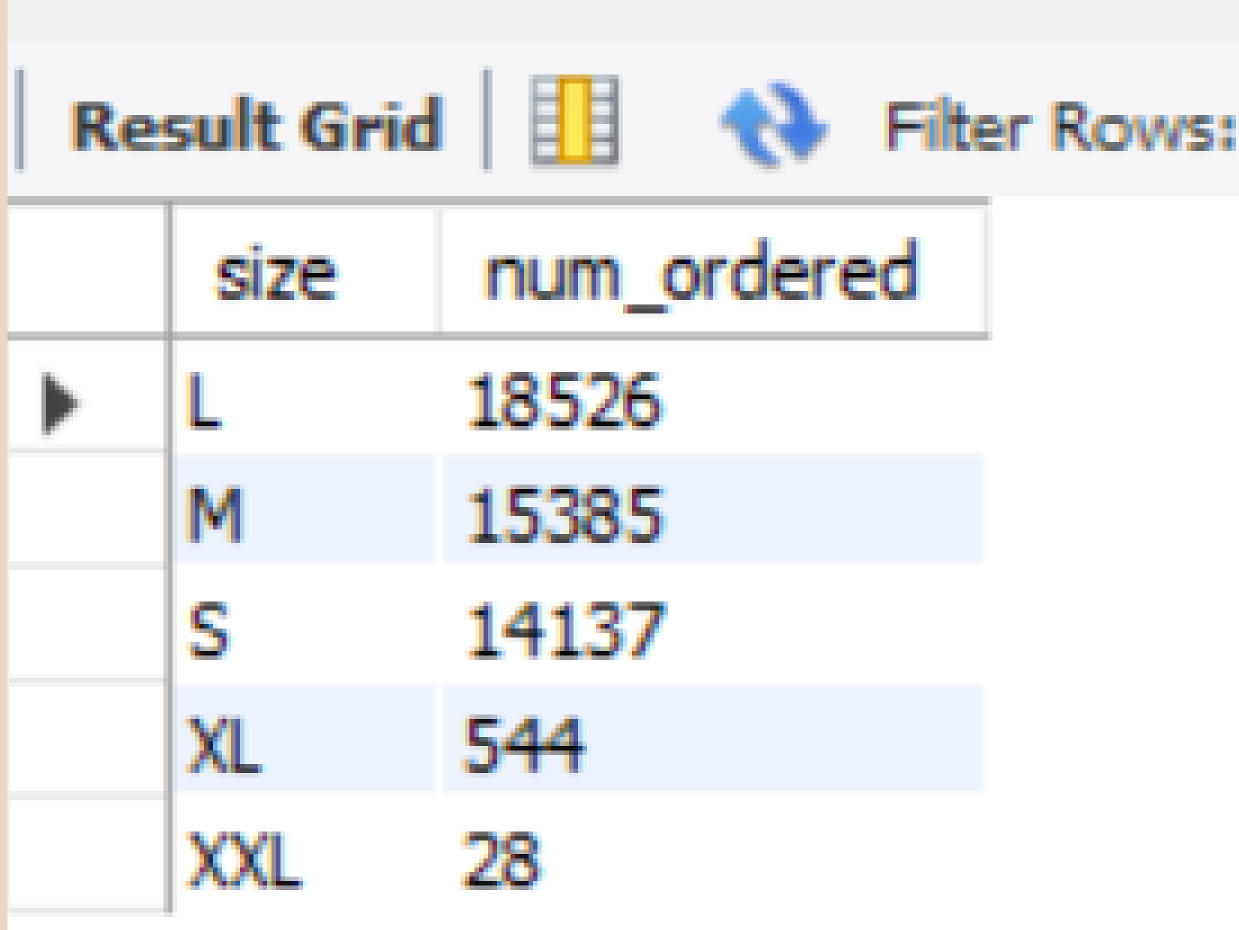


name	price
The Greek Pizza	35.95

IDENTIFY THE MOST COMMON PIZZA SIZE ORDERED.

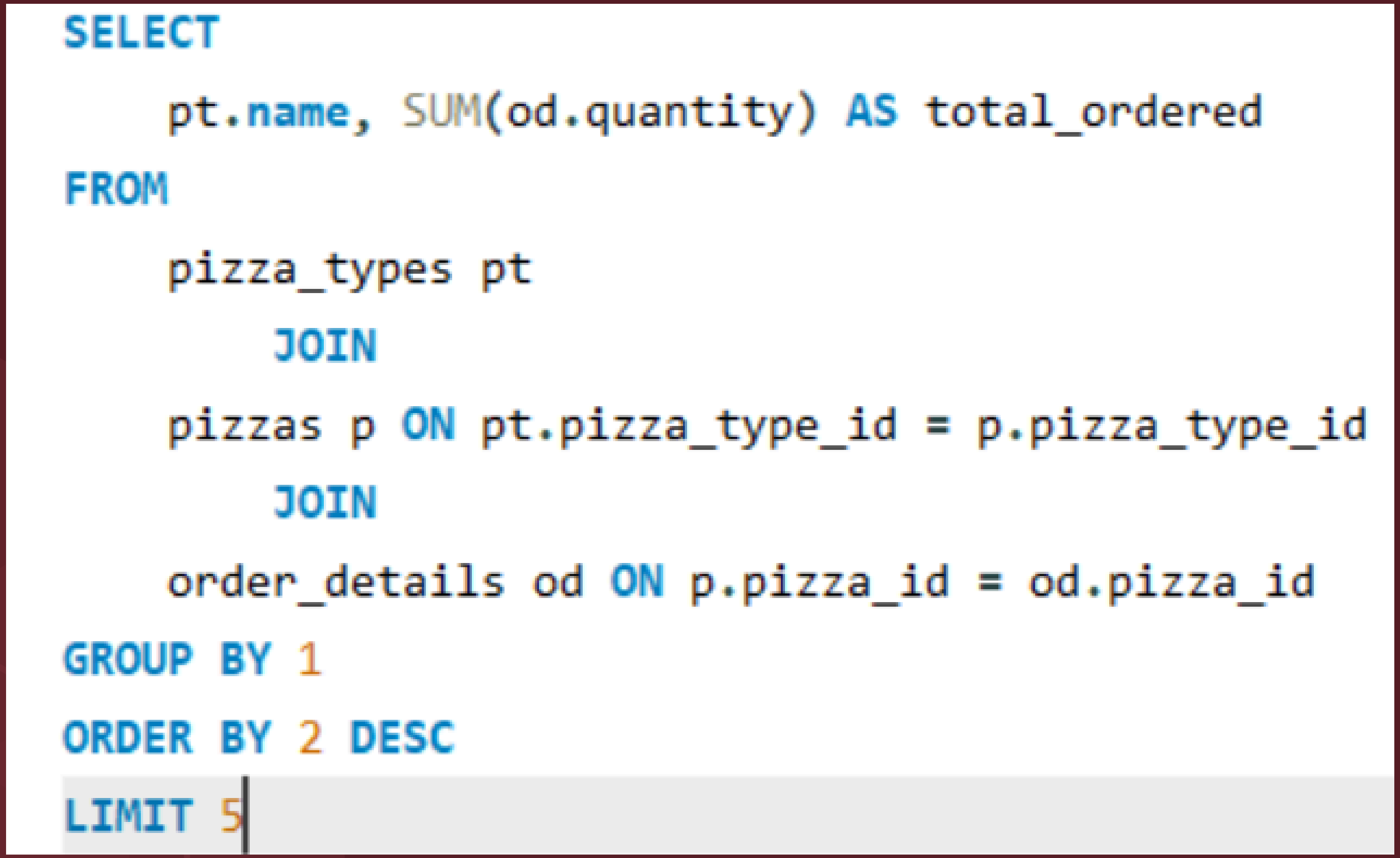


```
SELECT
    p.size, COUNT(od.order_details_id) AS num_ordered
FROM
    pizzas p
        JOIN
    order_details od ON p.pizza_id = od.pizza_id
GROUP BY 1
ORDER BY 2 DESC;
```

