Pizza Hut

SQL

PROJECT

On Pizza Sales

Developer - Rishi Singh Parihar

Pizza Hut

Introduction

Hello everyone,

My name Is Rishi Singh Parihar, I'm a BBA-(IT) Graduate. Today I would like to welcome you all to a fascinating journey into the world of pizza sales data exploration. In this SQL project, I will embark you on an odyssey of analysis, seeking to uncover valuable insights that lie within the numbers. From total orders placed to identifying the top-selling pizza types, each question serves as a gateway to understanding consumer behavior and market dynamics.

Through meticulous examination and insightful interpretation, I aim to unlock the secrets hidden within the data. By addressing key questions such as revenue generation, pizza popularity, and order distribution, I'll strive to provide actionable insights that can inform strategic decision-making for pizza businesses.

So, fasten your seatbelts as we delve into the depths of pizza sales data, navigating through queries and outcomes to unveil the trends that shape the industry. Let's begin our exploration.

Thank you.

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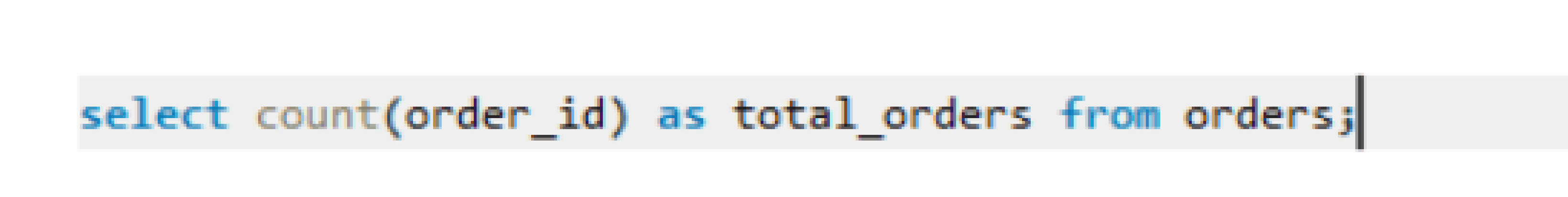
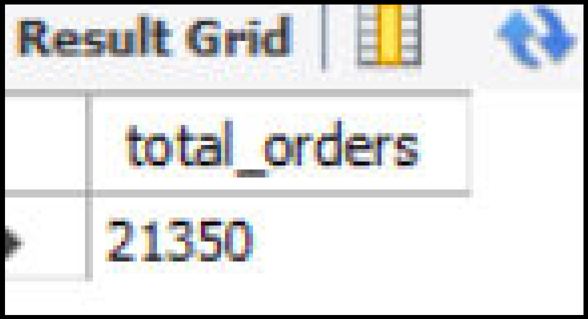
Retrieve the total number of orders placed.



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



```
total_orders
21350
```

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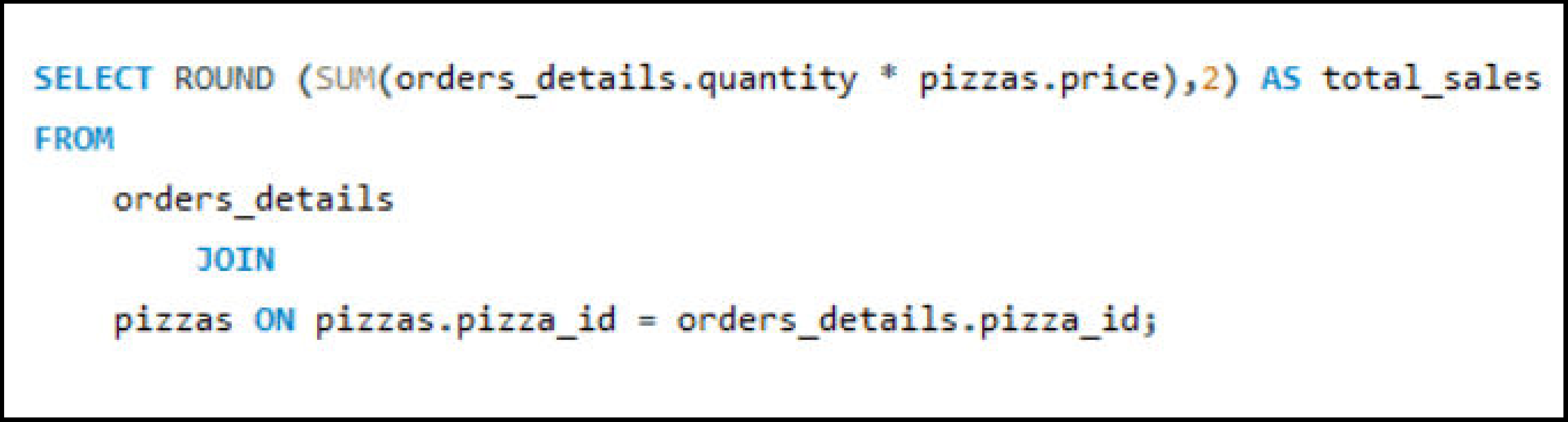
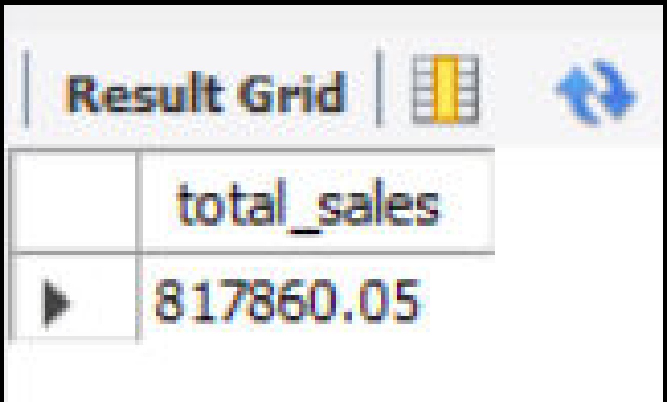
Calculate the total revenue generated from pizza sales.



