

PIZZA SALES INSIGHT USING SQL

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ABOUT THE PROJECT

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In this project, I have analyzed a Pizza Sales dataset using only SQL queries.

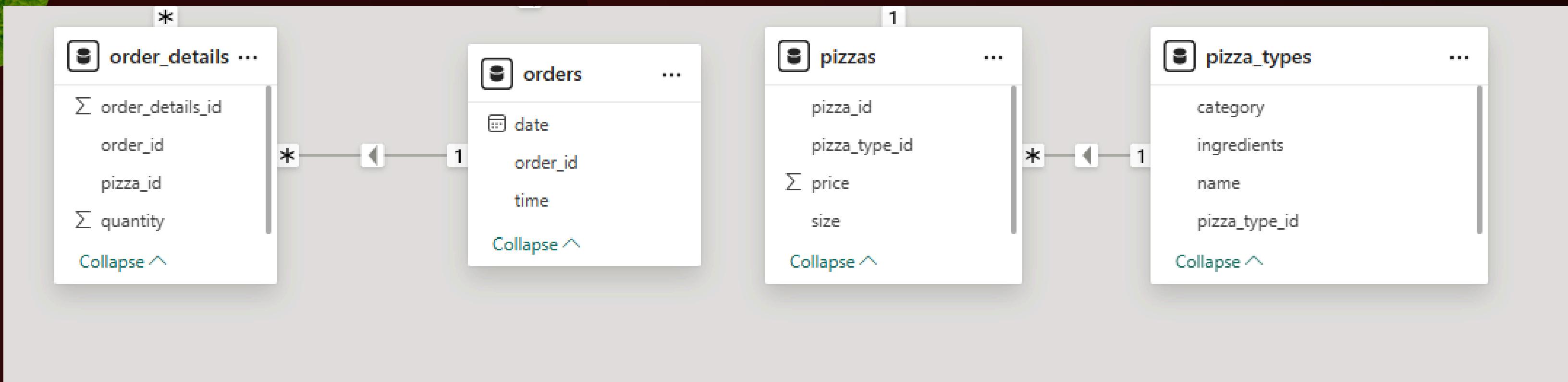
The goal was to explore meaningful insights such as top-selling pizzas, total revenue, customer preferences, and sales trends using SQL operations like aggregation, filtering, and joins

- Tools Used: MySQL
- Dataset: Pizza Sales Dataset (Kaggle)



DATA MODEL VIEW

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TOTAL NUMBER OF ORDER PLACED

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

	total_order
→	21350

04

TOTAL REVENUE GENERATED

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

total_sale
817860.05

IDENTIFY THE HIGHEST PRICE 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;
```

name	price
The Greek Pizza	35.95

POPULAR PIZZA SIZE

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```
SELECT
    pizzas.size,
    COUNT(orders_details.order_details_id) AS order_count
FROM
    pizzas
        JOIN
    orders_details ON pizzas.pizza_id = orders_details.pizza_id
GROUP BY pizzas.size
ORDER BY order_count DESC
LIMIT 1;
```

size	order_count
L	18526

TOP 5 PIZZA TYPES

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```
SELECT
    pizza_types.name,
    SUM(orders_details.quantity) AS total_quantity
FROM
    pizza_types
        JOIN
    pizzas ON pizza_types.pizza_type_id = pizzas.pizza_type_id
        JOIN
    orders_details ON orders_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

DISTRIBUTION OF ORDER BY DAY HOUR

```
SELECT  
    HOUR(order_time), COUNT(order_id) AS order_count  
FROM  
    orders  
GROUP BY HOUR(order_time)  
ORDER BY order_count DESC;
```

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

DAILY AVERAGE ORDERS

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```
SELECT  
    ROUND(AVG(quantity), 2)  
FROM  
    (SELECT  
        orders.order_date, SUM(orders_details.quantity) AS quantity  
    FROM  
        orders  
    JOIN orders_details ON orders.order_id = orders_details.Order_id  
    GROUP BY orders.order_date) AS order_quantity;
```

round(
avg(quantity), 2
138.47

TOP 3 PIZZA TYPES BY REVENUE

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- **SELECT**

```
    pizza_types.name,  
    SUM(orders_details.quantity * pizzas.price) AS revenue  
FROM  
    pizza_types  
        JOIN  
    pizzas ON pizza_types.pizza_type_id = pizzas.pizza_type_id  
        JOIN  
    orders_details ON orders_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

CUMULATIVE REVENUE GENERATE OVER TIME

```
select order_date,  
       sum(revenue) over (order by order_date) as cum_revenue  
  from  
    (select orders.order_date, sum(orders_details.quantity * pizzas.price) as revenue  
     from orders_details  
     join pizzas on orders_details.pizza_id = pizzas.pizza_id  
     join orders on orders.order_id = orders_details.Order_id  
    group by orders.order_date) as sales;
```

2015-01-01	2713.850
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	23990.35
2015-01-11	25862.65

