PIZZA RESTO

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Pizza Resto

Contact

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📌 Pizza Sales Analysis Using SQL Queries
📌Skills Used: SQL, Data Visualization, Data Analysis

THIS PRESENTATION SHOWCASES AN ANALYSIS OF PIZZA SALES USING SQL QUERIES. WE HAVE EXTRACTED KEY INSIGHTS FROM THE DATABASE, INCLUDING THE MOST ORDERED PIZZAS, TOTAL SALES, AND CUSTOMER PREFERENCES. THE PPT INCLUDES SQL QUERIES ALONG WITH THEIR OUTPUTS FOR A CLEAR UNDERSTANDING

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CALCULATE THE TOTAL REVENUE GENERATED FROM PIZZA SALES

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

total_sales
817860.05

IDENTIFY THE MOST COMMON PIZZA SIZE ORDERED

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

size	total_count
L	18526
M	15385
S	14137
XL	544
XXL	28

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

```sql
SELECT
    pizza_types.name,
    SUM(order_details.quantity) AS total_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 total_quantity DESC LIMIT 5;
```

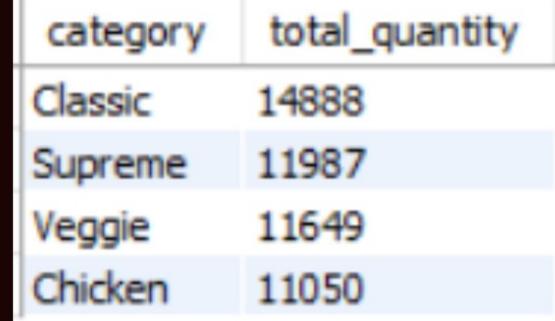| name	total_quantity
The Classic Deluxe Pizza	2453
The Barbecue Chicken Pizza	2432
The Hawaiian Pizza	2422
The Pepperoni Pizza	2418
The Thai Chicken Pizza	2371

JOIN THE NECESSARY TABLES TO FIND TOTAL QUANTITY OF EACH PIZZA CATEGORY ORDERED

```sql
SELECT
    pizza_types.category,
    SUM(order_details.quantity) AS total_quantity
FROM
    pizza_types
        JOIN
    pizzas ON pizza_types.pizza_type_id = pizzas.pizza_type_id
        JOIN
    order_details ON pizzas.pizza_id = order_details.pizza_id
GROUP BY pizza_types.category
ORDER BY total_quantity DESC;
```

category	total_quantity
Classic	14888
Supreme	11987
Veggie	11649
Chicken	11050

DETERMINE THE DISTRIBUTION OF ORDERS BY HOUR OF THE DAY

```sql
SELECT
    HOUR(order_time) AS perhour, COUNT(order_id) AS number
FROM
    orders
GROUP BY perhour
```

