



SQL Slices Project

RATNALA POOJA CHOWDARY



Hello!

I'M RATNLA POOJA CHOWDARY AND I'M THRILLED TO SHOWCASE A SQL PROJECT FOCUSED ON PIZZA SALES ANALYSIS USING MYSQL. THROUGHOUT THIS PROJECT, I'VE IMMERSED MYSELF IN THE INTRICATE REALM OF PIZZA TRANSACTIONS, HARNESSING THE ROBUST CAPABILITIES OF SQL TO REVEAL INSIGHTS, DISSECT TRENDS WITHIN THE PIZZA INDUSTRY.

PIZZA SALES

WELCOME TO MY SQL PROJECT ON PIZZA SALES ANALYSIS,
WHERE I DELVE INTO THE DELICIOUS WORLD OF DATA TO
UNCOVER INSIGHTS AND TRENDS WITHIN THE PIZZA
INDUSTRY.

IN THIS PROJECT, I'VE HARNESSSED THE POWER OF SQL TO
SLICE AND DICE VAST DATASETS, UNLOCKING VALUABLE
INFORMATION THAT CAN INFORM STRATEGIC DECISIONS
AND DRIVE BUSINESS GROWTH.



MISSION

- RETRIEVE THE TOTAL NUMBER OF ORDERS PLACED.
- CALCULATE THE TOTAL REVENUE GENERATED FROM PIZZA SALES.
- IDENTIFY THE HIGHEST-PRICED PIZZA.
- IDENTIFY THE MOST COMMON PIZZA SIZE ORDERED.
- LIST THE TOP 5 MOST ORDERED PIZZA TYPES ALONG WITH THEIR QUANTITIES.
- JOIN THE NECESSARY TABLES TO FIND THE TOTAL QUANTITY OF EACH PIZZA CATEGORY ORDERED.
- DETERMINE THE DISTRIBUTION OF ORDERS BY HOUR OF THE DAY.



MISSION

- JOIN RELEVANT TABLES TO FIND THE CATEGORY-WISE DISTRIBUTION OF PIZZAS.
- GROUP THE ORDERS BY DATE AND CALCULATE THE AVERAGE NUMBER OF PIZZAS ORDERED PER DAY.
- DETERMINE THE TOP 3 MOST ORDERED PIZZA TYPES BASED ON REVENUE.
- CALCULATE THE PERCENTAGE CONTRIBUTION OF EACH PIZZA TYPE TO TOTAL REVENUE.
- ANALYZE THE CUMULATIVE REVENUE GENERATED OVER TIME.
- DETERMINE THE TOP 3 MOST ORDERED PIZZA TYPES BASED ON REVENUE FOR EACH PIZZA CATEGORY.





RETRIEVE THE TOTAL NUMBER OF ORDERS PLACED.