CATEGORY-WISE TOP PIZZAS

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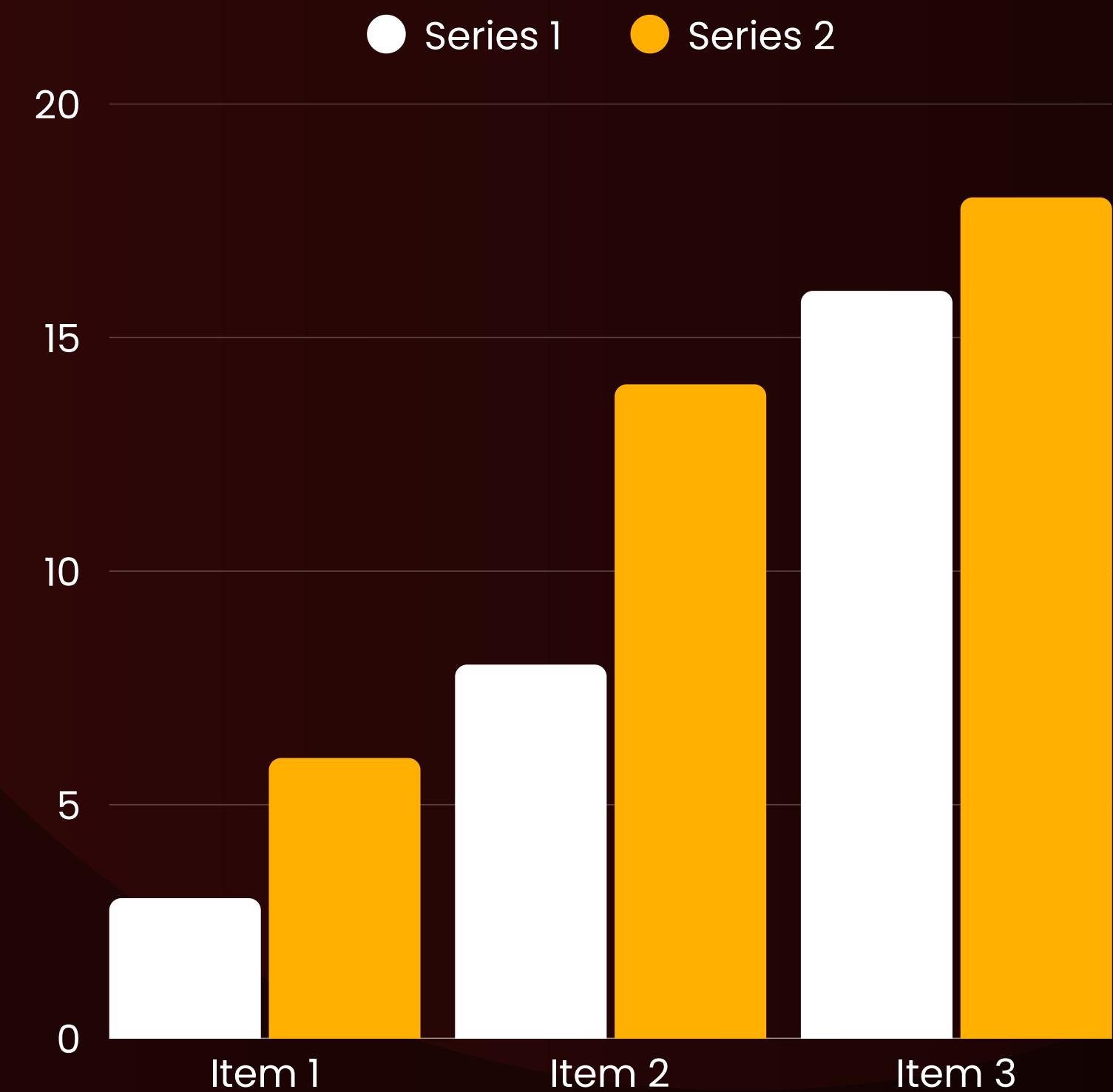
```
select name, category, revenue
from
(SELECT category, name, revenue,
rank() over(partition by category order by revenue desc) as rn
from
(SELECT pizza_types.category, pizza_types.name, sum(orders_details.quantity * pizzas.price) as revenue
from pizza_types
join pizzas on pizza_types.pizza_type_id = pizzas.pizza_type_id
join orders_details on orders_details.pizza_id = pizzas.pizza_id
group by pizza_types.category, pizza_types.name) as a) as b
where rn <= 3;
```

name	category	revenue
The Thai Chicken Pizza	Chicken	43434.25
The Barbecue Chicken Pizza	Chicken	42768
The California Chicken Pizza	Chicken	41409.5
The Classic Deluxe Pizza	Classic	38180.5
The Hawaiian Pizza	Classic	32273.25
The Pepperoni Pizza	Classic	30161.75
The Spicy Italian Pizza	Supreme	34831.25
The Italian Supreme Pizza	Supreme	33476.75
The Sicilian Pizza	Supreme	30940.5
The Four Cheese Pizza	Veggie	32265.7000
The Mexicana Pizza	Veggie	26780.75
The Five Cheese Pizza	Veggie	26066.5

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SALES REPORT

- 🍕 Total Sales Revenue: ₹817860.05
- 💰 Total Orders: 21350
- 🧀 Average Number of pizza order per day: 138
- 🕒 Peak Sales Hour: 12 PM – 6pm
- 🍕 Commonly Order Pizza Size: L
- 🍕 Top-Selling Pizza: Thai Chicken pizza





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**THANK YOU
FOR ATTENTION.**