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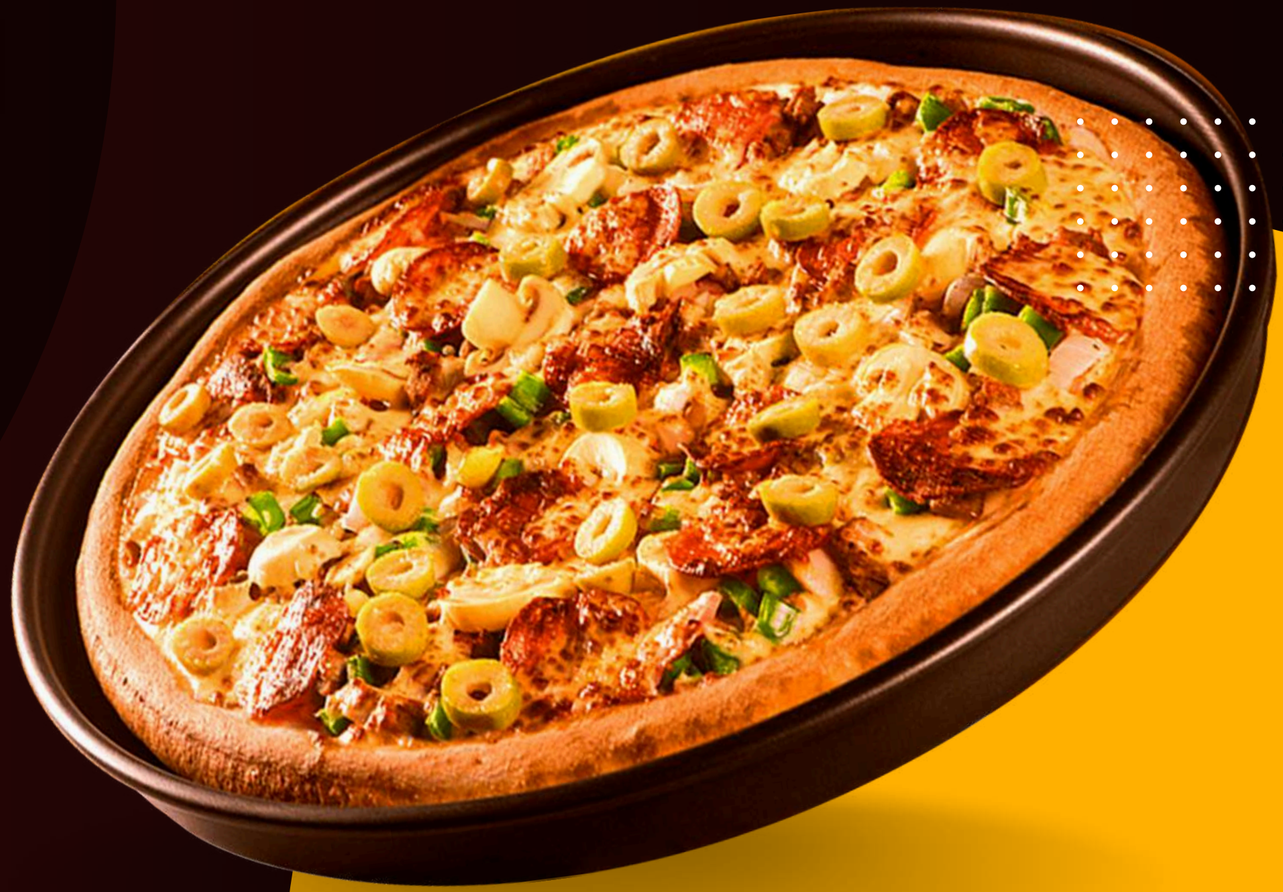
SQL PROJECT ON PIZZA SALES



