

PIZZA HUT



INTRODUCTION

Pizza Hut is one of the leading global pizza chains, renowned for its wide variety of pizzas and fast food offerings. The objective of this project is to analyze Pizza Hut's order data to gain insights into customer preferences, order trends, and product performance. This project analyzes Pizza Hut's sales data, focusing on orders, order details, pizza types, and individual pizzas. The analysis aims to uncover customer purchasing patterns, identify best-selling pizzas, and highlight peak order times.

RETRIEVE THE TOTAL NUMBER OF ORDERS PLACED.

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

	total_orders
▶	21350

CALCULATED THE TOTAL REVENUE GENERATED FROM PIZZA SALES.

```
select  
    round(sum(orders_details.quantity * pizzas.price), 2) as total_sales  
from orders_details join pizzas  
on pizzas.pizza_id = orders_details.pizza_id
```

Result Grid	
	total_sales
▶	817860.05

HIGHEST-PRICED PIZZA.

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

	name	price
▶	The Greek Pizza	35.95

IDENTIFY THE MOST COMMON PIZZA SIZE ORDERED.

```
select pizzas.size, count(orders_details.order_details_id) as order_count  
from pizzas join orders_details  
on pizzas.pizza_id = orders_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(orders_details.quantity) as quantity  
  from pizza_types join pizzas  
    on pizza_types.pizza_type_id = pizzas.pizza_type_id  
   join orders_details  
    on orders_details.pizza_id = pizzas.pizza_id  
 group by pizza_types.name order by quantity desc limit 5;
```

	name	quantity
1	The Classic Deluxe Pizza	2453
2	The Barbecue Chicken Pizza	2432
3	The Hawaiian Pizza	2422
4	The Pepperoni Pizza	2418
5	The Thai Chicken Pizza	2371

JOIN THE NECESSARY TABLES TO FIND THE TOTAL QUANTITY OF EACH PIZZA CATEGORY ORDERED.

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

Result Grid | Filter

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
	16	1920
	17	2336
	18	2399
	19	2009
	20	1642

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

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

Result Grid | Filter Rows

	category	count(name)
1	Chicken	6
2	Classic	8
3	Supreme	9
4	Veggie	9

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

```
select round(avg(quantity), 0) as avg_pizza_ordered_per_day from
(select orders.order_date, sum(orders_details.quantity) as quantity
from orders join orders_details
on orders.order_id = orders_details.order_id
group by orders.order_date) as order_quantity;
```

Result Grid | Filter Rows:

	avg_pizza_ordered_per_day
	138

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

```
select pizza_types.category,  
round(sum(orders_details.quantity * pizzas.price) / (select round(sum(orders_details.quantity * pizzas.price), 2) as total_sales  
from orders_details join pizzas  
on pizzas.pizza_id = orders_details.pizza_id)*100, 2) as revenue  
from pizza_types join pizzas  
on pizza_types.pizza_type_id = pizzas.pizza_type_id  
join orders_details  
on orders_details.pizza_id = pizzas.pizza_id  
group by pizza_types.category order by revenue desc;
```

Result Grid | Filter

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(orders_details.quantity * pizzas.price) as revenue  
      from orders_details join pizzas  
        on orders_details.pizza_id = pizzas.pizza_id  
     join orders  
        on orders.order_id = orders_details.order_id  
   group by orders.order_date) as sales;
```

order_date	cum_revenue
2015-01-01	2713.850000000004
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

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

```
select pizza_types.category,  
sum(orders_details.quantity * pizzas.price) as revenue  
from pizza_types join pizzas  
on pizza_types.pizza_type_id = pizzas.pizza_type_id  
join orders_details  
on orders_details.pizza_id = pizzas.pizza_id  
group by pizza_types.category order by revenue desc limit 3;
```

result Grid | Filter Rows:

category	revenue
Classic	220053.1000000001
Supreme	208196.99999999822
Chicken	195919.5

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((orders_details.quantity) * pizzas.price) as revenue
from pizza_types join pizzas
on pizza_types.pizza_type_id = pizzas.pizza_type_id
join orders_details
on orders_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

CONCLUSION

- Top pizzas by revenue: Thai chicken pizza, BBQ chicken pizza, and California chicken pizza.
- Highest revenue category: Classic category, generating 26.91% of total revenue.
- Most ordered pizza: Classic pizza with the 14,888 orders, compare by supreme and veggies.
- Average daily orders: 138 pizzas per day.



THANK YOU!