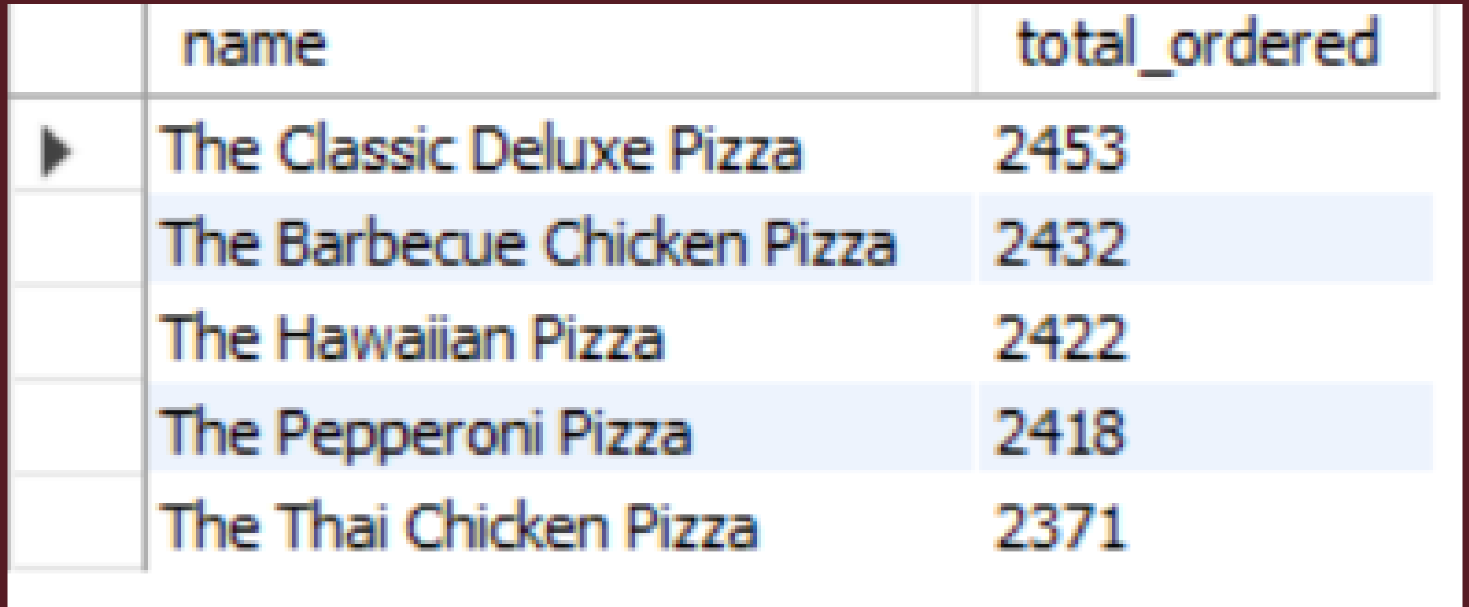


size	num_ordered
L	18526
M	15385
S	14137
XL	544
XXL	28

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

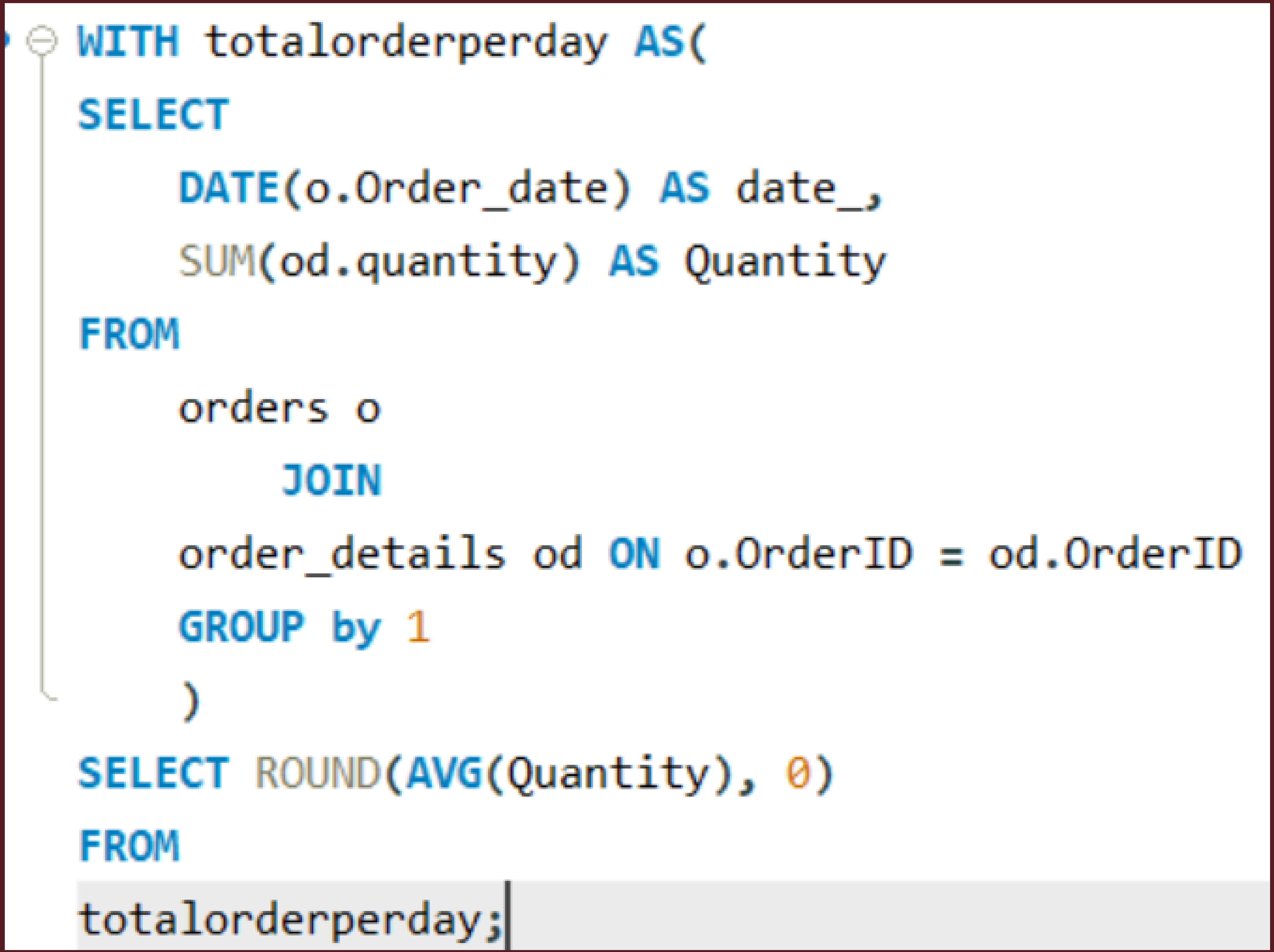


```sql
SELECT
    pt.name, SUM(od.quantity) AS total_ordered
FROM
    pizza_types pt
        JOIN
    pizzas p ON pt.pizza_type_id = p.pizza_type_id
