PIZZA SALES ANALYSIS

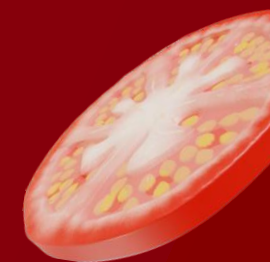BY PRITY THAKUR

INTRODUCTION

PIZZA HUT

Pizza Hut is a global restaurant chain known for its wide variety of pizzas, pasta, and side dishes. Founded in 1958 in Wichita, Kansas, by two brothers, Dan and Frank Carney, it has grown to become one of the largest pizza chains in the world. With its signature pan pizza and innovative menu, Pizza Hut serves millions of customers across more than 100 countries.

MENU

- HAWAIIAN PIZZA
- PIZZA MARGHERITA
- NEAPOLITAN PIZZA
- ROMAN PIZZA
- SICILIAN PIZZA

$6

$6

$6

RESEARCH QUESTIONS

❖ Retrieve the total number of orders placed.
❖ Calculate the total revenue generated from pizza sales.
❖ Identify the most common pizza size ordered.
❖ List the top 5 most ordered pizza types along with their quantities.
❖ Determine the distribution of orders by hour of the day.
❖ 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.

1. Retrieve the total number of orders placed

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

QUERY

RESULT

total_order
21350

2. Calculate the total revenue generated from pizza sales.

QUERY

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

RESULT

REVENUE
817860.05

3. List the top 5 most ordered pizza types along with their quantities

```sql
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;
```

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

4. Determine the distribution of orders by hour of the day

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

hour(order_time)	count(order_id)
14	1472
15	1468
16	1920
17	2336
18	2399
19	2009
20	1642
21	1198
22	663
23	28
10	8
9	1

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

```
SELECT
    AVG(quantity)
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;
```

AVG(quantity)
138.4749

5. Determine the top 3 most ordered pizza types based on revenue.

```sql
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;
```

name	revenue
The Thai Chicken Pizza	43434.25
The Barbecue Chicken Pizza	42768
The California Chicken Pizza	41409.5

5. Identify the most common pizza size ordered.

```sql
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;
```

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

CONCLUSION

Large pizzas are the most popular, while XXL sees minimal demand. Sales peak between 5–7 PM, averaging ~138 pizzas per day. The Thai Chicken Pizza leads in revenue, while the Classic Deluxe is the most ordered. Focus on top-selling items, optimize evening staffing, and consider promotions during off-peak hours.

RECOMMENDATION

- Stock and Prepare More Large Sizes
- Optimize Staffing Around Peak Hours
- Promote Popular Pizzas
- Upsell Revenue-Generating Items
- Reevaluate Oversized Pizzas
- Run Lunch-Time Promotions
- Daily Order Forecasting

PIZZA HUT

OUR
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