- WHERE EVERY SLICE TELLS A STORY

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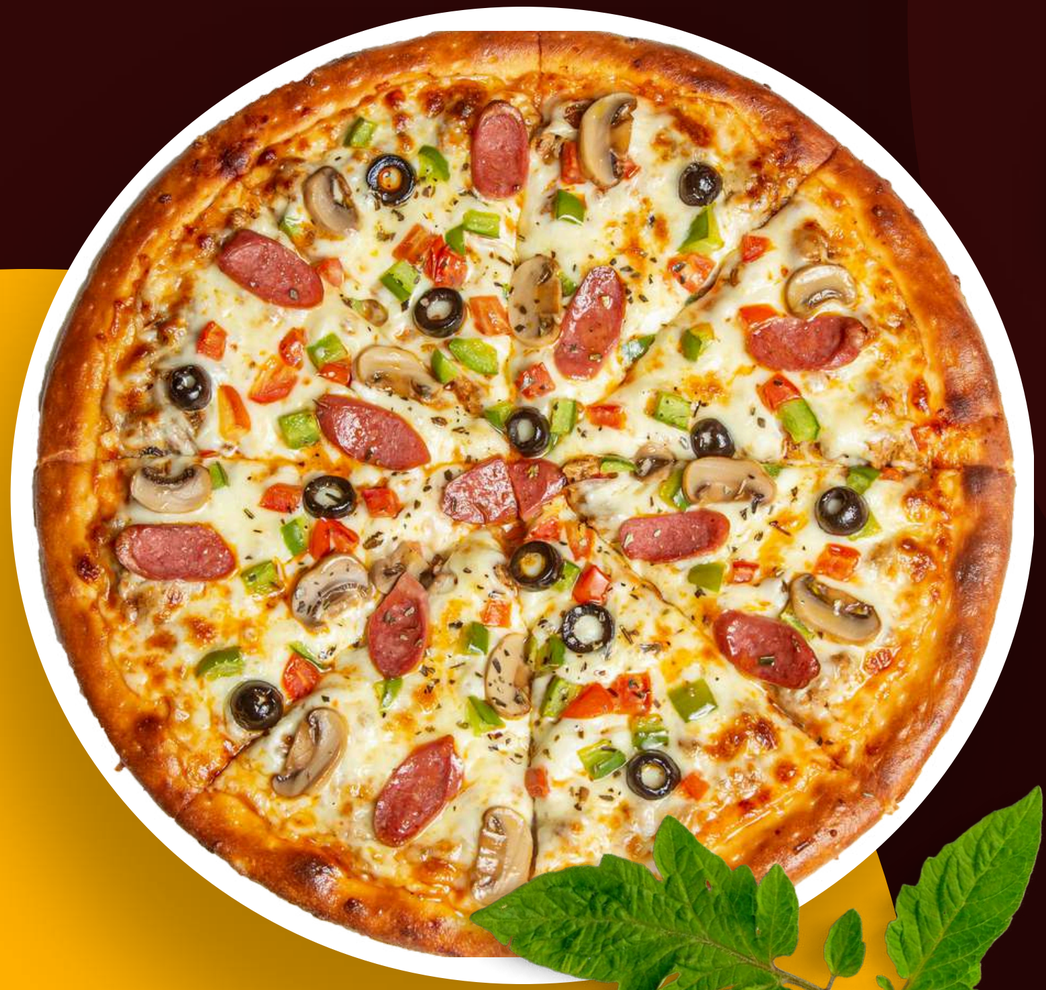

ABOUT OUR PROJECT

This project analyzes pizza sales data using SQL to extract key business insight. By leveraging SQL queries, we explore order trends, revenue generation, and customer preferences. The analysis covers basic sales metrics, intermediate order patterns, and advanced revenue contributions, helping optimize decision-making for better sales performance.

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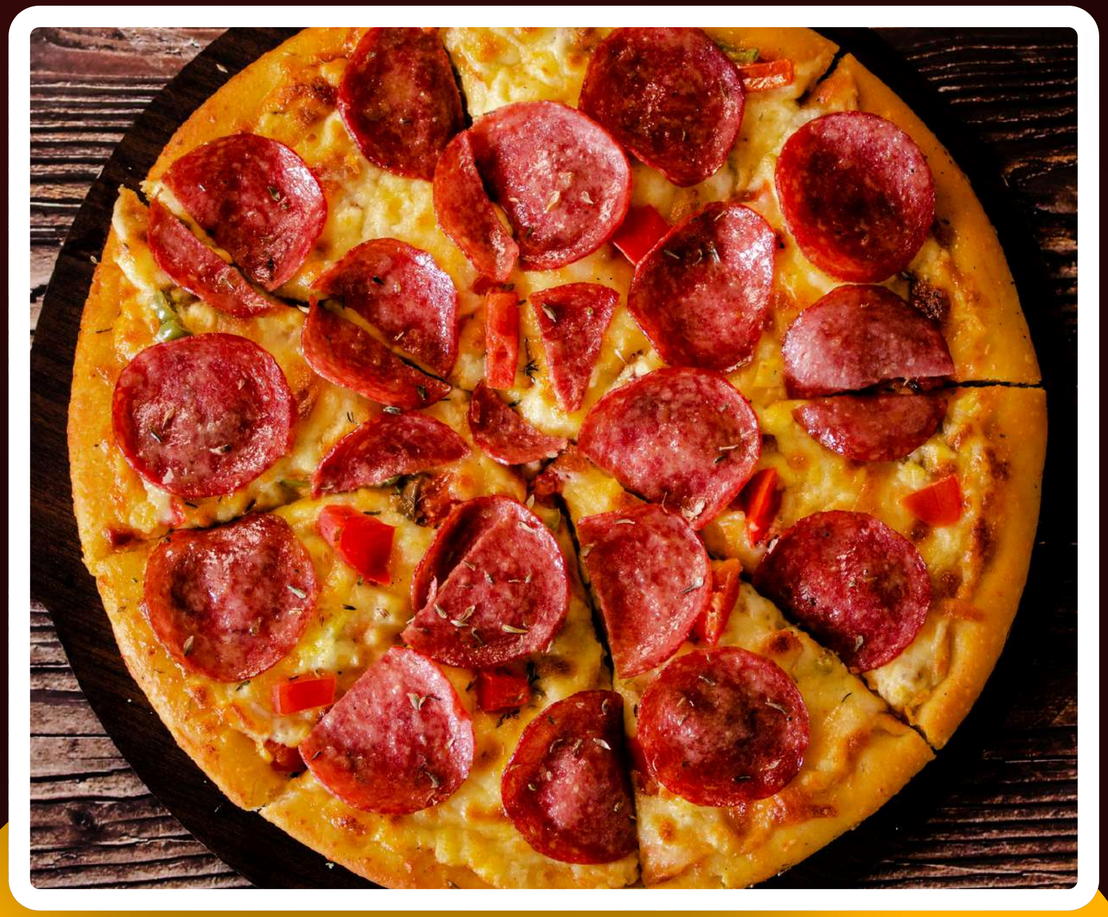