        JOIN
    order_details od ON p.pizza_id = od.pizza_id
GROUP BY 1
ORDER BY 2 DESC
LIMIT 5
```

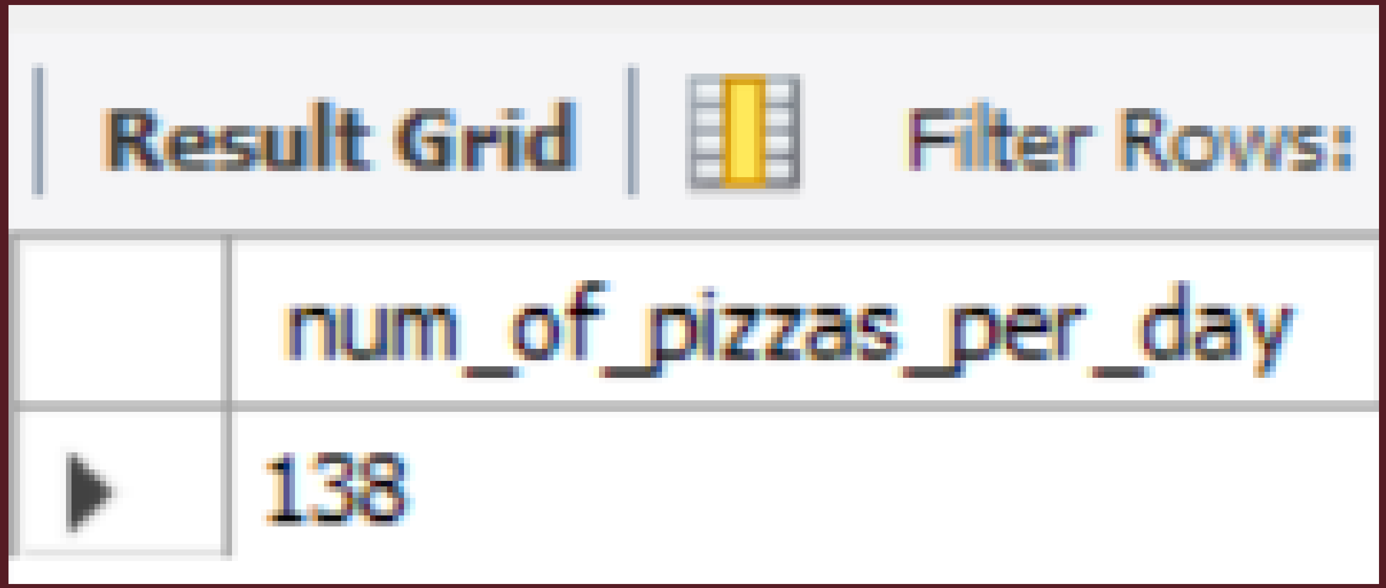


name	total_ordered
The Classic Deluxe Pizza	2453
The Barbecue Chicken Pizza	2432
The Hawaiian Pizza	2422
The Pepperoni Pizza	2418
The Thai Chicken Pizza	2371