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



```
  total_sales
▶ 817860.05
```

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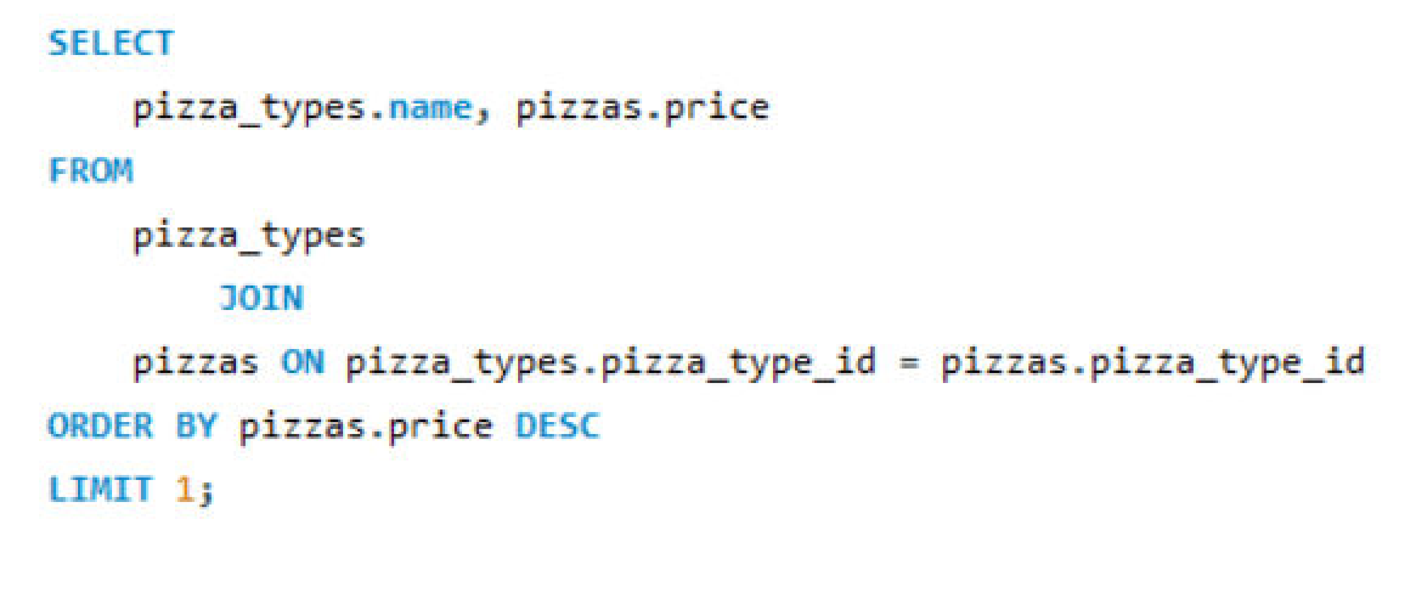
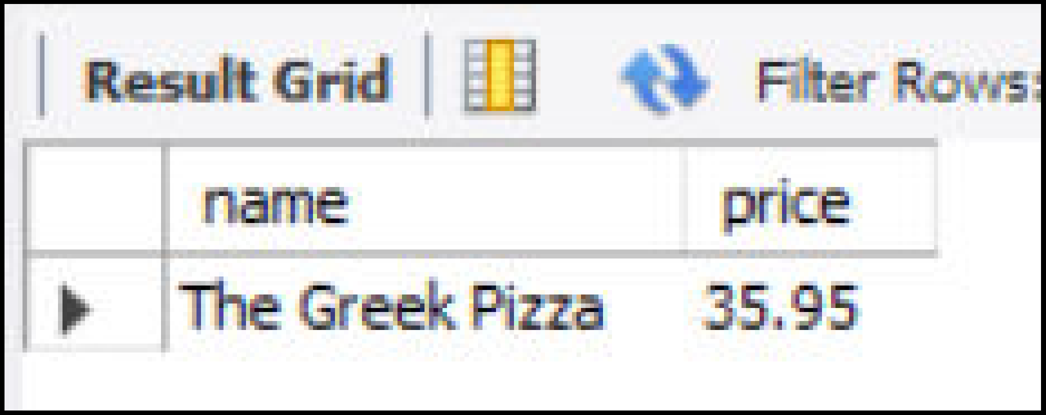
Identify the highest-priced pizza.



```
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

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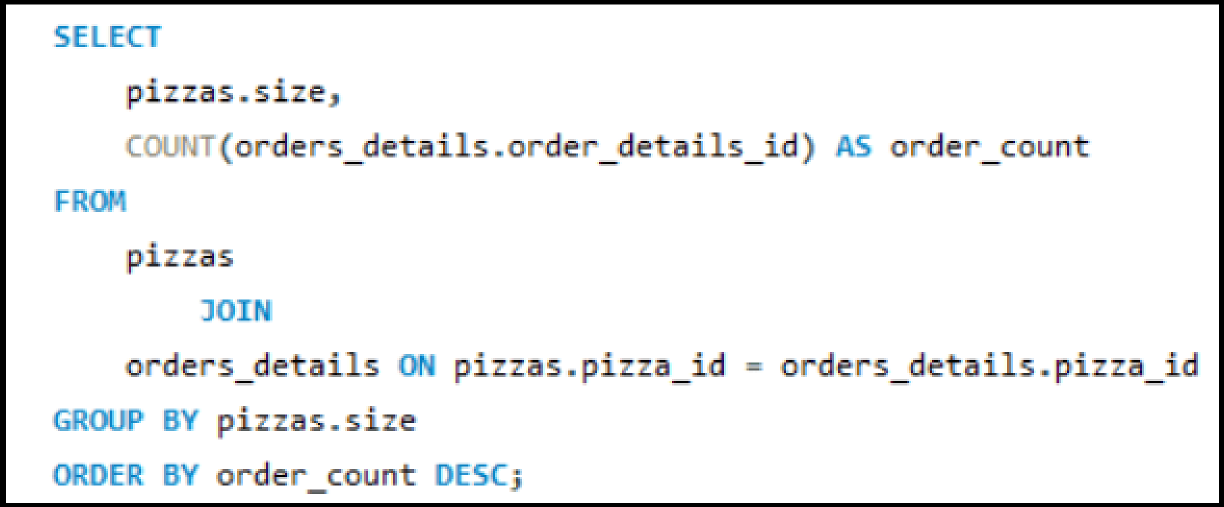
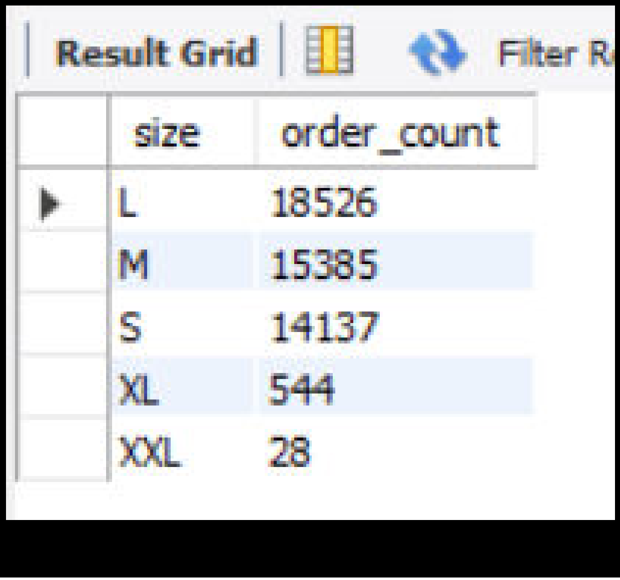
Identify the most common pizza size ordered.



