



# PIZZA DELIVERY BUSINESS PLAN






Here to serve the best!




Retrieve the total number of orders placed.



```
1
2  -- Retrieve the total number of orders placed.
3 • select count(order_id) as total_orders from orders;
```



	total_orders
▶	21350




Calculate the total revenue generated  
from pizza sales.

```
3 • select
4   round(sum( order_details.quantity * pizzas.price ),2) as total_sales
5   from order_details join pizzas
6   on pizzas.pizza_id = order_details.pizza_id
```



	total_sales
▶	817860.05




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



Identify the most common pizza size ordered.

```
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




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



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



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	1459



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



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

```
select round(avg(quantity),0) as avg_pizza_ordered_per_day 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_pizza_ordered_per_day
▶	138

**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

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)  
                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

## Analyze the cumulative revenue generated over time.

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

	order_date	cum_revenue
	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

**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

# THANK YOU

Have a good day!