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

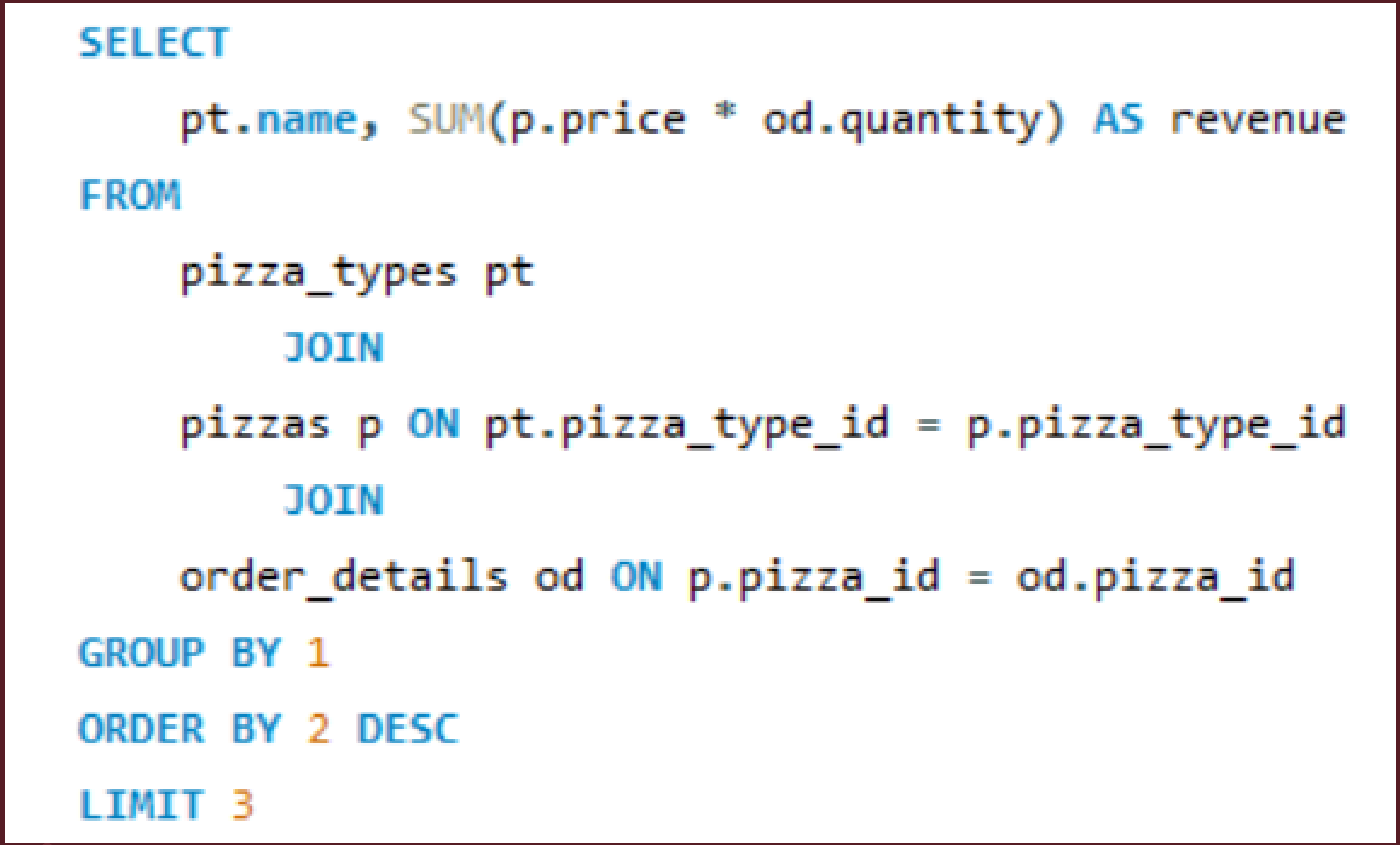


```sql
WITH totalorderperday AS(
SELECT
    DATE(o.Order_date) AS date_,
    SUM(od.quantity) AS Quantity
FROM
    orders o
        JOIN
    order_details od ON o.OrderID = od.OrderID
    GROUP by 1
    )
SELECT ROUND(AVG(Quantity), 0)
FROM
totalorderperday;
```

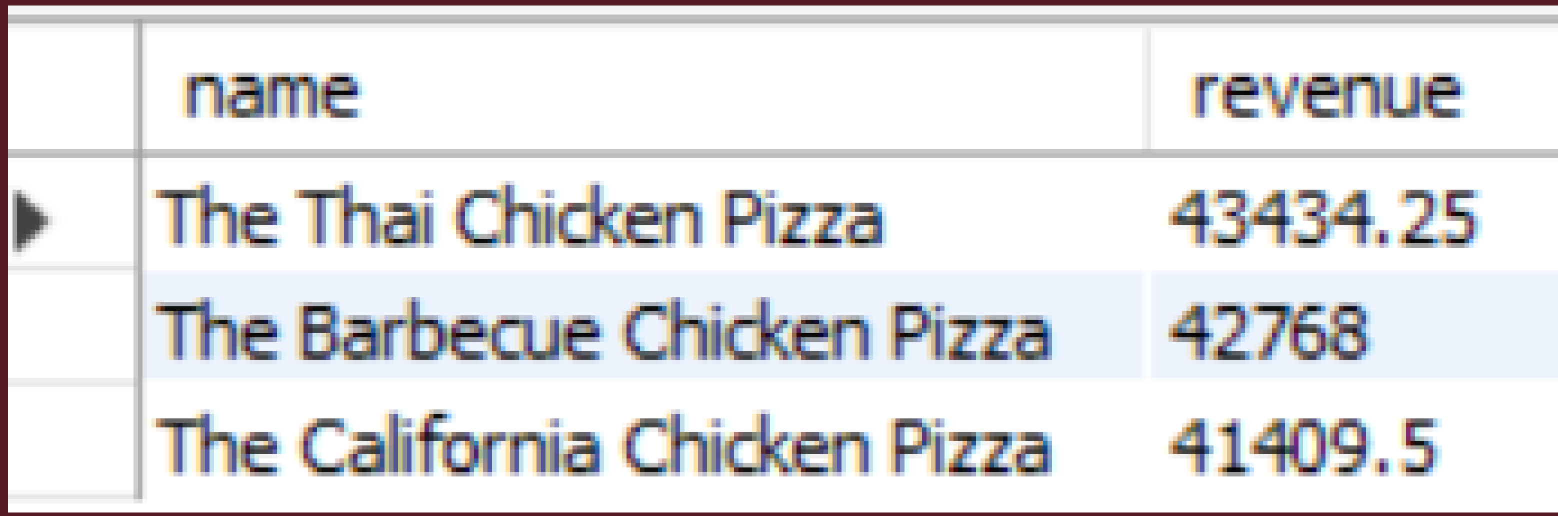


```
num_of_pizzas_per_day
138
```

TOP 3 MOST ORDERED PIZZA TYPES BASED ON REVENUE.

