PIZZA SALES ANALYSIS REPORT

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ABOUT REPORT

🍕 Pizza Sales Analysis - SQL Project

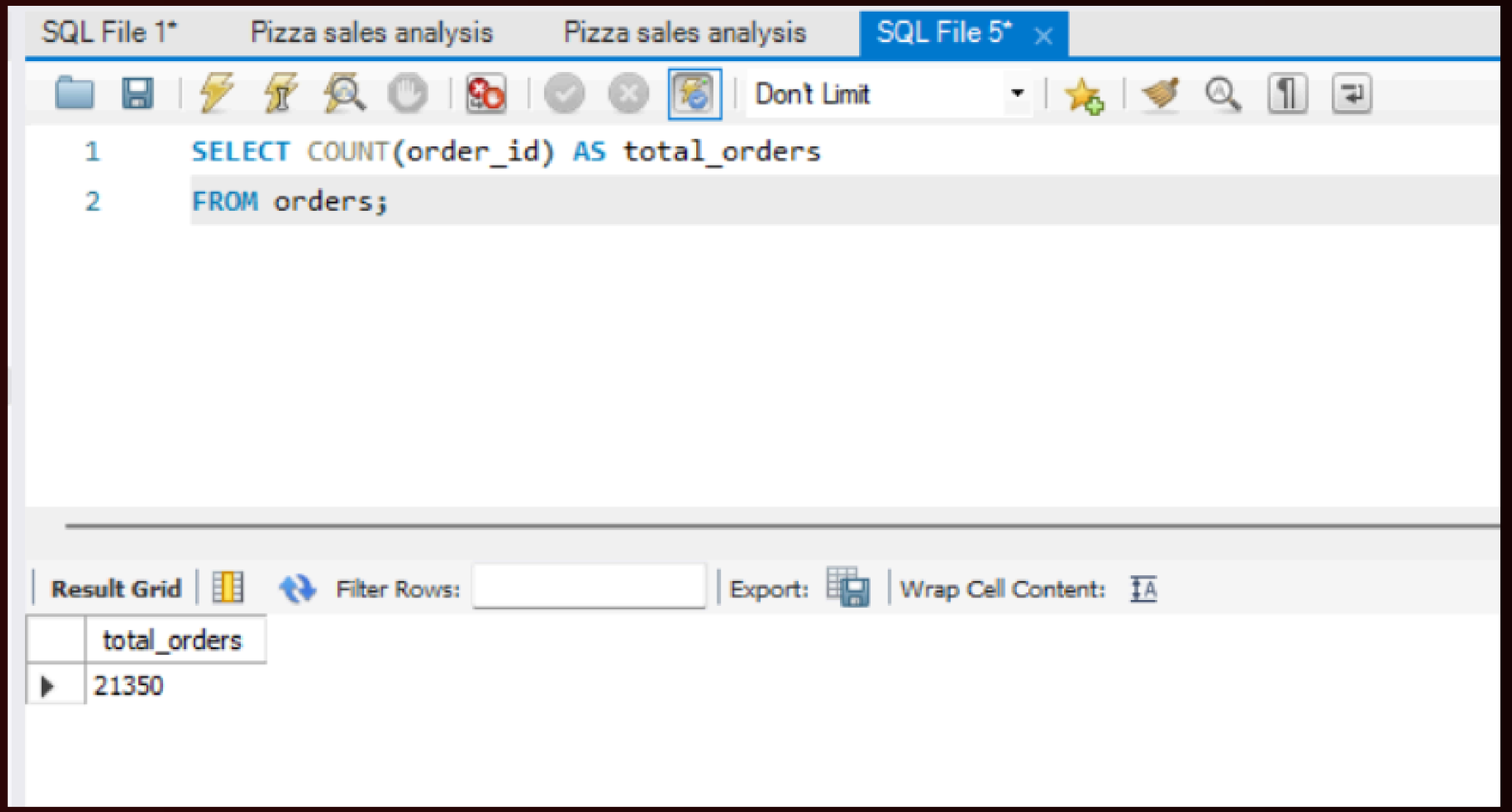
🔹 Objectives
- Find total orders & revenue
- Identify most popular pizza size & types
- Analyze sales distribution by category & time
- Calculate cumulative revenue trends
- Find top 3 pizzas by revenue in each category