```
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;
```



```
   size   order_count
▶  L      18526
   M      15385
   S      14137
   XL     544
   XXL    28
```

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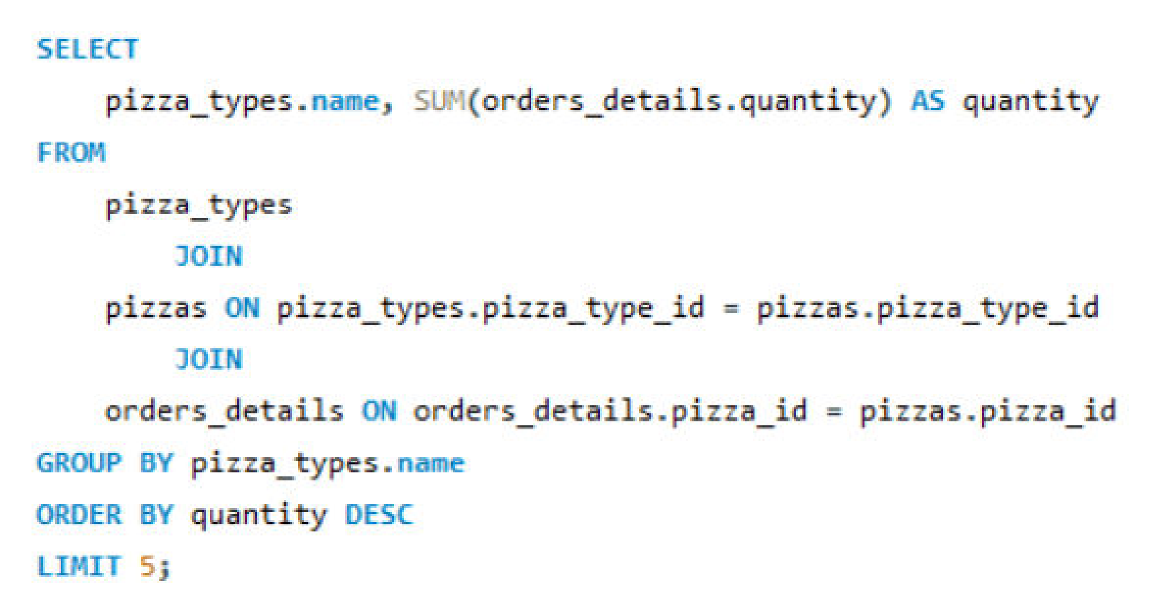
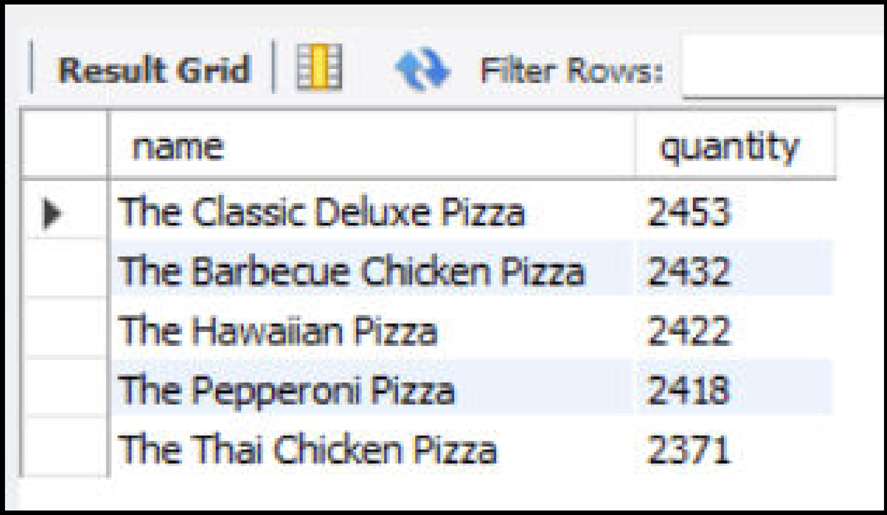
List the top 5 most ordered pizza types along with their quantities.



```
SELECT
    pizza_types.name, SUM(orders_details.quantity) AS 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 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

