

# Pizza Sales Report

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# calculate total revenue generated from pizza sales

```
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
```

Result Grid	
	total_sales
▶	817860.05



# Retrieve the total number of orders placed

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

Result Grid	
	total_orders
▶	21350



# Identify the 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;
```



Result Grid | Filter Rows:

	name	price
▶	The Greek Pizza	35.95



# Identify the most-ordered pizza.

```
SELECT pizzas.size,
       COUNT(order_details.order_details_id) AS order_count
  FROM
    pizzas
   JOIN
    order_details ON pizzas.pizza_id = order_details.pizza_id
 GROUP BY pizzas.size
 ORDER BY order_count DESC;
```

Result Grid | Filter Rows:

	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(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.name
  ORDER BY quantity DESC
  LIMIT 5;
```



Result Grid



Filter Rows:

	name	quantity
▶	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 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;
```



Result Grid		Filter Row
	category	quantity
▶	Classic	14888
	Supreme	11987
	Veggie	11649
	Chicken	11050



# Determine 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);
```

Result Grid | Filter Rows:

	hour	order_count
▶	11	1231
	12	2520
	13	2455
	14	1472
	15	1468
	16	1920
	17	2336
	18	2399
	19	2009
	20	1642
	21	1198
	22	663
	23	28
	10	8
	9	1



# 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)
▶	Chicken	6
	Classic	8
	Supreme	9
	Veggie	9



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

```
SELECT      ROUND(AVG(quantity), 0) AS avg_pizza_ordered_per_day
FROM        (SELECT
              orders.order_date, SUM(order_details.quantity) AS quantity
            FROM
              orders
            JOIN order_details ON orders.order_id = order_details.order_id
            GROUP BY orders.order_date) AS order_quantity;
```

Result Grid	
	avg_pizza_ordered_per_day
▶	138

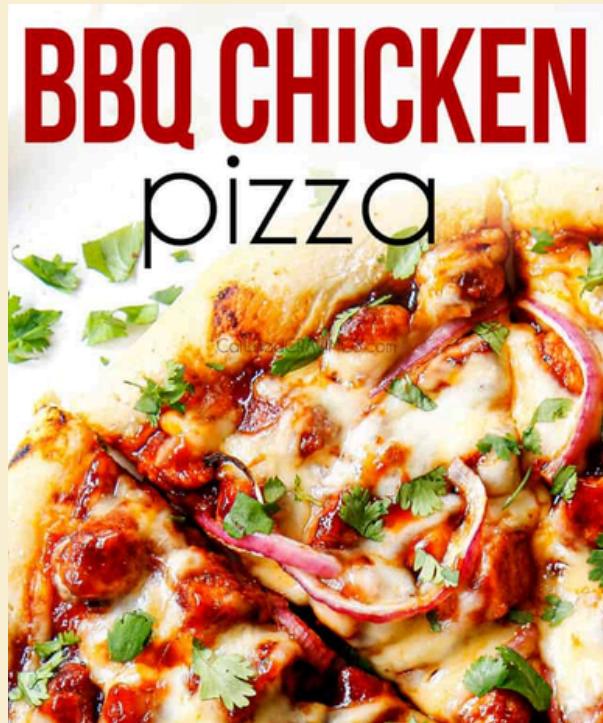


# Determine the top 3 most ordered pizza types based on revenues

```
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 ;
```

Result Grid | Filter Rows: \_\_\_\_\_

	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;
```

Result Grid | Filter Rows:

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

Result Grid		Filter Rows:
	order_date	cum_revenue
▶	2015-01-01	2713.8500000000004
	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	23990.35000000002
	2015-01-11	25862.65
	2015-01-12	27781.7
	2015-01-13	29831.30000000003
	2015-01-14	32358.70000000004
	2015-01-15	34343.50000000001
	2015-01-16	36937.65000000001
	2015-01-17	39001.75000000001
	2015-01-18	40978.60000000006
	2015-01-19	43365.75000000001
	2015-01-20	45763.65000000001
	2015-01-21	47804.20000000001
	2015-01-22	50300.90000000001



# Determine the top 3 most ordered pizzas 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;
```

Result Grid		Filter Rows:	Ex
	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	
	The Mexicana Pizza	26780.75	
	The Five Cheese Pizza	26066.5	



# CONCLUSIONS

**Most Ordered Pizza:** The Thai Chicken Pizza emerged as the most ordered pizza, making it the top choice among customers.

**Percentage Contribution of Each Pizza Type:**

Classic: 26.91%

Supreme: 25.46%

Chicken: 23.96%

Veggie: 26.68%

**Most In-Demand Pizzas:**

1st: Thai Chicken Pizza

2nd: BBQ Chicken Pizza

3rd: California Chicken Pizza

**Daily Sales Performance:** The average number of pizzas ordered per day is 138, indicating consistent demand.

**Highest Ordered Pizza Type:** The Classic Deluxe Pizza recorded the highest sales volume with 2,453 units sold.

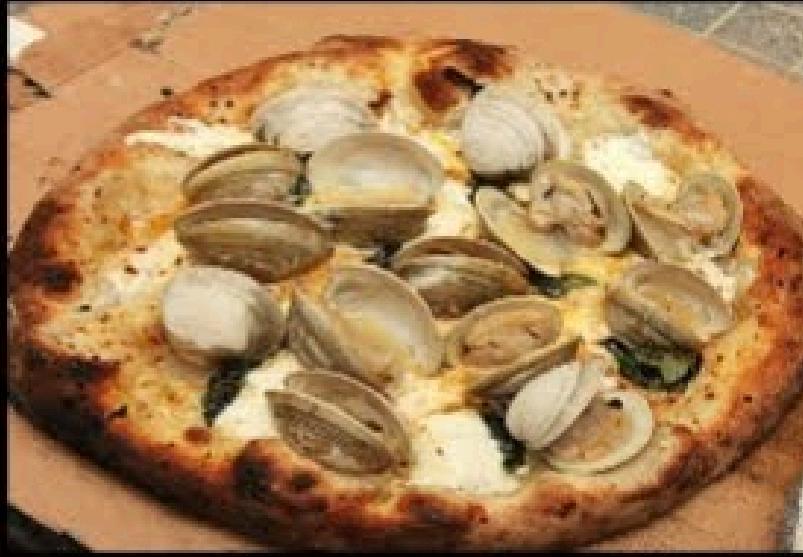
**Size Preference:** The large-sized pizzas were the most popular, with a total order count of 18,526.

**Highest Priced Pizza:** The Greek Pizza had the highest price at \$35.95.

**Total Revenue:** The overall sales revenue amounted to \$817,860.05, reflecting strong market performance.

# Recommendations

1. **Optimize Inventory for High-Demand Pizzas:** Ensure adequate stock and preparation capacity for the most ordered pizzas, especially Thai Chicken, BBQ Chicken, and California Chicken Pizza.
2. **Upsell Large Pizzas:** Since large-sized pizzas are the most preferred, consider running promotions or combo deals to further increase sales.
3. **Menu Pricing Strategy:** Analyze the sales performance of the high-priced Greek Pizza to assess whether price adjustments or bundling options could improve sales.
4. **Customer Behavior Analysis:** Conduct deeper data analysis to understand customer demographics, order frequency, and peak sales hours for better marketing strategies.
5. **Improve Operational Efficiency:** With an average of 138 pizzas ordered per day, optimizing kitchen workflow and delivery logistics can enhance efficiency and customer satisfaction.
6. **Targeted Promotions:** Given the high demand for chicken-based pizzas, marketing campaigns or discounts on these items could drive even higher sales.



# Thank You