🔹 Tech Stack
- SQL (Joins, Aggregations, Window Functions)
- Database: MySQL

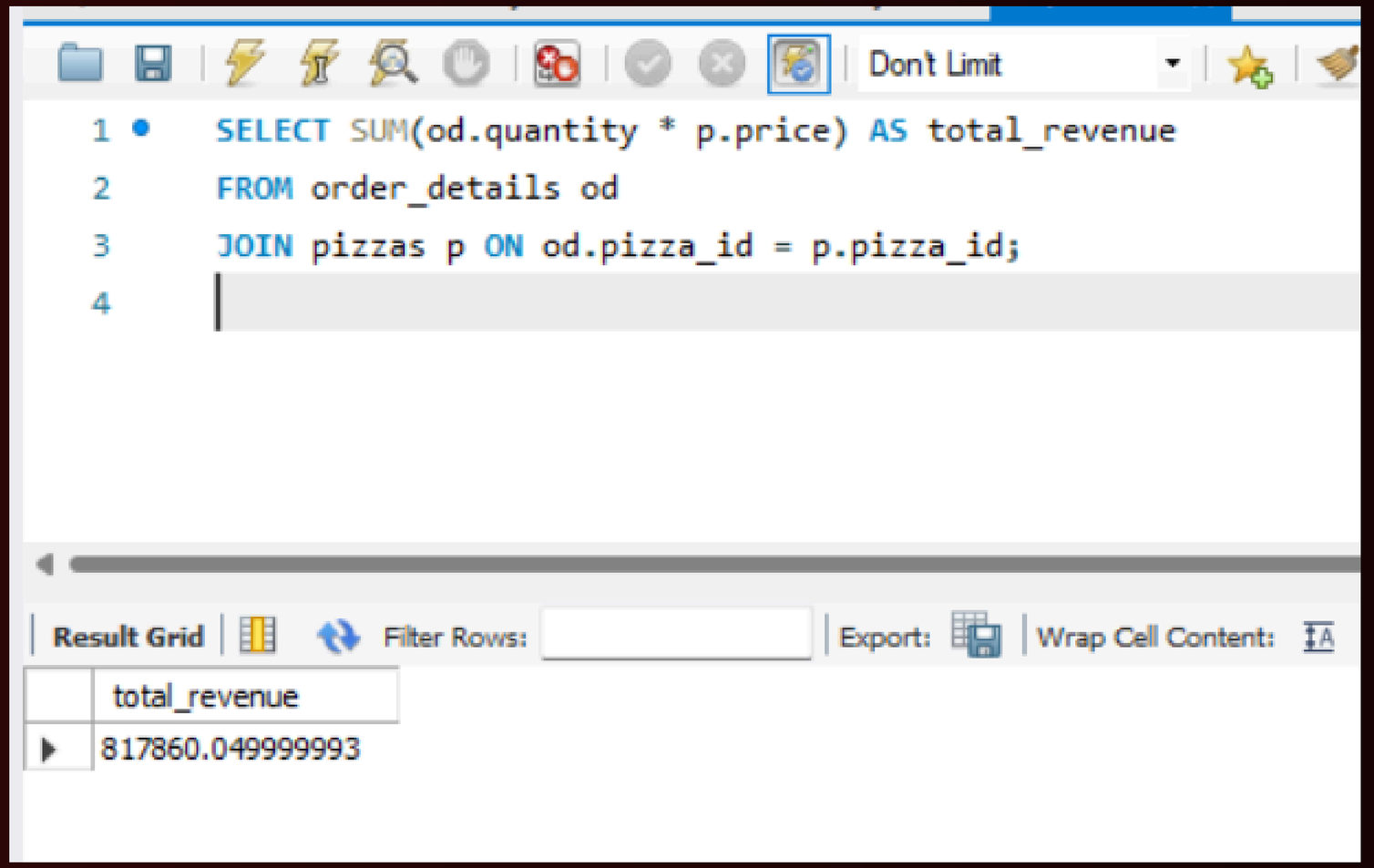
🔹 Key Insights
- Medium-sized pizzas were the most ordered
- Evening hours showed peak demand
- Top 3 pizzas contributed to ~40% of revenue

🔹 Files
- `pizza_sales_analysis.sql` → All queries
- `schema.png` → Database schema
- `pizza_sales_insights.pdf` → Key results & charts

RETRIEVE THE TOTAL NUMBER OF ORDERS PLACED.



CALCULATE THE TOTAL REVENUE GENERATED FROM PIZZA SALES.



IDENTIFY THE HIGHEST-PRICED PIZZA.

SQL File 1* | Pizza sales analysis | Pizza sales analysis | SQL File 5*

Don't Limit

```
1  SELECT p.size, COUNT(*) AS total_orders
2  FROM order_details od
3  JOIN pizzas p ON od.pizza_id = p.pizza_id
4  GROUP BY p.size
5  ORDER BY total_orders DESC
6  LIMIT 1;
```

Result Grid | Filter Rows: | Export: | Wrap Cell Content:

size	total_orders
L	18526

IDENTIFY THE MOST COMMON PIZZA SIZE ORDERED.