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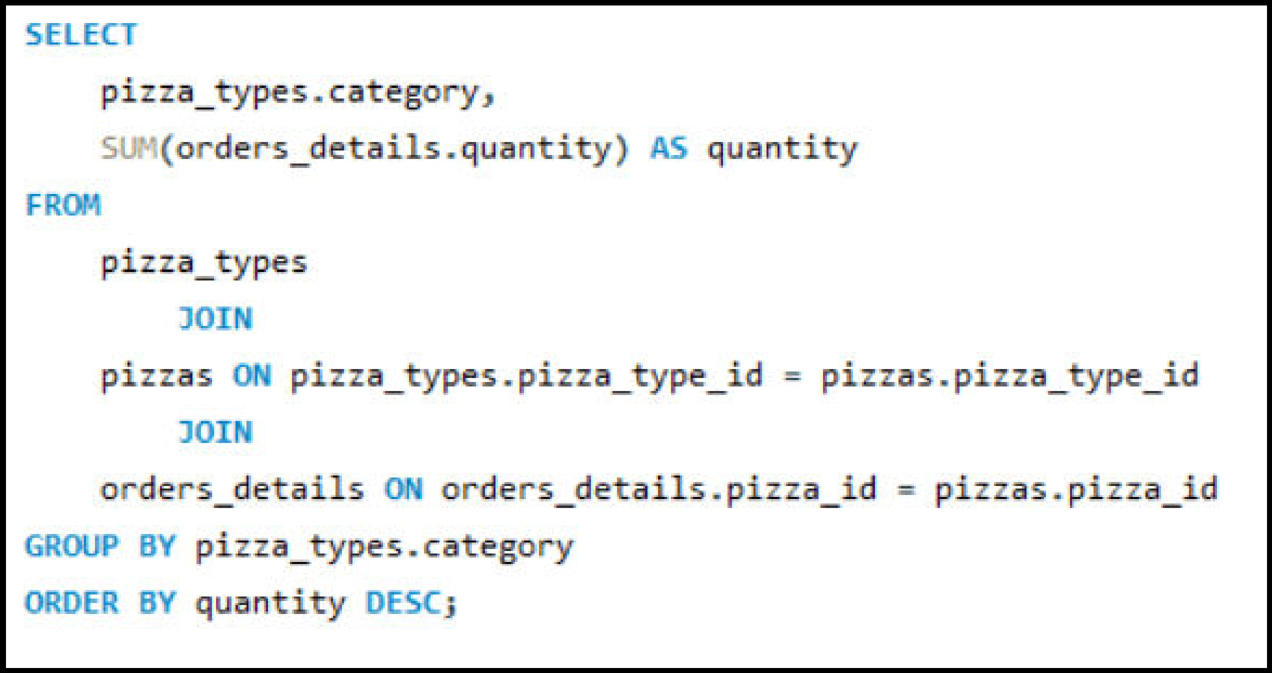
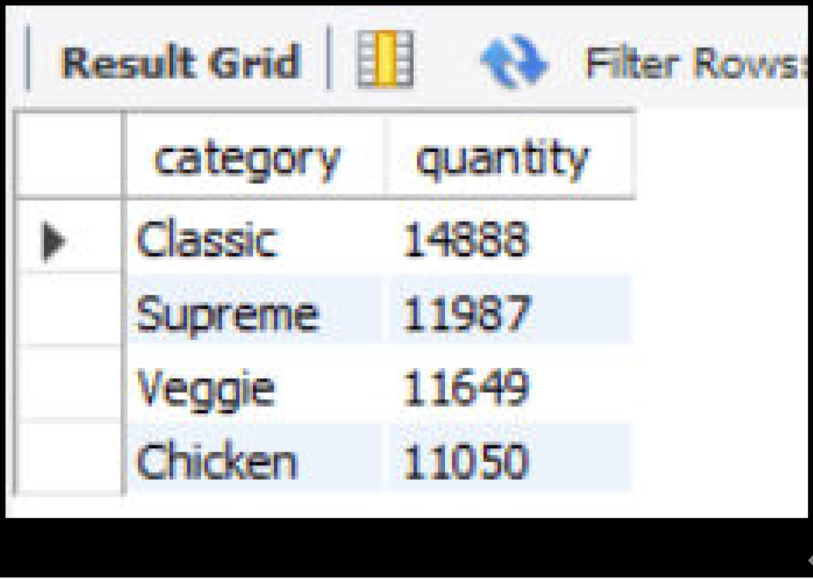
Join the necessary tables to find the total quantity of each pizza category ordered.



```
SELECT
    pizza_types.category,
    SUM(orders_details.quantity) AS 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.category
ORDER BY quantity DESC;
```



category	quantity
Classic	14888
Supreme	11987
Veggie	11649
Chicken	11050

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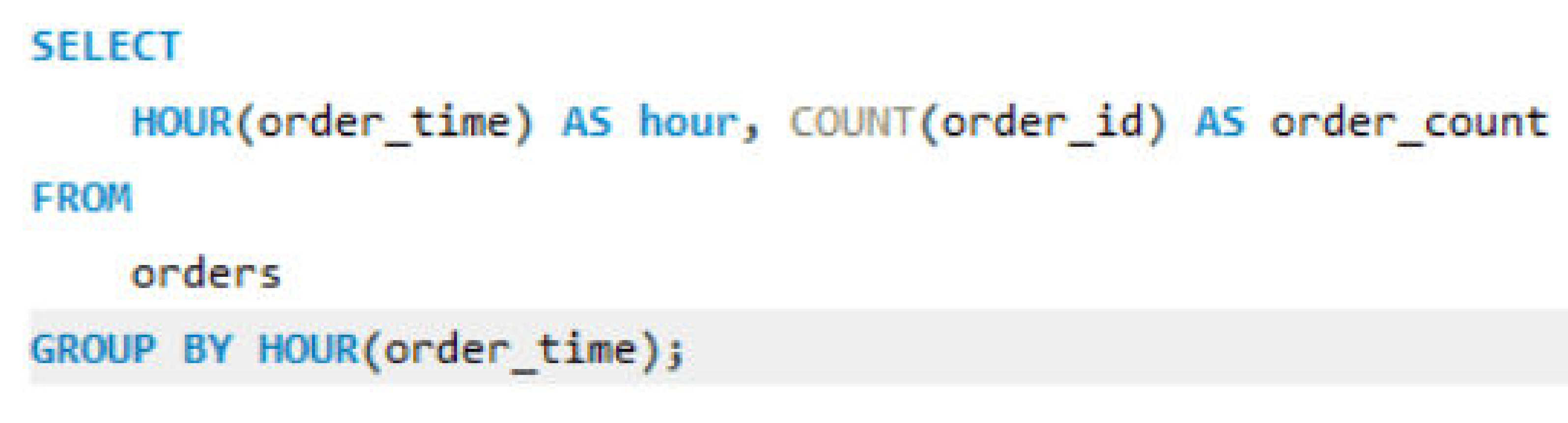
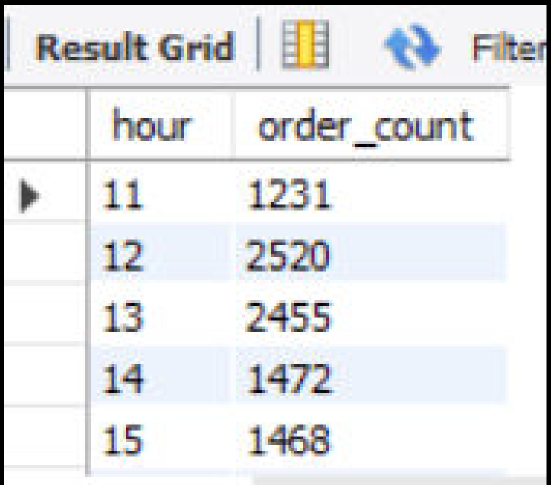
Determine the distribution of orders by hour of the day.