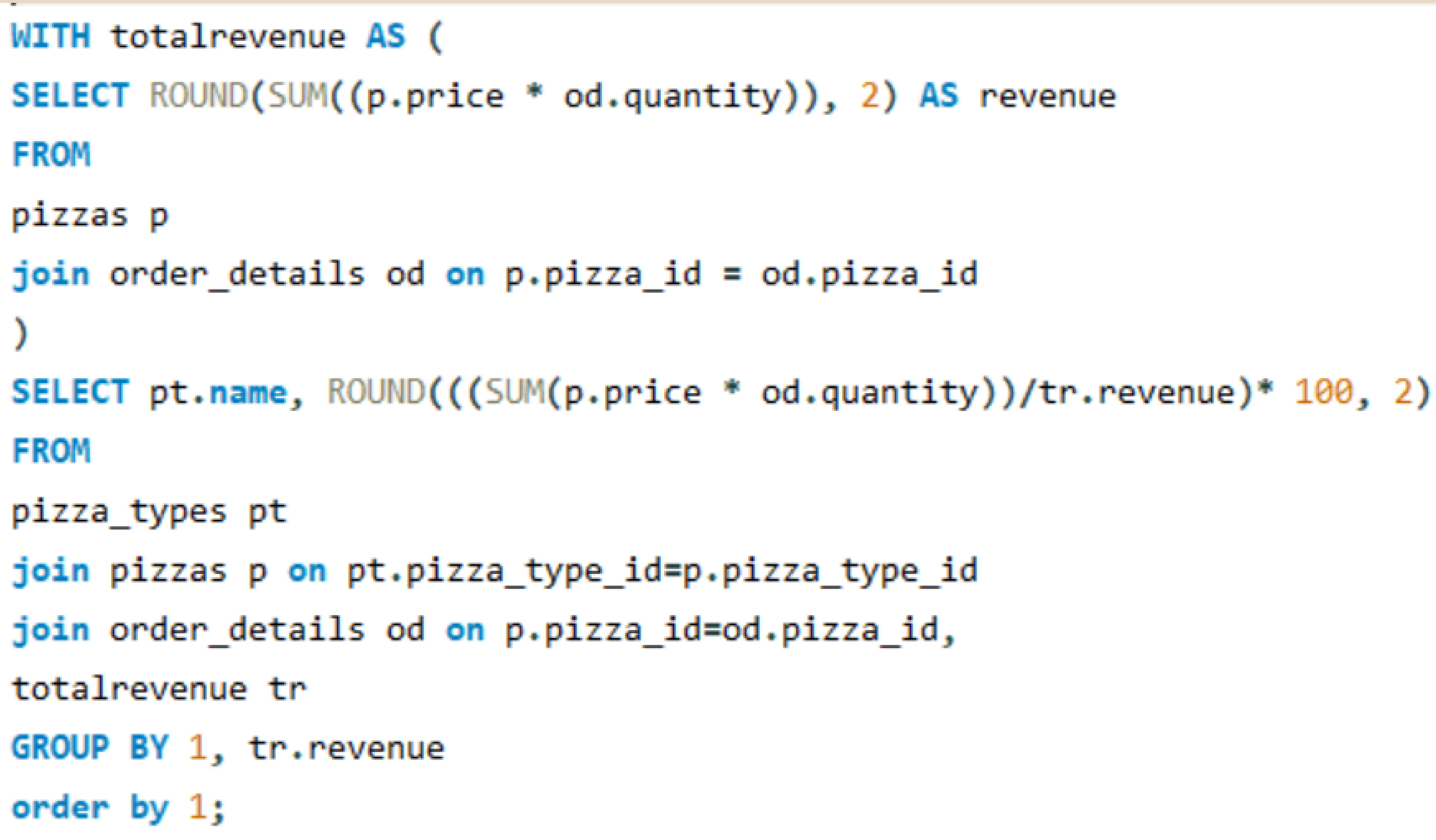


```sql
SELECT
    pt.name, SUM(p.price * od.quantity) AS revenue
FROM
    pizza_types pt
        JOIN
    pizzas p ON pt.pizza_type_id = p.pizza_type_id
        JOIN
    order_details od ON p.pizza_id = od.pizza_id
GROUP BY 1
ORDER BY 2 DESC
LIMIT 3
```

