



PIZZA HUTS

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WELCOME TO PIZZA HUTS

THIS PROJECT FOCUSES ON ANALYZING PIZZA HUT'S SALES DATA USING SQL TO GAIN VALUABLE BUSINESS INSIGHTS. BY WRITING SQL QUERIES, WE EXPLORED TRENDS IN REVENUE, ORDER VOLUME, PEAK SALES HOURS, AND CUSTOMER PREFERENCES. THE ANALYSIS HIGHLIGHTS TOP-SELLING PIZZAS, MOST ACTIVE DAYS, AND PERFORMANCE ACROSS DIFFERENT TIME PERIODS.





OBJECTIVE

TO ANALYZE PIZZA HUT'S
SALES DATA USING SQL AND
UNCOVER ACTIONABLE
INSIGHTS TO SUPPORT
BUSINESS DECISIONS

GROUPS THE ORDER BY DATE AND CALCULATE THE AVERAGE NUMBER OF PIZZAS ORDER BY DAY

```
SELECT  
    ROUND(AVG(avg_sales), 0) AS per_day_avg  
FROM  
    (SELECT  
        SUM(quantity) AS avg_sales, order_date AS day  
    FROM  
        order_details  
    JOIN orders ON order_details.order_id = orders.order_id  
    GROUP BY order_date) AS order_quantity;
```

per_day_avg

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IDENTIFY THE MOST COMMON PIZZA ORDER QUANTITY

SELECT

*

FROM

order_details;

SELECT

quantity, COUNT(order_details_id)

FROM

order_details

GROUP BY quantity;

quantity	count(order_details_id)
1	47693
2	903
3	21
4	3

IDENTIFY THE COMMON ORDER SIZE OF PIZZA

```
SELECT
    pizzas.size,
    COUNT(order_details.order_details_id) AS sales_count
FROM
    pizzas
    JOIN
        order_details ON pizzas.pizza_id = order_details.pizza_id
GROUP BY pizzas.size
ORDER BY sales_count DESC
LIMIT 1;
```

size	sales_count
L	18526

LIST THE 5 MOST ORDER PIZZA TYPES ALONG WITH THEIR QUANTITY

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

name	order_qnt
The Classic Deluxe Pizza	2453
The Barbecue Chicken Pizza	2432
The Hawaiian Pizza	2422
The Pepperoni Pizza	2418
The Thai Chicken Pizza	2371

CALCULATE THE TOTAL REVENUE GENERATED BY PIZZA SALES

SELECT

```
ROUND(SUM(order_details.quantity * pizzas.price),  
2) AS total_revenue
```

FROM

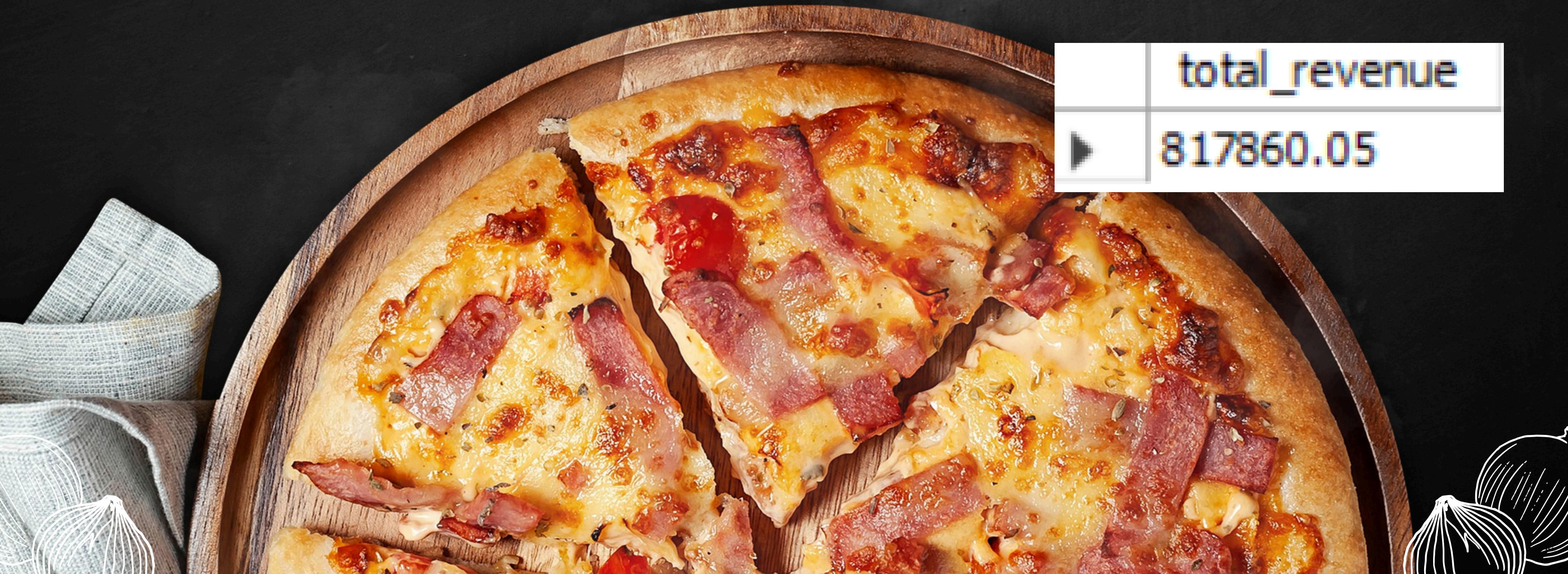
```
order_details
```

JOIN

```
pizzas ON order_details.pizza_id = pizzas.pizza_id;
```

total_revenue

817860.05



IDENTIFY THE HIGHEST PRICE PIZZA

```
SELECT
    pizza_types.name, pizzas.price
FROM
    pizza_types
    JOIN
    pizzas ON pizza_types.pizza_type_id = pizzas.pizza_type_id
ORDER BY price DESC
LIMIT 1;
```