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

Result Grid	
	total_orders
▶	21350

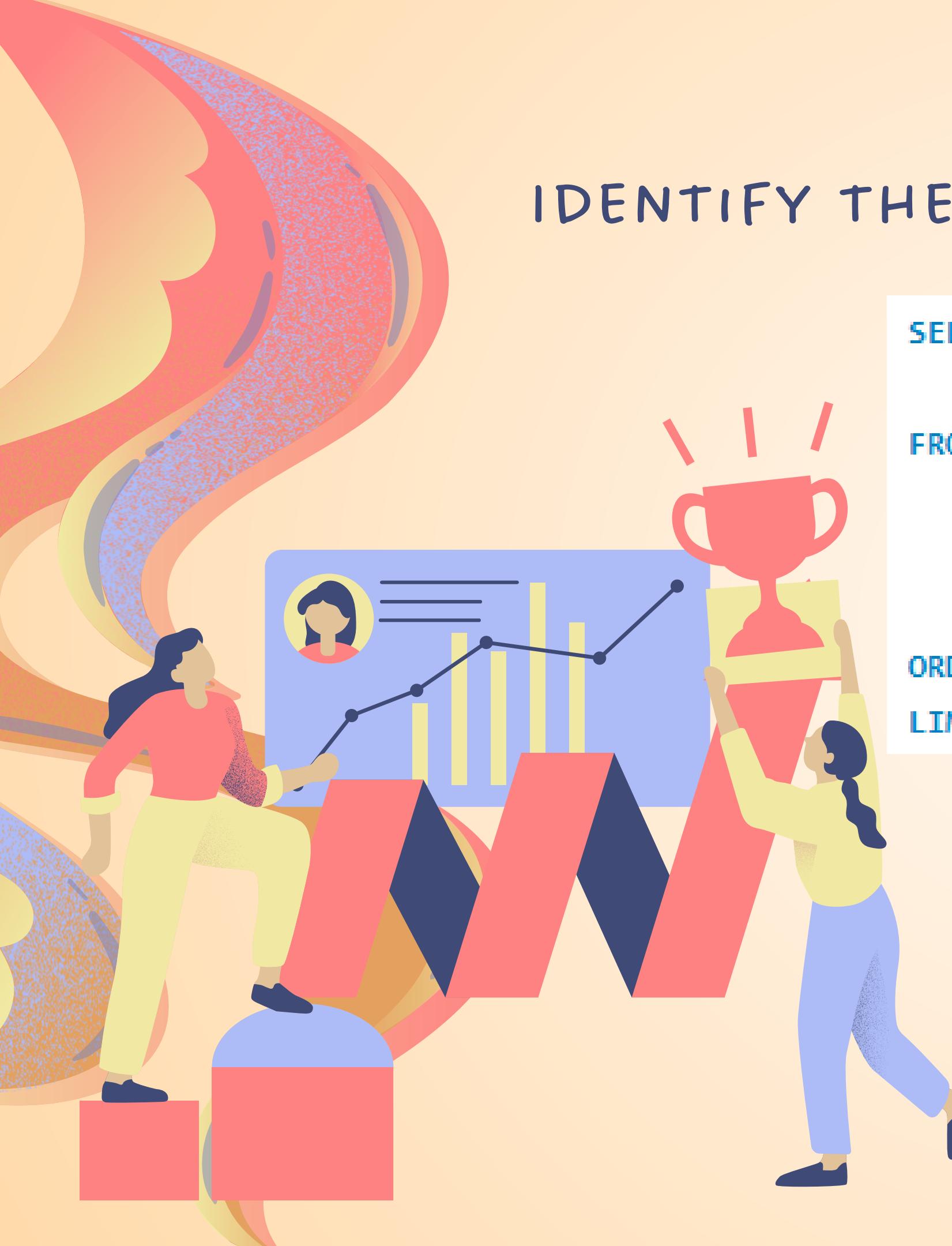
CALCULATE THE TOTAL REVENUE GENERATED FROM PIZZA SALES.

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

Result Grid

	total_revenue
▶	817860.05





IDENTIFY THE HIGHEST-PRICED PIZZA

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

Result Grid |  Filter Row 

	name	price
▶	The Greek Pizza	35.95

IDENTIFY THE MOST COMMON PIZZA SIZE ORDERED.

```
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  
LIMIT 1;
```

Result Grid | Filter

	size	order_count
▶	L	18526





LIST THE TOP 5 MOST ORDERED PIZZA TYPES ALONG WITH THEIR QUANTITIES.

`SELECT`

`pizza_types.name, SUM(order_details.quantity) AS quantities`

`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 quantities DESC`

`LIMIT 5;`

	<code>name</code>	<code>quantities</code>
▶	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 quantities
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 quantities DESC
LIMIT 5;
```

Result Grid | Filter

	category	quantities
▶	Classic	14888
	Supreme	11987
	Veggie	11649
	Chicken	11050



DETERMINE THE DISTRIBUTION OF ORDERS BY HOUR OF THE DAY

```
SELECT  
    HOUR(order_time), COUNT(order_id)  
FROM  
    orders  
GROUP BY HOUR(order_time);
```

	HOUR(order_time)	COUNT(order_id)
▶	11	1231
	12	2520
	13	2455
	14	1472
	15	1468

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