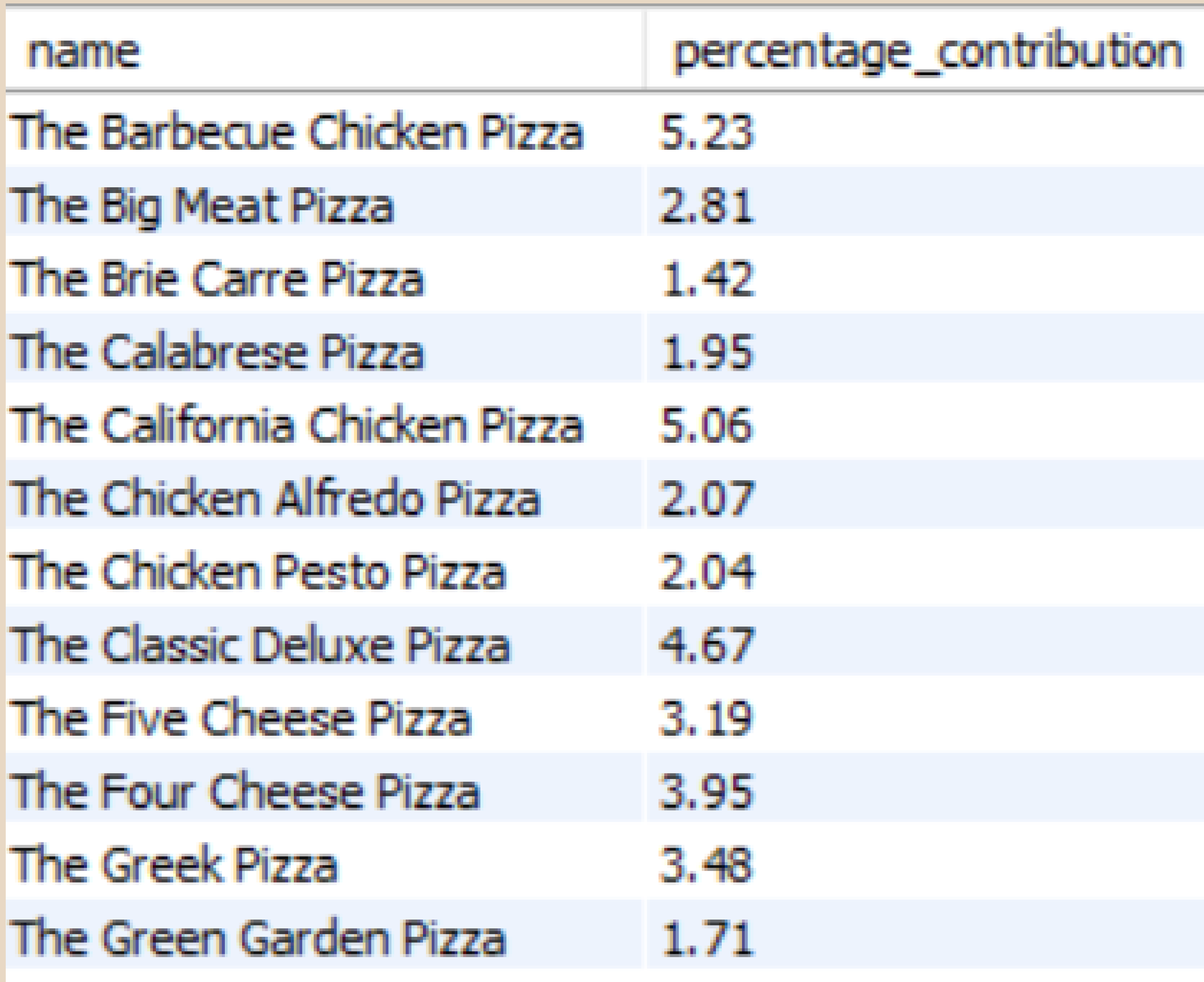


name	revenue
The Thai Chicken Pizza	43434.25
The Barbecue Chicken Pizza	42768
The California Chicken Pizza	41409.5

CALCULATE THE PERCENTAGE CONTRIBUTION OF EACH PIZZA TYPE TO TOTAL REVENUE

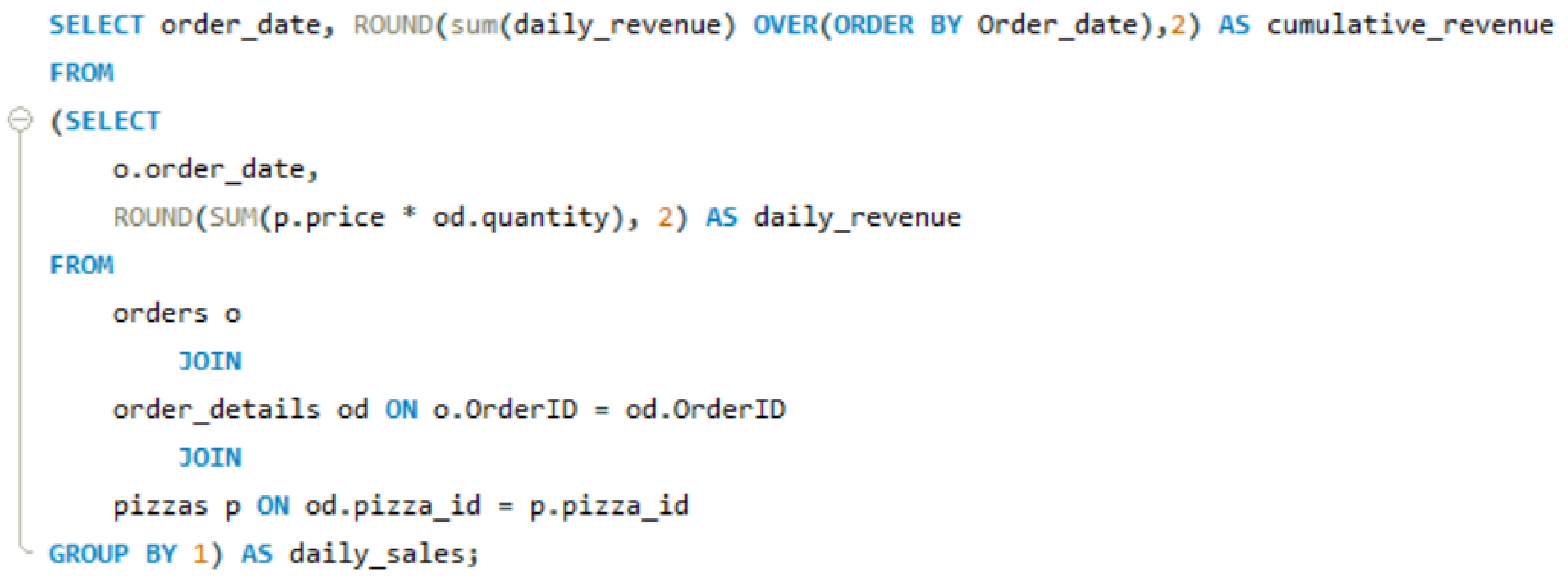


```
WITH totalrevenue AS (
SELECT ROUND(SUM((p.price * od.quantity)), 2) AS revenue
FROM
pizzas p
join order_details od on p.pizza_id = od.pizza_id
)
SELECT pt.name, ROUND(((SUM(p.price * od.quantity))/tr.revenue)* 100, 2)
FROM
pizza_types pt
join pizzas p on pt.pizza_type_id=p.pizza_type_id
join order_details od on p.pizza_id=od.pizza_id,
totalrevenue tr
GROUP BY 1, tr.revenue
order by 1;
```