SQL File 1* | Pizza sales analysis | Pizza sales analysis | SQL File 5*

Don't Limit

```
1  SELECT p.pizza_id, pt.name, p.size, p.price
2  FROM pizzas p
3  JOIN pizza_types pt ON p.pizza_type_id = pt.pizza_type_id
4  ORDER BY p.price DESC
5  LIMIT 1;
```

Result Grid | Filter Rows: | Export: | Wrap Cell Content:

pizza_id	name	size	price
the_greek_xxl	The Greek Pizza	XXL	35.95

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

SQL File 1* | Pizza sales analysis | Pizza sales analysis | SQL File 5*

Don't Limit

```sql
SELECT pt.name, SUM(od.quantity) AS total_quantity
FROM order_details od
JOIN pizzas p ON od.pizza_id = p.pizza_id
JOIN pizza_types pt ON p.pizza_type_id = pt.pizza_type_id
GROUP BY pt.name
ORDER BY total_quantity DESC
LIMIT 5;
```

Result Grid | Filter Rows: | Export: | Wrap Cell Content:

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 THE TOTAL QUANTITY OF EACH PIZZA CATEGORY ORDERED.

SQL File 1* | Pizza sales analysis | Pizza sales analysis | SQL File 5*

Don't Limit

```
1  SELECT pt.category, SUM(od.quantity) AS total_quantity
2  FROM order_details od
3  JOIN pizzas p ON od.pizza_id = p.pizza_id
4  JOIN pizza_types pt ON p.pizza_type_id = pt.pizza_type_id
5  GROUP BY pt.category
6  ORDER BY total_quantity DESC;
7
```

Result Grid | Filter Rows: | Export: | Wrap Cell Content:

category	total_quantity
Classic	14888
Supreme	11987
Veggie	11649
Chicken	11050

DETERMINE THE DISTRIBUTION OF ORDERS BY HOUR OF THE DAY.

SQL File 1* | Pizza sales analysis | Pizza sales analysis | SQL File 5*

Don't Limit

```
1  SELECT HOUR(order_time) AS order_hour, COUNT(order_id) AS total_orders
2  FROM orders
3  GROUP BY HOUR(order_time)
4  ORDER BY order_hour;
```

Result Grid | Filter Rows: | Export: | Wrap Cell Content:

order_hour	total_orders
9	1
10	8
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

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

SQL File 1* | Pizza sales analysis | Pizza sales analysis | SQL File 5*

Don't Limit

```
1  SELECT pt.category, COUNT(DISTINCT p.pizza_id) AS total_pizzas
2  FROM pizzas p
3  JOIN pizza_types pt ON p.pizza_type_id = pt.pizza_type_id
4  GROUP BY pt.category;
5
```

Result Grid | Filter Rows: | Export: | Wrap Cell Content:

category	total_pizzas
Chicken	18
Classic	26
Supreme	25
Veggie	27

RETRIEVE THE TOTAL NUMBER OF ORDERS PLACED.