```
SELECT  
    category, COUNT(name)  
FROM  
    pizza_types  
GROUP BY category;
```

	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)  
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	 Filter Row
	ROUND(AVG(quantity), 0)	
	138	

DETERMINE THE TOP 3 MOST ORDERED PIZZA TYPES BASED ON REVENUE

```
SELECT  
    pizza_types.name,  
    SUM(order_details.quantity * pizzas.price) AS pizza_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.name  
ORDER BY pizza_revenue DESC  
LIMIT 3;
```

Result Grid | Filter Rows:

	name	pizza_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,
    (SUM(order_details.quantity * pizzas.price) / (SELECT
        ROUND(SUM(order_details.quantity * pizzas.price),
        2) AS total_revenue
    )
    FROM
        order_details
        JOIN
        pizzas ON pizzas.pizza_id = order_details.pizza_id)) * 100 AS pizza_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 pizza_revenue DESC
LIMIT 3;
```

Result Grid | Filter Rows:

	category	pizza_revenue
▶	Classic	26.90596025566967
▶	Supreme	25.45631126009862
▶	Chicken	23.955137556847287

ANALYZE THE CUMULATIVE REVENUE GENERATED OVER TIME

```
select order_date, round(sum(revenue) over(order by order_date),2) as cumulative_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	cumulative_revenue
▶	2015-01-01	2713.85
	2015-01-02	5445.75
	2015-01-03	8108.15
	2015-01-04	9863.6
	2015-01-05	11929.55

DETERMINE THE TOP 3 MOST ORDERED PIZZA TYPES BASED ON REVENUE FOR EACH PIZZA CATEGORY

```
select category, name, revenue
from
(select name,category,revenue,
rank() over (partition by category order by revenue desc) as rn
from
(SELECT
    category,
    name,
    SUM(order_details.quantity * pizzas.price) AS revenue
FROM
    pizzas
    JOIN
    order_details ON pizzas.pizza_id = order_details.pizza_id
    JOIN
    pizza_types ON pizza_types.pizza_type_id = pizzas.pizza_type_id
GROUP BY category , name ) as a) as b
where rn <=3;
```

	category	name	revenue
▶	Chicken	The Thai Chicken Pizza	43434.25
	Chicken	The Barbecue Chicken Pizza	42768
	Chicken	The California Chicken Pizza	41409.5
	Classic	The Classic Deluxe Pizza	38180.5
	Classic	The Hawaiian Pizza	32273.25

Conclusion



IN CONCLUSION, SQL PROJECT ON PIZZA SALES HAS PROVIDED INVALUABLE INSIGHTS INTO THE DYNAMIC WORLD OF PIZZA CONSUMPTION AND SALES TRENDS. THROUGH METICULOUS DATA ANALYSIS AND QUERY OPTIMIZATION, WE'VE UNCOVERED KEY PATTERNS AND OPPORTUNITIES THAT CAN DRIVE STRATEGIC DECISIONS WITHIN THE PIZZA INDUSTRY.

FROM IDENTIFYING TOP-SELLING PIZZA VARIETIES TO UNDERSTANDING CUSTOMER PREFERENCES AND OPTIMIZING DELIVERY ROUTES, OUR ANALYSIS HAS EQUIPPED STAKEHOLDERS WITH ACTIONABLE INTELLIGENCE TO ENHANCE OPERATIONAL EFFICIENCY AND MAXIMIZE PROFITABILITY.

AS WE CONCLUDE THIS JOURNEY, LET'S REFLECT ON THE POWER OF DATA-DRIVEN DECISION-MAKING IN SHAPING THE FUTURE OF THE PIZZA MARKET.

THANK YOU

YOUR INVOLVEMENT AND FOCUS THROUGHOUT THIS PRESENTATION HAVE BEEN GREATLY APPRECIATED. LET'S MAINTAIN OUR MOMENTUM AS WE COLLECTIVELY EXPLORE, ANALYZE, AND INNOVATE IN THE EVER-EVOLVING LANDSCAPE OF PIZZA SALES. TOGETHER, WE WILL CONTINUE TO DRIVE FORWARD, SHAPING THE TRAJECTORY OF SUCCESS IN THIS DYNAMIC

INDUSTRY

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