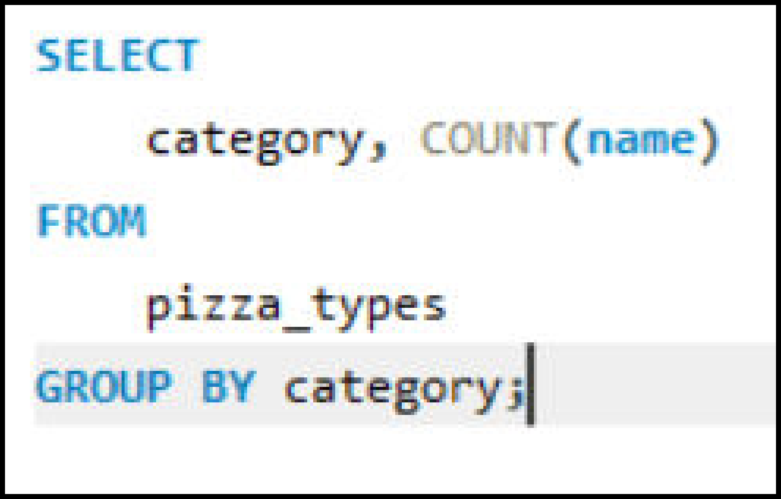


```
SELECT
    HOUR(order_time) AS hour, COUNT(order_id) AS order_count
FROM
    orders
GROUP BY HOUR(order_time);
```

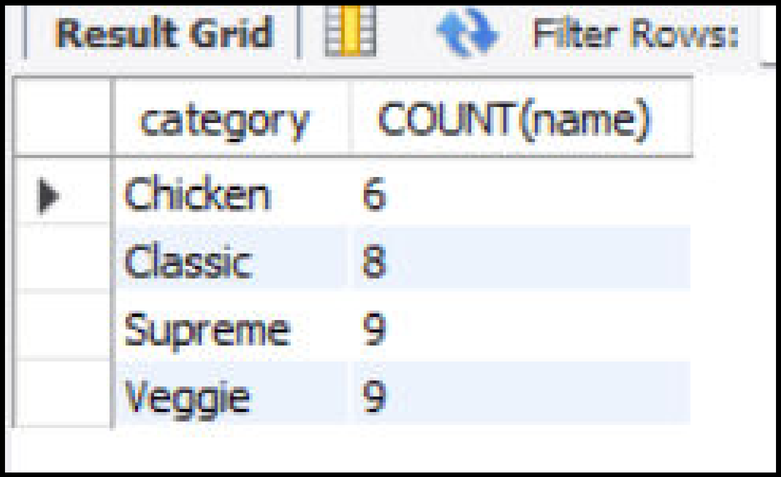


hour	order_count
11	1231
12	2520
13	2455
14	1472
15	1468

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

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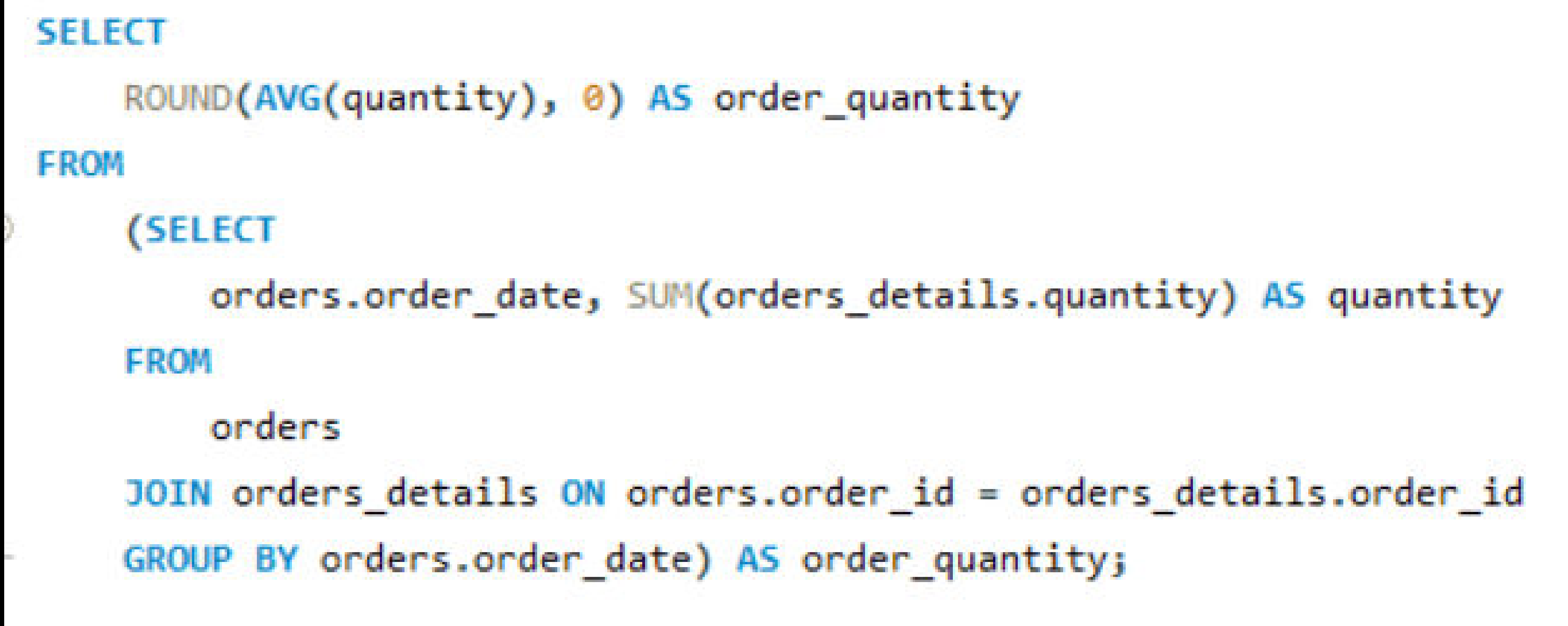
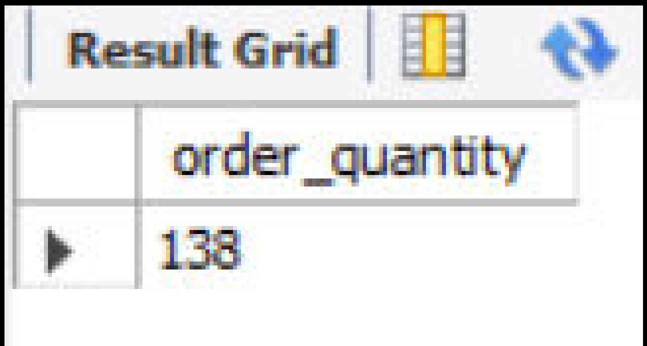
Group the orders by date and calculate the average number of pizzas ordered per day.



```
SELECT
    ROUND(AVG(quantity), 0) AS order_quantity
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;
```



```
order_quantity
138
```