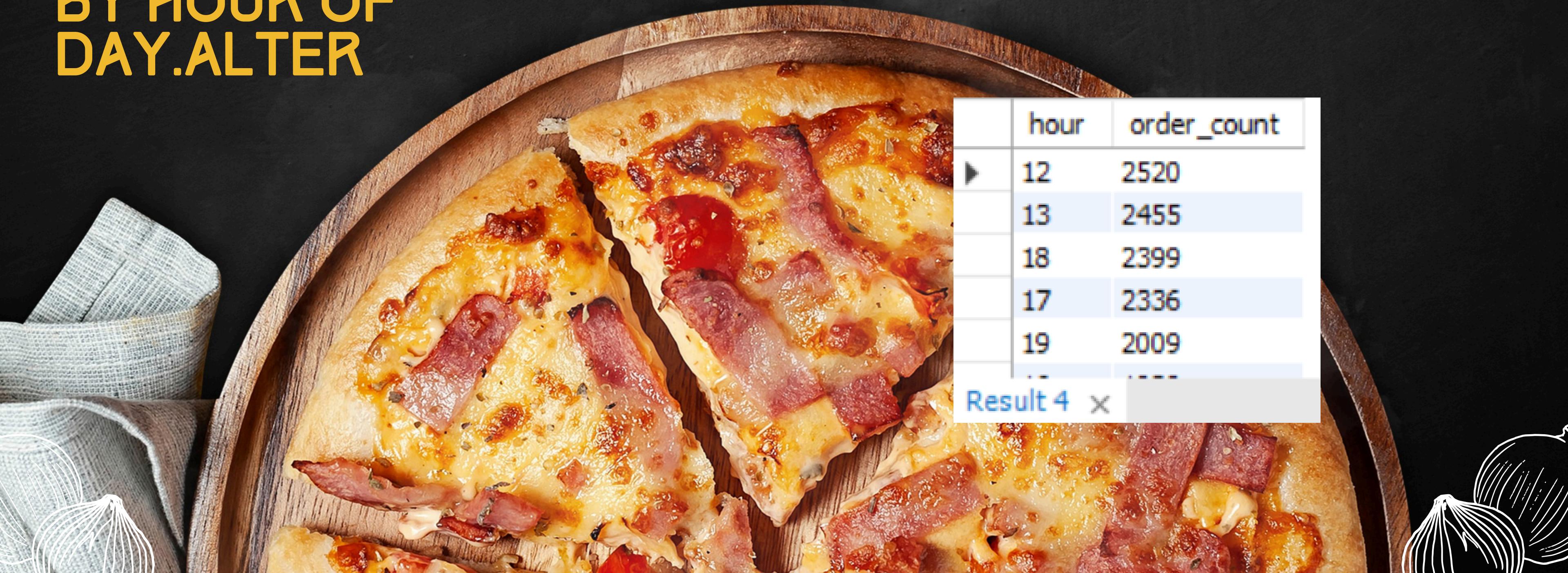
	name	price
▶	The Greek Pizza	35.95

DETERMINED THE DISTRIBUTION OF ORDERS BY HOUR OF DAY.ALTER

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

	hour	order_count
▶	12	2520
	13	2455
	18	2399
	17	2336
	19	2009
...

Result 4 



DETERMINED THE TOP MOST ORDERED PIZZA BASED ON REVENUE

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

	name	revenue
▶	The Thai Chicken Pizza	43434
	The Barbecue Chicken Pizza	42768
	The California Chicken Pizza	41410

JOINT THE NECESSARY TABLE TO FIND THE TOTAL QUANTITY OF EACH CATEGORY

- **SELECT**
category, SUM(quantity)
FROM
pizza_types|
JOIN
pizzas **ON** pizza_types.pizza_type_id = pizzas.pizza_type_id
JOIN
order_details **ON** pizzas.pizza_id = order_details.pizza_id
GROUP BY category;

category	sum(quantity)
Classic	14888
Veggie	11649
Supreme	11987
Chicken	11050

CALCULATE THE PERCENTAGE CONTRIBUTION OF EACH CATEGORY TYPE AS TOTAL REVENUE

```
SELECT
    pizza_types.category,
    CONCAT(ROUND(SUM(order_details.quantity * pizzas.price) / (SELECT
        ROUND(SUM(order_details.quantity * pizzas.price),
        2) AS total_revenue
    )
    FROM
        order_details
        JOIN
            pizzas ON order_details.pizza_id = pizzas.pizza_id) * 100,
    2),
    '%' AS percentage
FROM
    pizza_types
    JOIN
        pizzas ON pizza_types.pizza_type_id = pizzas.pizza_type_id
    JOIN
        order_details ON pizzas.pizza_id = order_details.pizza_id
GROUP BY pizza_types.category;
```

	category	percentage
▶	Classic	26.91%
	Veggie	23.68%
	Supreme	25.46%
	Chicken	23.96%



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ROHIT CHAVAN

9307327386

rohitchavan0231@gmail.com

Kalyan, Thane, Maharashtra, 421605



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THANK YOU!

