ANALYZING PIZZA SALES USING SQL

Insights and Trends in Pizza Sales

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DATE:17/10/2023

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INTRODUCTION

Objective: Understand how SQL queries can help analyze pizza sales data.

AGENDA

01 Data Overview

02 SQL Queries for Sales Analysis

03 Key Insights

04 Conclusion

DATA OVERVIEW

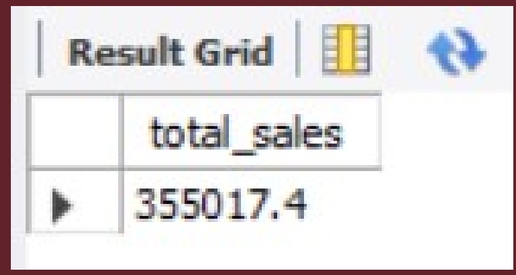
Tables Used:

- Orders: Contains order details (Order_id,Order_Date,Order_Time)
- OrderS_DETAIL: Contains item details per order (Order_ID, Pizza_ID, Quantity)
- Pizzas: Contains pizza details (Pizza_ID, Pizza_Type_id, Size, Price)
- pizza_Types: Contains pizza type (Pizza_Type_id, Name, Category, Ingredients)

SQL QUERIES FOR SALES ANALYSIS

1.calculate the total revenue generated from sales.

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



TOP-SELLING PIZZAS

2.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 5;
```

Result Grid | Filter Rows:

name	quantity
The Barbecue Chicken Pizza	1104
The Pepperoni Pizza	1063
The Hawaiian Pizza	1034
The Classic Deluxe Pizza	1030
The California Chicken Pizza	1011

PIZZASIZE

3.Identify the most common pizza size ordered.

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

Result Grid | Filter Rows:

size	order_count
L	8072
M	6630
S	6137
XL	250
XXL	15

4.LIST THE TOP 5 MOST ORDERED PIZZA TYPE ALONG THEIR QUANTITIES

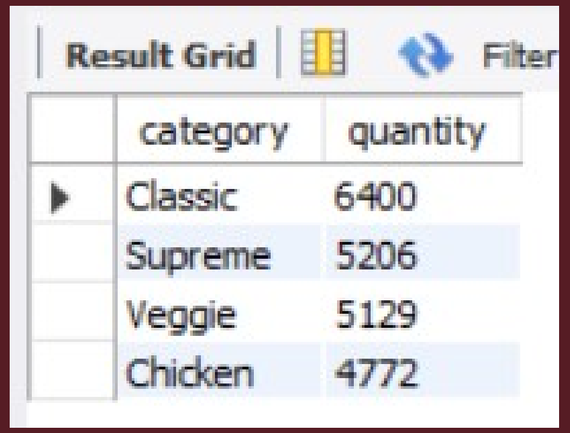
```sql
SELECT
    pizza_types.name, SUM(orders_detail.quantity) AS quantity
FROM
    pizza_types
        JOIN
    pizzas ON pizza_types.pizza_type_id = pizzas.pizza_type_id
        JOIN
    orders_detail ON orders_detail.pizza_id = pizzas.pizza_id
GROUP BY pizza_types.name
ORDER BY quantity DESC
LIMIT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

Result Grid | Filter Rows:

name	quantity
The Barbecue Chicken Pizza	1104
The Pepperoni Pizza	1063
The Hawaiian Pizza	1034
The Classic Deluxe Pizza	1030
The California Chicken Pizza	1011