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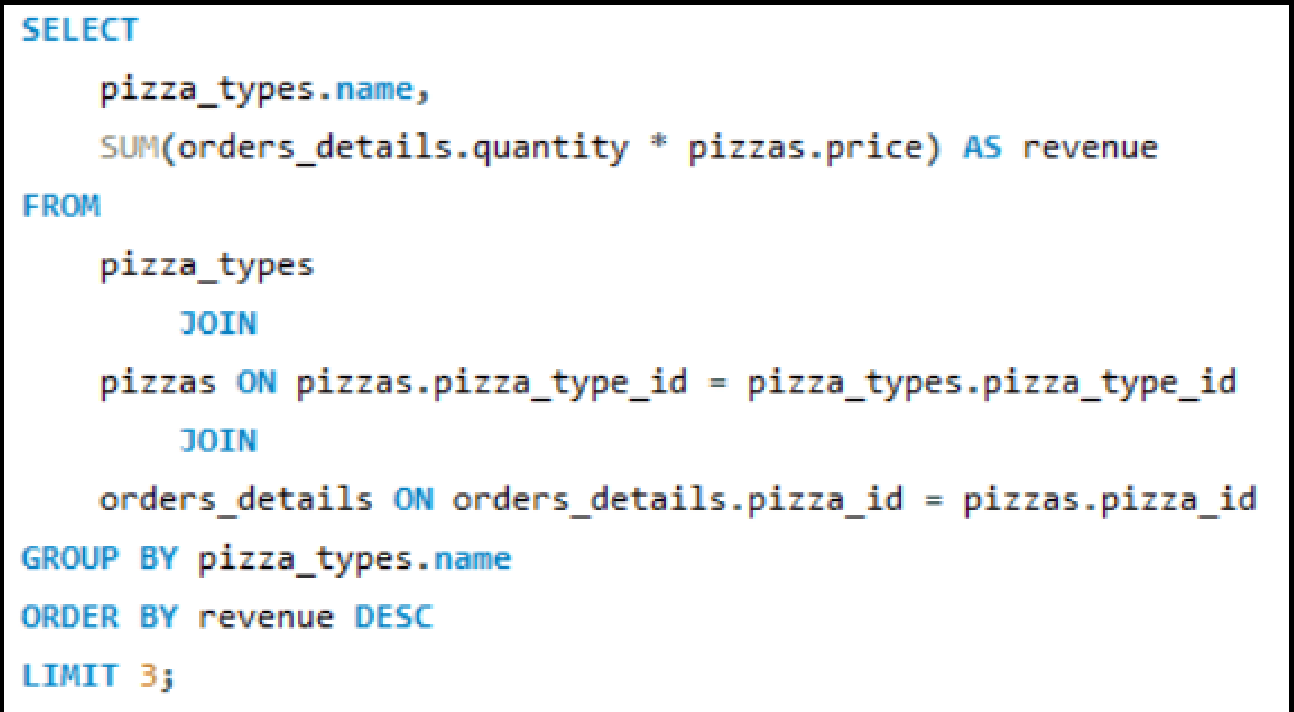
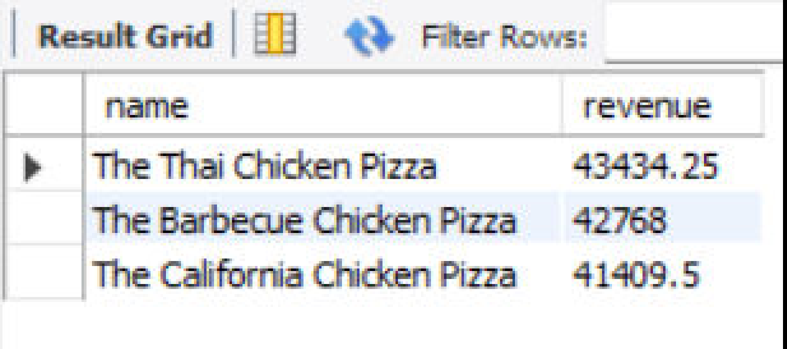
Determine the top 3 most ordered pizza types based on revenue.