SQL File 1* | Pizza sales analysis | Pizza sales analysis | SQL File 5*

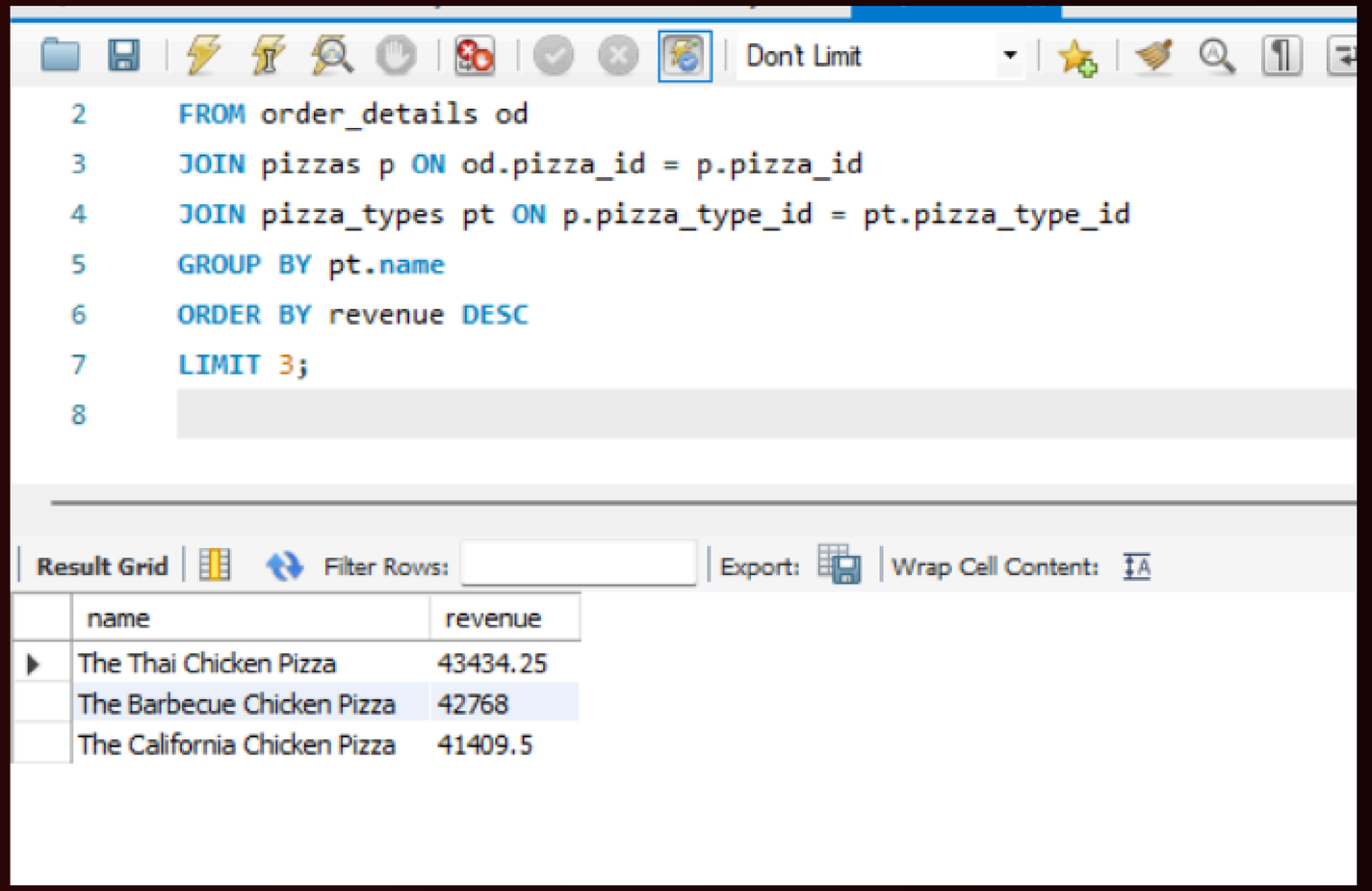
Don't Limit

```sql
SELECT order_date, AVG(pizza_count) AS avg_pizzas_per_day
FROM (
    SELECT o.order_date, SUM(od.quantity) AS pizza_count
    FROM orders o
    JOIN order_details od ON o.order_id = od.order_id
    GROUP BY o.order_date
) daily_orders
GROUP BY order_date;
```

Result Grid | Filter Rows: | Export: | Wrap Cell Content:

order_date	avg_pizzas_per_day
2015-01-01	162.0000
2015-01-02	165.0000
2015-01-03	158.0000
2015-01-04	106.0000
2015-01-05	125.0000
2015-01-06	147.0000
2015-01-07	138.0000
2015-01-08	173.0000
2015-01-09	127.0000
2015-01-10	146.0000
2015-01-11	116.0000
2015-01-12	119.0000
2015-01-13	120.0000
2015-01-14	150.0000
2015-01-15	123.0000

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.

```sql
SELECT order_date,
       SUM(daily_revenue) OVER (ORDER BY order_date) AS cumulative_revenue
FROM (
    SELECT o.order_date, SUM(od.quantity * p.price) AS daily_revenue
    FROM orders o
    JOIN order_details od ON o.order_id = od.order_id
    JOIN pizzas p ON od.pizza_id = p.pizza_id
    GROUP BY o.order_date
) revenue_by_date;
```

Result Grid | Filter Rows: | Export: | Wrap Cell Content:

order_date	cumulative_revenue
2015-01-01	2713.8500000000004
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	23990.350000000002

CALCULATE THE PERCENTAGE CONTRIBUTION OF EACH PIZZA TYPE TO TOTAL REVENUE.

