**Pizza Sales Analysis using SQL**

**Project Overview**

This project involves a comprehensive analysis of pizza sales data using SQL to derive actionable insights for a pizza business. The primary goal is to understand sales trends, customer preferences, and revenue metrics. By querying the dataset, we answer a range of business questions from basic sales figures to advanced performance analysis, providing a clear picture of the business's performance.

**Dataset**

The analysis is performed on a relational database named pizza\_store, which includes the following tables:

* orders
* order\_details
* pizzas
* pizza\_types

**Tools Used**

* **Database:** SQL (MySQL)

**Business Questions & Analysis**

The analysis is structured into three parts—Basic, Intermediate, and Advanced—to address key business questions.

**Basic Analysis**

* Retrieve the total number of orders placed. 1
* Calculate the total revenue generated from pizza sales. 2
* Identify the highest-priced pizza. 3
* Identify the most common pizza size ordered. 4
* List the top 5 most ordered pizza types along with their quantities. 5

**Intermediate Analysis**

* Join the necessary tables to find the total quantity of each pizza category ordered. 6
* Determine the distribution of orders by hour of the day. 7
* Join relevant tables to find the category-wise distribution of pizzas. 8
* Group the orders by date and calculate the average number of pizzas ordered per day. 9
* Determine the top 3 most ordered pizza types based on revenue. 10

**Advanced Analysis**

* Calculate the percentage contribution of each pizza type to total revenue. 11
* Analyze the cumulative revenue generated over time. 12
* Determine the top 3 most ordered pizza types based on revenue for each pizza category. 13

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