5.JOIN THE NECESSARY TABLES TO FIND THE TOTAL QUANTITY OF EACH PIZZA CATEGORY ORDERED

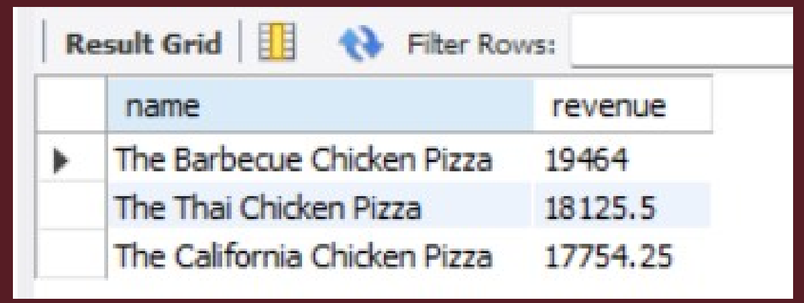
```sql
SELECT
    pizza_types.category,
    SUM(orders_detail.quantity) AS quantity
FROM
    pizza_types
        JOIN
    pizzas ON pizza_types.pizza_type_id = pizzas.pizza_type_id
        JOIN
    orders_detail ON orders_detail.pizza_id = pizzas.pizza_id
GROUP BY pizza_types.category
ORDER BY quantity DESC;
```



	category	quantity
▶	Classic	6400
	Supreme	5206
	Veggie	5129
	Chicken	4772

6.DETERMINE THE TOP 3 MOST ORDERED PIZZA TYPES BASED ON REVENUE.

```sql
SELECT
    pizza_types.name,
    SUM(orders_detail.quantity * pizzas.price) AS revenue
FROM
    pizza_types
        JOIN
    pizzas ON pizzas.pizza_type_id = pizza_types.pizza_type_id
        JOIN
    orders_detail ON orders_detail.pizza_id = pizzas.pizza_id
GROUP BY pizza_types.name
ORDER BY revenue DESC
LIMIT 3;
```



name	revenue
The Barbecue Chicken Pizza	19464
The Thai Chicken Pizza	18125.5
The California Chicken Pizza	17754.25

7.CALCULATE THE PERCENTAGE CINTRIBUTION OF EACHPIZZA TYPE TO TOTAL REVENUE.

```sql
select pizza_types.category,
round(sum(orders_detail.quantity * pizzas.price)/ (SELECT
    ROUND(SUM(orders_detail.quantity * pizzas.price),
            2) AS total_sales
FROM
    orders_detail
        JOIN
    pizzas ON pizzas.pizza_id = orders_detail.pizza_id) * 100,2)
from pizza_types join pizzas
on pizzas.pizza_type_id = pizza_types.pizza_type_id
join orders_detail
on orders_detail.pizza_id = pizzas.pizza_id
group by pizza_types.category order by revenue desc limit 4;
```

Result Grid | Filter Rows:

name	revenue
The Barbecue Chicken Pizza	19464
The Thai Chicken Pizza	18125.5
The California Chicken Pizza	17754.25
The Classic Deluxe Pizza	16031.5
The Hawaiian Pizza	13732.75
The Pepperoni Pizza	13251.75
The Spicy Italian Pizza	15101.75

8.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((orders_detail.quantity) * pizzas.price) as revenue
from pizza_types join pizzas
on pizza_types.pizza_type_id = pizzas.pizza_type_id
join orders_detail
on orders_detail.pizza_id = pizzas.pizza_id
group by pizza_types.category, pizza_types.name) as a) as b
where rn <=3;
```

Result Grid | Filter Rows:

name	revenue
The Barbecue Chicken Pizza	19464
The Thai Chicken Pizza	18125.5
The California Chicken Pizza	17754.25
The Classic Deluxe Pizza	16031.5
The Hawaiian Pizza	13732.75
The Pepperoni Pizza	13251.75
The Spicy Italian Pizza	15101.75

CONCLUSION

- Summary:

SQL is a powerful tool for analyzing pizza sales data.

Insights gained can drive strategic decisions and improve sales performance.

- Next Steps:

Implement findings into business strategy.

Continuously monitor and analyze sales data for ongoing improvements.

REFERENCES

SQL Documentation and Resources:

- MySQL Documentation
- PostgreSQL Documentation
- SQL Tutorial
- W3schools

THANK YOU

17 OCT 2023