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

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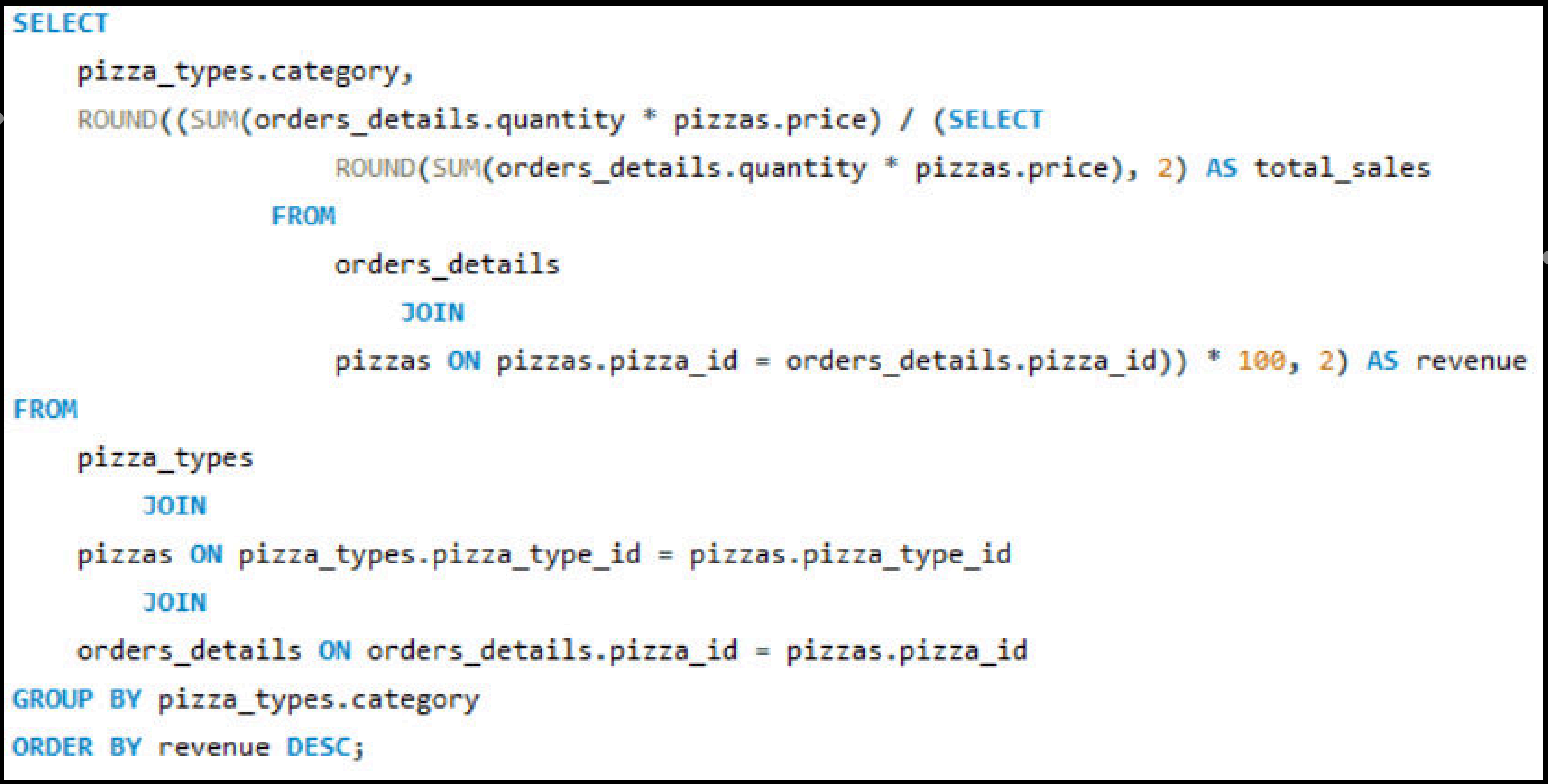
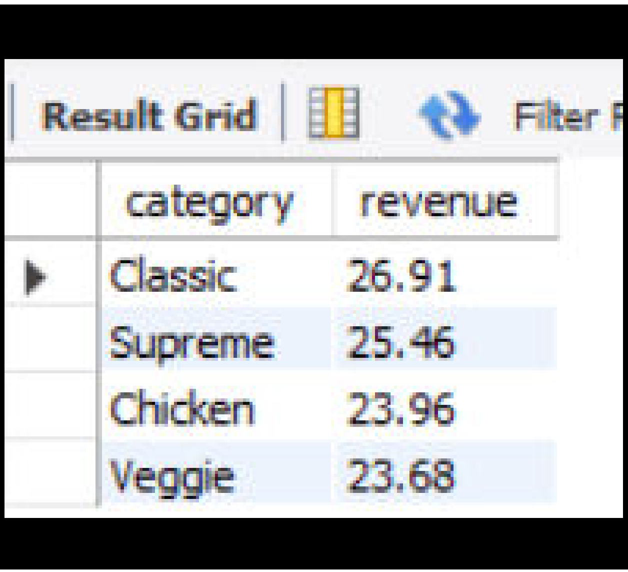
Calculate the percentage contribution of each pizza type to total revenue.



```sql
SELECT
    pizza_types.category,
    ROUND((SUM(orders_details.quantity * pizzas.price) / (SELECT
                ROUND(SUM(orders_details.quantity * pizzas.price), 2) AS total_sales
            FROM
                orders_details
                    JOIN
                pizzas ON pizzas.pizza_id = orders_details.pizza_id)) * 100, 2) 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
ORDER BY revenue DESC;
```



category	revenue
Classic	26.91
Supreme	25.46
Chicken	23.96
Veggie	23.68

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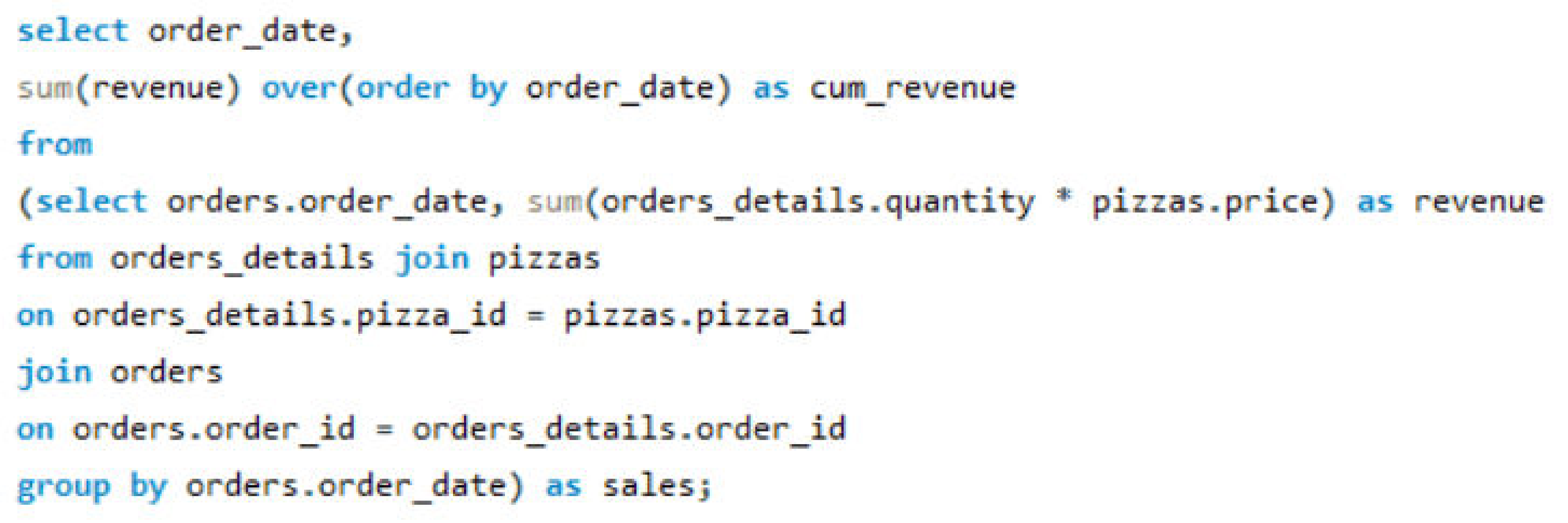
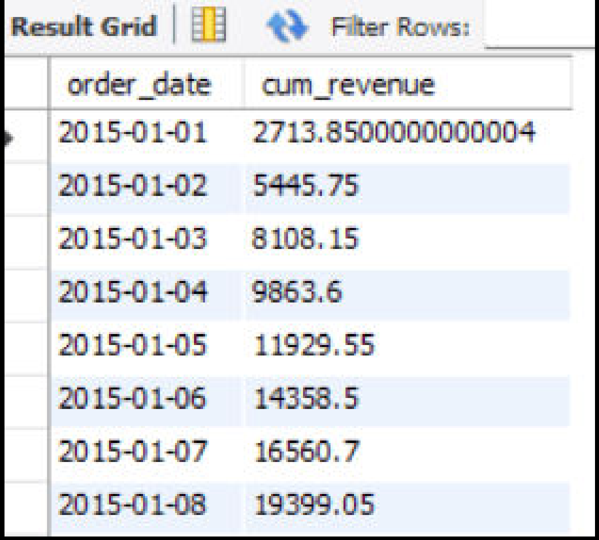
Analyze the cumulative revenue generated over time.



```
select order_date,
sum(revenue) over(order by order_date) as cum_revenue
from
(select orders.order_date, sum(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;
```