perhour	number
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

```sql
SELECT
    COUNT(name) AS name_count, category
FROM
    pizza_types
GROUP BY category
```
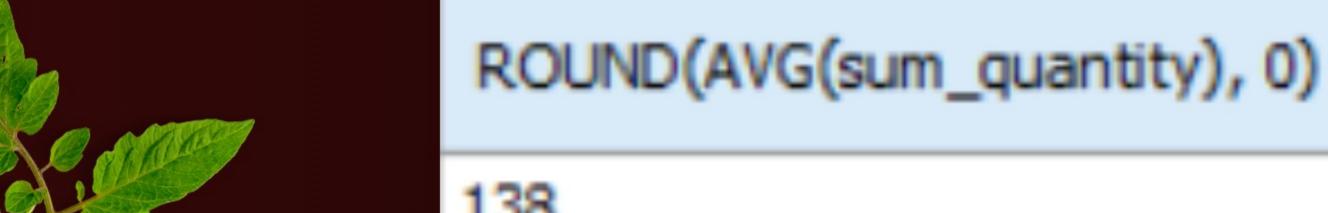
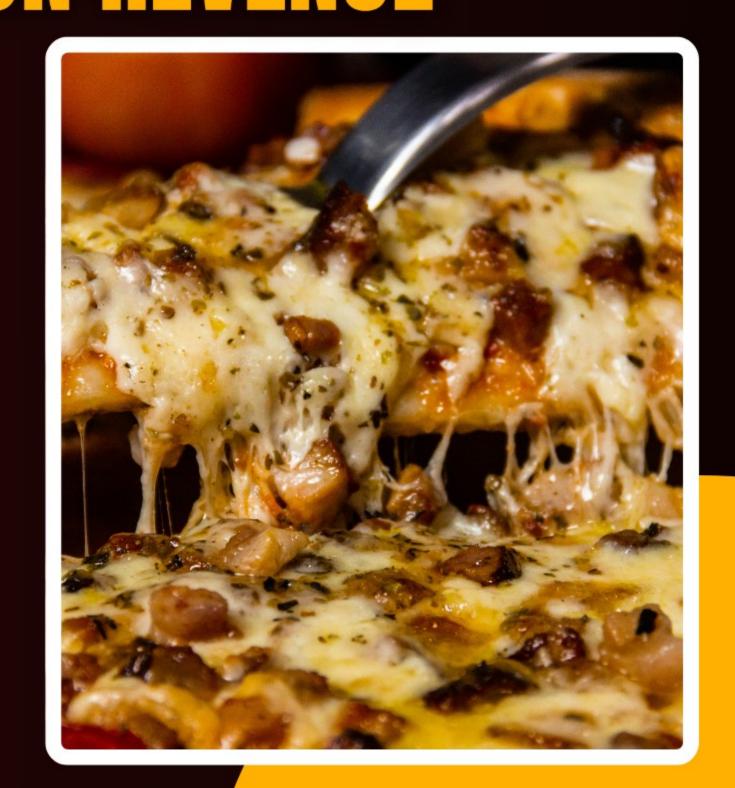| name_count	category
6	Chicken
8	Classic
9	Supreme
9	Veggie

DETERMINE THE TOP 3 MOST ORDERED PIZZA TYPES BASED ON REVENUE

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```sql
SELECT
    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 pizzas.pizza_id = order_details.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

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CALCULATE THE PERCENTAGE CONTRIBUTION OF EACH PIZZA TYPE TO TOTAL REVENUE

```sql
SELECT
    pizza_types.category,
    ROUND(ROUND(SUM(pizzas.price * order_details.quantity),
                2) / (SELECT
                SUM(order_details.quantity * pizzas.price) AS total_sales
            FROM
                order_details
                    JOIN
                pizzas ON order_details.pizza_id = pizzas.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 category
ORDER BY revenue DESC
```

category	revenue
Classic	26.91
Supreme	25.46
Chicken	23.96
Veggie	23.68

ANALYZE THE CUMULATIVE REVENUE GENERATED OVER TIME

```sql
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 pizzas.pizza_id = order_details.pizza_id
 join orders
 on order_details.order_id = orders.order_id
 group by orders.order_date ) as sales
```

order_date	cum_revenue
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	23990.350000
2015-01-11	25862.65

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

name	revenue	category
The Thai Chicken Pizza	43434.25	Chicken
The Barbecue Chicken Pizza	42768	Chicken
The California Chicken Pizza	41409.5	Chicken
The Classic Deluxe Pizza	38180.5	Classic
The Hawaiian Pizza	32273.25	Classic
The Pepperoni Pizza	30161.75	Classic
The Spicy Italian Pizza	34831.25	Supreme
The Italian Supreme Pizza	33476.75	Supreme

```sql
select name , revenue , category
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( pizzas.price * order_details.quantity ) 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 pizza_types.category , pizza_types.name ) as a) as new_table
where rn <= 3
```

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THANK YOU