Pizza Sales Data Analysis | SQL Project

Project Overview

Thisreportpresentsanend-to-end SQL analysis of pizza sales data using MySQL. The objective is to analyze **revenue trends, customer demand, and product performance using structured SQL queries.**

Sample SQL Queries Used

```
-- Total number of total orders
SELECT COUNT(order_id) AS total_orders
FROM orders;

-- Total revenue generated
SELECT ROUND(SUM(od.quantity * p.price), 2) AS
total_sales FROM order_details od JOIN pizzas p
ON p.pizza_id = od.pizza_id;

-- Highest priced pizza
 SELECT pt.name, p.price FROM pizza_types
pt JOIN pizzas p ON pt.pizza_type_id =
p.pizza_type_id ORDER BY p.price DESC
LIMIT 1;

-- Top 5 most ordered pizzas
 SELECT pt.name, SUM(od.quantity) AS
total_quantity FROM pizza_types pt JOIN
pizzas p ON pt.pizza_type_id =
p.pizza_type_id JOIN order_details od ON
od.pizza_id = p.pizza_id GROUP BY pt.name
ORDER BY total_quantity DESC LIMIT 5;

-- Cumulative revenue over time
    SELECT order_date,SUM(daily_revenue) OVER (ORDER BY
    order_date) AS cumulative_revenue
 FROM
 ( SELECT o.date AS
   order_date,
         SUM(od.quantity * p.price) AS
         daily_revenue
   FROM orders o JOIN order_details od ON
   o.order_id = od.order_id JOIN pizzas p
   ON p.pizza_id = od.pizza_id GROUP BY
   o.date
)
revenue_by_date;
```

Key Business Insights

1. **Peak orderinghours identified for operational efficiency.**
2. ***Top pizza products and categories contribute the majority of***
3. ***revenue. Revenue trends enable data-driven business decisions.***

Tools Used: MySQL, Excel

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