order_date	cum_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

Due to space constraints,not able to show all one year data.

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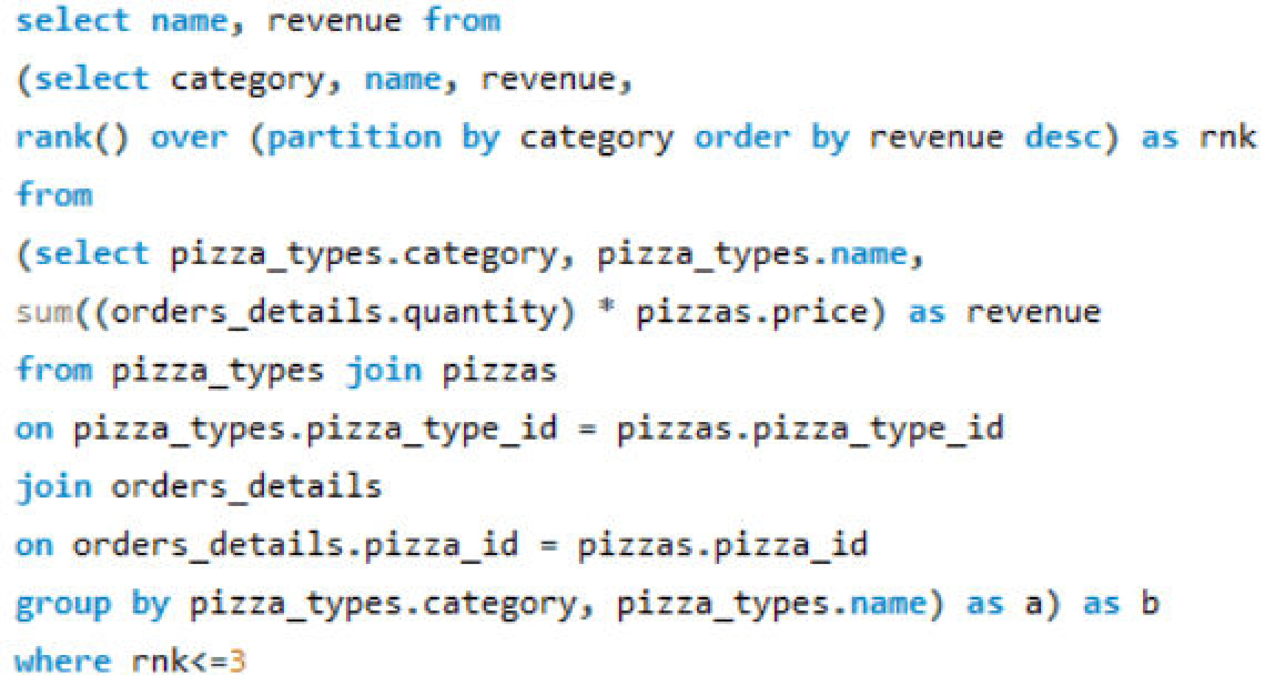
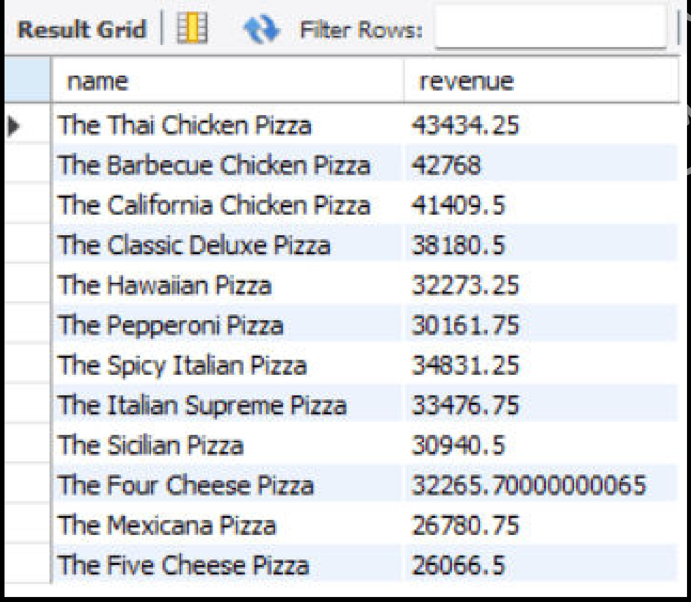
Determine the top 3 most ordered pizza types based on revenue for each pizza category.



```
select name, revenue from
(select category, name, revenue,
rank() over (partition by category order by revenue desc) as rnk
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 rnk<=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	32265.70000000065
The Mexicana Pizza	26780.75
The Five Cheese Pizza	26066.5

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Thank You!

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