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PIZZA SALES ANALYSIS PROJECT

A SQL-BASED DATA
ANALYSIS



OBJECTIVE

"TO HELP THE RESTAURANT MAKE
DATA-DRIVEN DECISIONS TO
IMPROVE SALES AND CUSTOMER
SATISFACTION."

Retrieve the total number of orders placed.

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

total_orders

21350

Calculate the total revenue generated from pizza sales

```
SELECT  
ROUND(SUM(quantity * price), 3) AS total_revenue  
FROM  
order_details od  
JOIN  
pizzas pz ON od.pizza_id = pz.pizza_id
```

total_revenue

817860.05

Identify the highest-priced pizza.

```
SELECT name  
      FROM pizzas  
      JOIN  
pizza_types pt ON pizzas.pizza_type_id = pt.pizza_type_id  
      ORDER BY price DESC LIMIT 1
```

name
The Greek Pizza

Identify the most common pizza size ordered.

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

size

L

5

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

```
SELECT
    name, SUM(quantity) AS qt
    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 name
    ORDER BY qt DESC
    LIMIT 5
```

	name	qt
▶	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) 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.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) 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

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 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,  
    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;
```

category	revenue
Classic	26.91
Supreme	25.46
Chicken	23.96
Veggie	23.68

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

THANK YOU