SQL File 1* | Pizza sales analysis | Pizza sales analysis | SQL File 5*

Don't Limit

```sql
SELECT pt.name,
       ROUND(SUM(od.quantity * p.price) * 100.0 /
       (SELECT SUM(od2.quantity * p2.price)
        FROM order_details od2
        JOIN pizzas p2 ON od2.pizza_id = p2.pizza_id), 2) AS revenue_percentage
FROM order_details od
JOIN pizzas p ON od.pizza_id = p.pizza_id
JOIN pizza_types pt ON p.pizza_type_id = pt.pizza_type_id
GROUP BY pt.name
ORDER BY revenue_percentage DESC;
```

Result Grid | Filter Rows: | Export: | Wrap Cell Content:

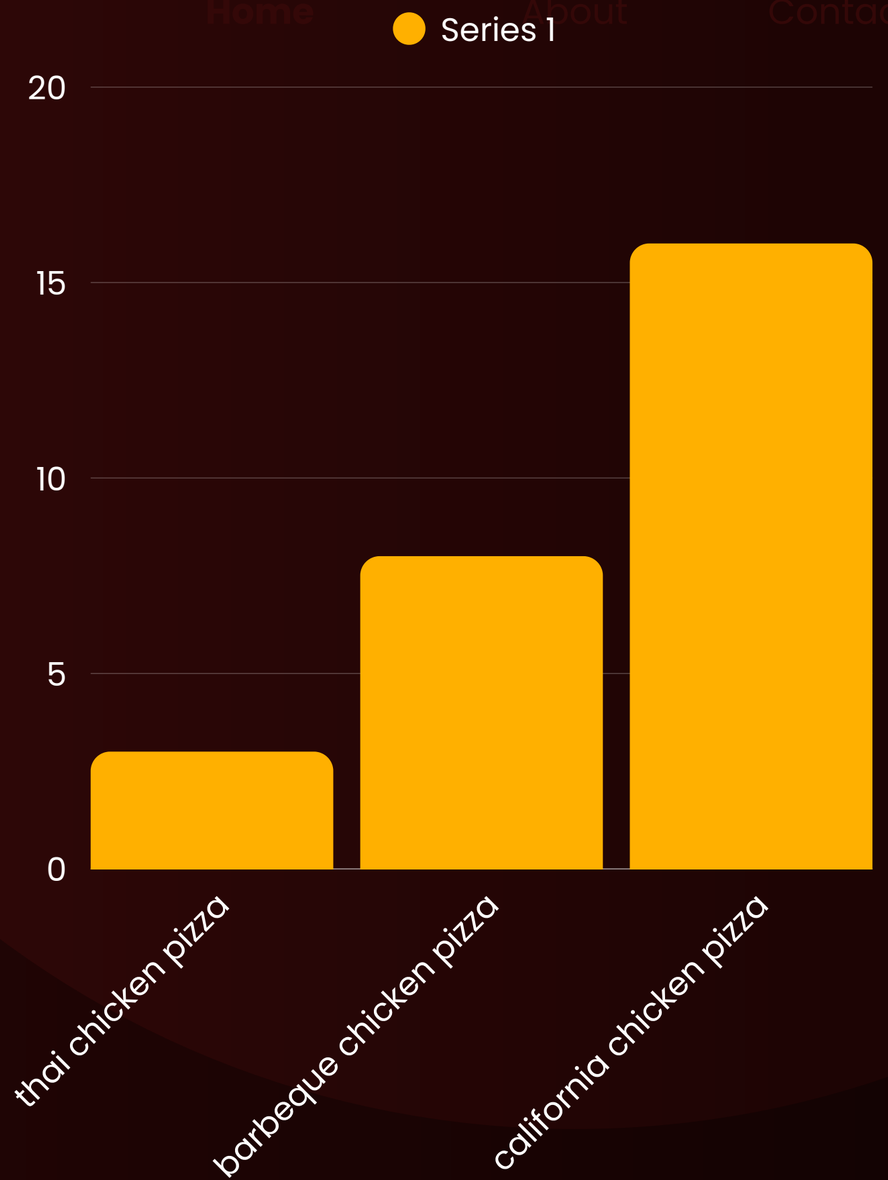
name	revenue_percentage
The Thai Chicken Pizza	5.31
The Barbecue Chicken Pizza	5.23
The California Chicken Pizza	5.06
The Classic Deluxe Pizza	4.67
The Spicy Italian Pizza	4.26
The Southwest Chicken Pizza	4.24
The Italian Supreme Pizza	4.09
The Hawaiian Pizza	3.95
The Four Cheese Pizza	3.95
The Sicilian Pizza	3.78
The Pepperoni Pizza	3.69

Result 11

SALES REPORT

OUR WEEKLY INCOME

sales report by category of chicken




THANK YOU