



BELLA'S PIZZERIA

ABOUT US

At Bella's Pizzeria, we bring a slice of Italy to your table with our handcrafted, artisanal pizzas. Using only the freshest ingredients and time-honored recipes, we create mouthwatering pizzas. From our classic Margherita to innovative gourmet toppings, each pizza is baked to perfection in our traditional brick oven. At Bella's, we're passionate about quality, authenticity, and bringing people together over great food. Join us for a taste experience that turns every meal into a celebration.



PROBLEM

-- Q.1 retrieve the total number of orders

```
select count(Order_id) as "total orders" from orders;
```

total orders
21350

PROBLEM

-- Q.2 Calculate the 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;

total sales

817860.05

PROBLEM

-- Q.3 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;
```

name	price
The Greek Pizza	35.95

PROBLEM

-- Q.4 Identify the most common pizza size ordered.

```
SELECT
    pizzas.size, COUNT(order_details.Order_details_id)
FROM
    pizzas
    JOIN
    order_details ON pizzas.pizza_id = order_details.Pizza_Id
GROUP BY pizzas.size;
```

size	COUNT(order_details.Order_details_id)
M	15385
L	18526
S	14137
XL	544
XXL	28

PROBLEM

-- Q.5 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;
```

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

PROBLEM

-- Q.6 Join the necessary tables to find the 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;
```

category	quantity
Classic	14888
Supreme	11987
Veggie	11649
Chicken	11050

PROBLEM

-- Q.7 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
16	1920
17	2336
18	2399
19	2009
20	1642
21	1198
22	663
23	28
10	8
9	1

PROBLEM

-- Q.8 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

PROBLEM

-- Q.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;
```

```
ROUND(AVG(quantity), 0)
```

```
138
```

PROBLEM

```
-- Q.10 Determine the top 3 most ordered pizza types based on revenue.
```

```
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

PROBLEM

-- Q.11 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;
```

category	revenue
Classic	26.91
Supreme	25.46
Chicken	23.96
Veggie	23.68

PROBLEM

-- Q.13 Determine the top 3 most ordered pizza types based on revenue for each pizza category

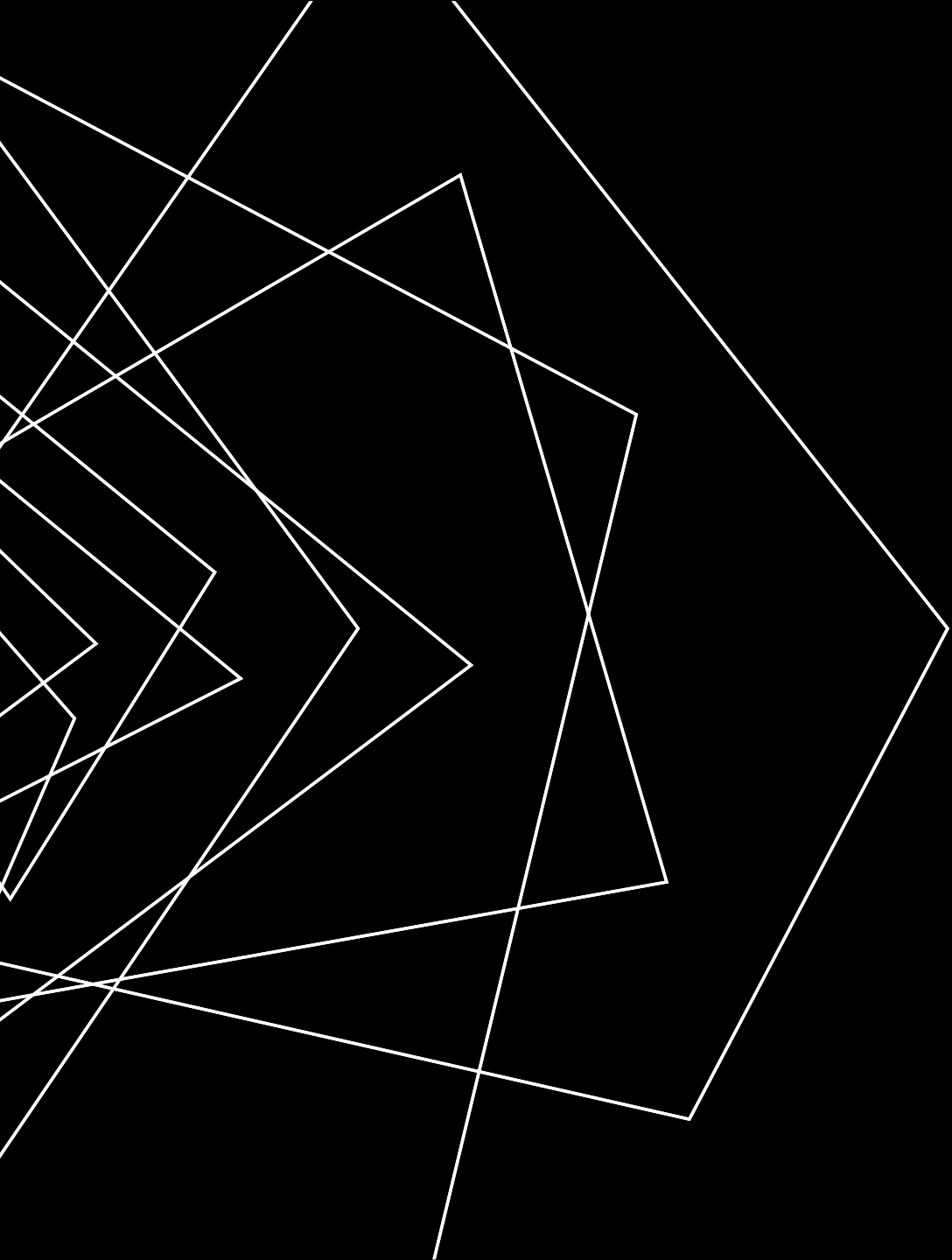
```
select name, revenue
from
(select category, name, revenue,
rank () over (partition by category order by revenue desc) as rn
from
(select pizza_types.category, pizza_types.name,
sum((order_details.quantity) * pizzas.price) as revenue
from pizza_types join pizzas
on pizza_types.pizza_type_id=pizzas.pizza_type_id
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;
```

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	32265.700000000065
The Mexicana Pizza	26780.75
The Five Cheese Pizza	26066.5

GROWTH STRATEGY

- Company should focus more on the top 5 most sold pizzas which are – the classic deluxe pizza, the barbecue chicken pizza, the Hawaiian pizza, the pepperoni pizza, the Thai chicken pizza.
- Actively seek and respond to customer feedback. Use surveys and reviews to understand their preferences and improve your offerings based on their suggestions. Bella's Pizzeria can attract new customers while building a loyal and engaged customer base





THANK YOU

PRIYADARSHINI JAIN
DATA ANALYST