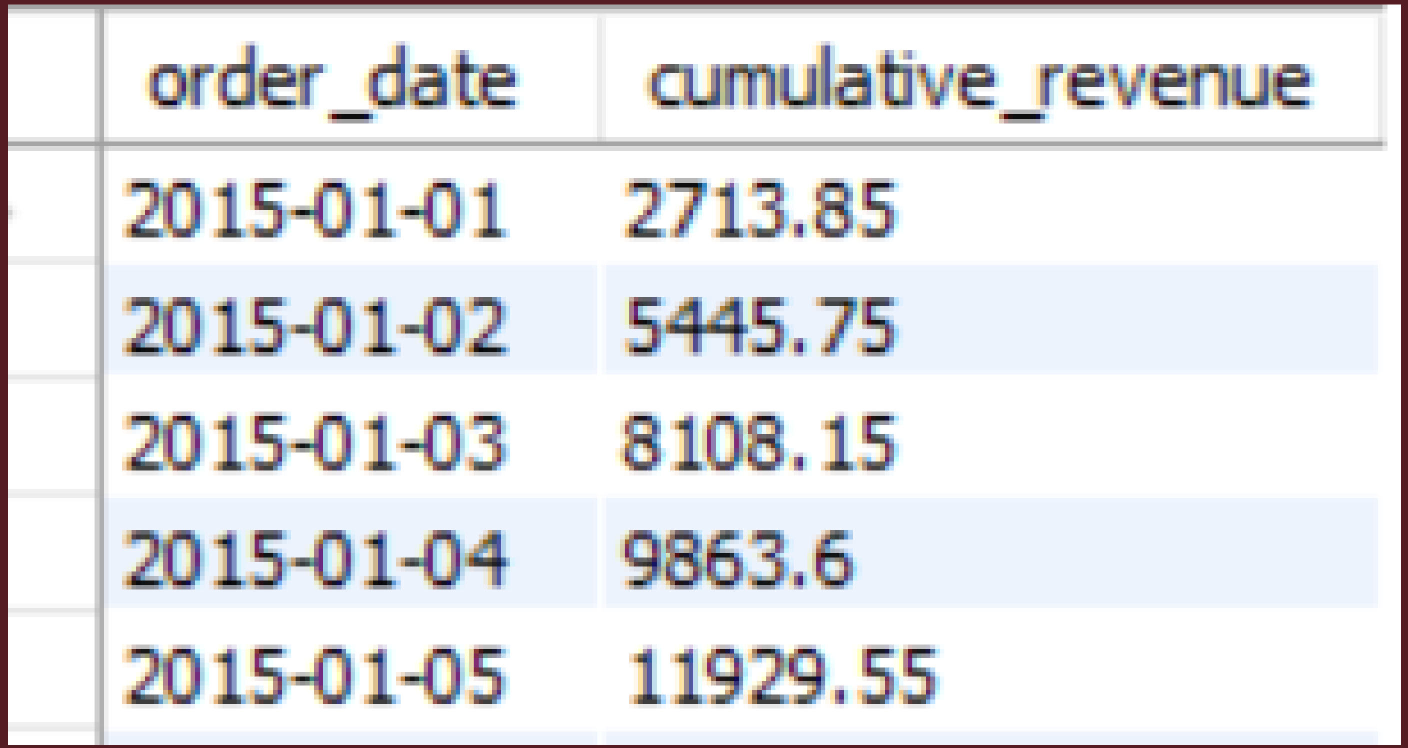


name	percentage_contribution
The Barbecue Chicken Pizza	5.23
The Big Meat Pizza	2.81
The Brie Carre Pizza	1.42
The Calabrese Pizza	1.95
The California Chicken Pizza	5.06
The Chicken Alfredo Pizza	2.07
The Chicken Pesto Pizza	2.04
The Classic Deluxe Pizza	4.67
The Five Cheese Pizza	3.19
The Four Cheese Pizza	3.95
The Greek Pizza	3.48
The Green Garden Pizza	1.71

ANALYZE THE CUMULATIVE REVENUE GENERATED OVER TIME.

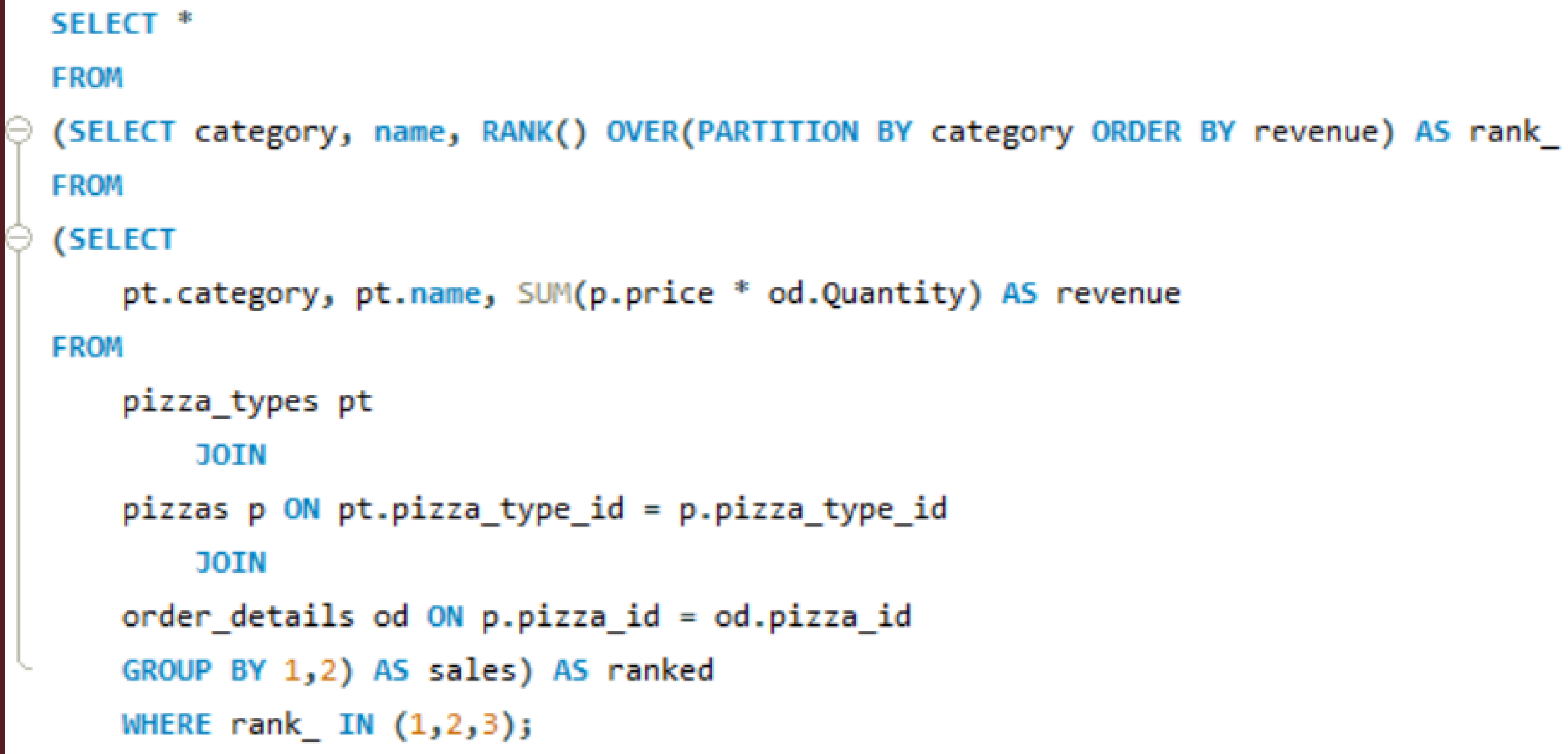


```
SELECT order_date, ROUND(sum(daily_revenue) OVER(ORDER BY Order_date),2) AS cumulative_revenue
FROM
(SELECT
    o.order_date,
    ROUND(SUM(p.price * od.quantity), 2) AS daily_revenue
FROM
    orders o
        JOIN
    order_details od ON o.OrderID = od.OrderID
        JOIN
    pizzas p ON od.pizza_id = p.pizza_id
GROUP BY 1) AS daily_sales;
```

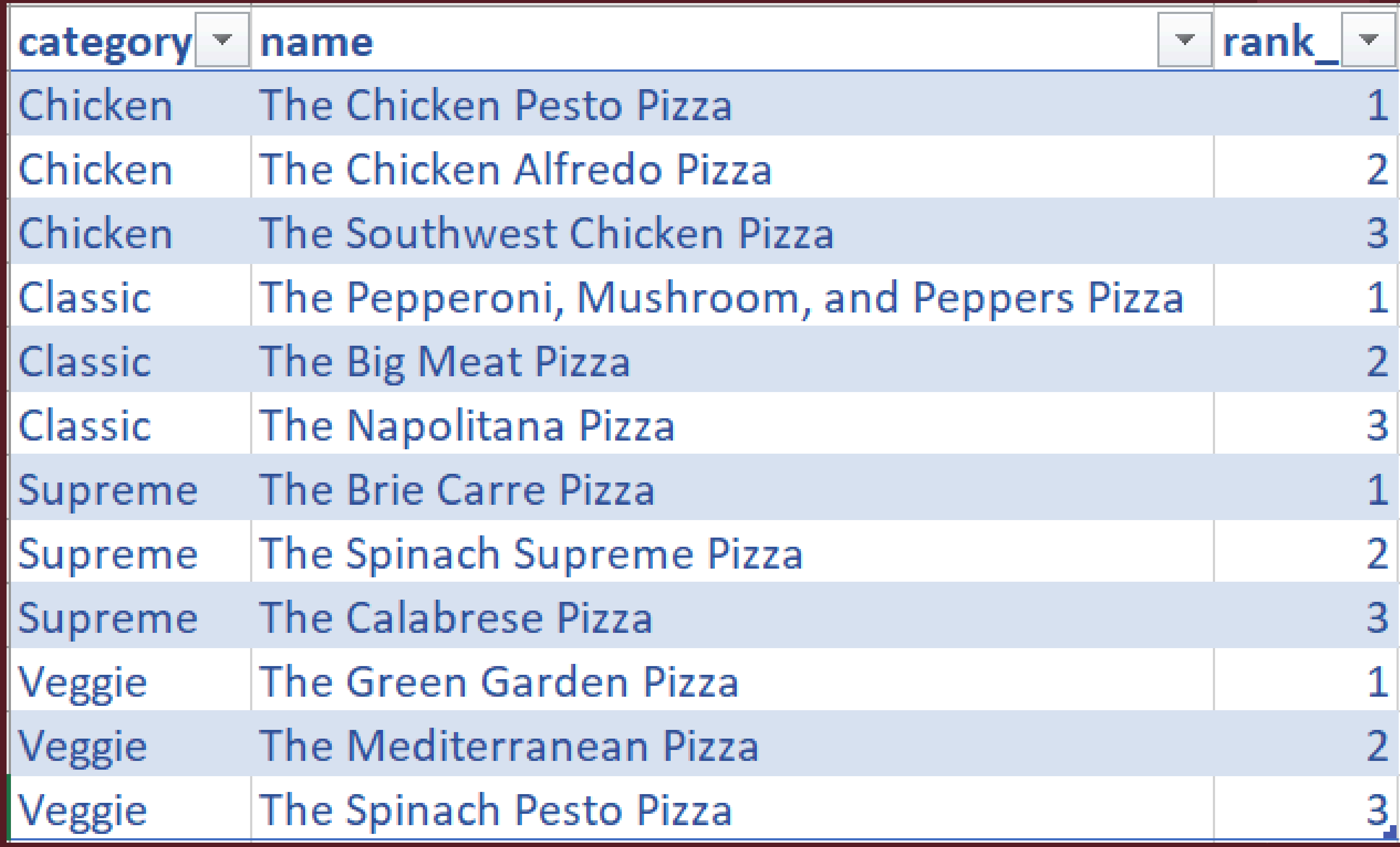


order_date	cumulative_revenue
2015-01-01	2713.85
2015-01-02	5445.75
2015-01-03	8108.15
2015-01-04	9863.6
2015-01-05	11929.55

Top 3 most ordered pizza types based on revenue for each pizza category.



```
SELECT *
FROM
(SELECT category, name, RANK() OVER(PARTITION BY category ORDER BY revenue) AS rank_
FROM
(SELECT
    pt.category, pt.name, SUM(p.price * od.Quantity) AS revenue
FROM
    pizza_types pt
        JOIN
    pizzas p ON pt.pizza_type_id = p.pizza_type_id
        JOIN
    order_details od ON p.pizza_id = od.pizza_id
    GROUP BY 1,2) AS sales) AS ranked
    WHERE rank_ IN (1,2,3);
```



category	name	rank_
Chicken	The Chicken Pesto Pizza	1
Chicken	The Chicken Alfredo Pizza	2
Chicken	The Southwest Chicken Pizza	3
Classic	The Pepperoni, Mushroom, and Peppers Pizza	1
Classic	The Big Meat Pizza	2
Classic	The Napolitana Pizza	3
Supreme	The Brie Carre Pizza	1
Supreme	The Spinach Supreme Pizza	2
Supreme	The Calabrese Pizza	3
Veggie	The Green Garden Pizza	1
Veggie	The Mediterranean Pizza	2
Veggie	The Spinach Pesto Pizza	3

THANK YOU

22 May, 2024