OVERVIEW DATASET

The dataset consists of multiple tables capturing pizzas, pizza types, orders, order details. These tables store information on pizza categories, pricing, quantity and timestamps, which help analyze sales trends and customer preferences.

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KEY BUSINESS QUESTION

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- Retrieve the total number of orders placed.
- Calculate the total revenue generated from pizza sales.
- Identify the highest-priced pizza.
- Identify the most common pizza size ordered.
- List the top 5 most ordered pizza types along with their quantities
- Join the necessary tables to find the total quantity of each pizza category ordered.
- Determine the distribution of orders by hour of the day.
- Join relevant tables to find the category-wise distribution of pizzas.
- 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.
- Calculate the percentage contribution of each pizza type to total revenue.
- Analyze the cumulative revenue generated over time.
- Determine the top 3 most ordered pizza types based on revenue for each pizza category.

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RETRIEVE THE TOTAL NUMBER OF ORDERS PLACED

```
SELECT
    COUNT(order_id)
FROM
    orders;
```

Result Grid

	COUNT(order_id)
▶	21350

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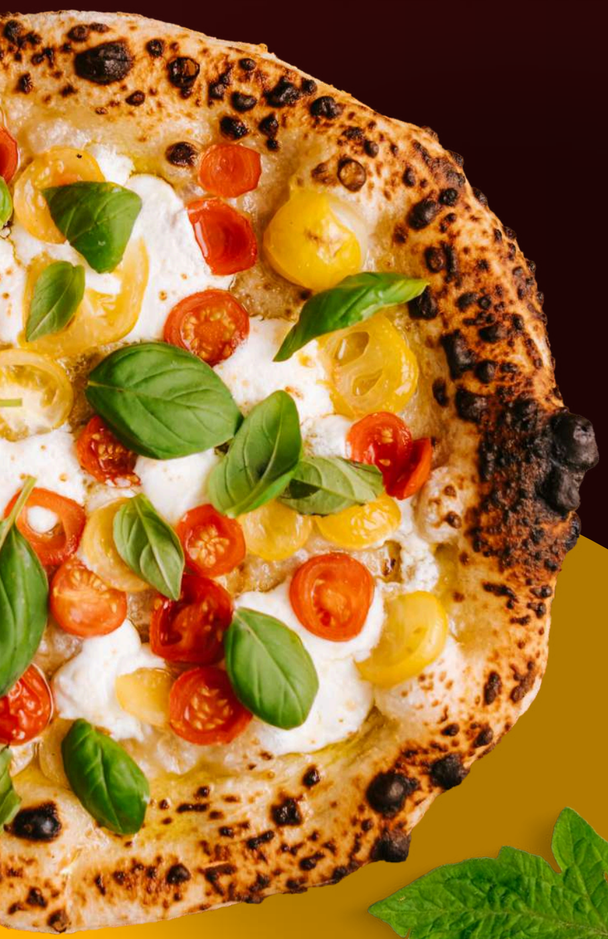
CALCULATE THE TOTAL REVENUE GENERATED FROM PIZZA SALES.



```
SELECT
    SUM(orders_details.quantity * pizzas.price) AS pizza_sales
FROM
    orders_details
        JOIN
    pizzas ON pizzas.pizza_id = orders_details.pizza_id;
```

Result Grid

	pizza_sales
▶	817860.04999993

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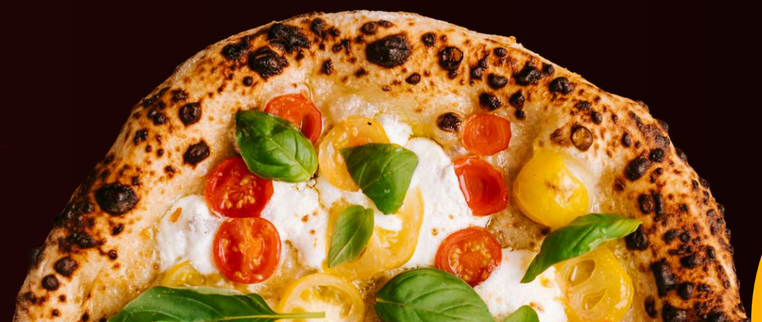
IDENTIFY THE HIGHEST-PRICED PIZZA.

```
  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;
```

Result Grid | Filter R

name	price
The Greek Pizza	35.95



IDENTIFY THE MOST COMMON PIZZA SIZE ORDERED.

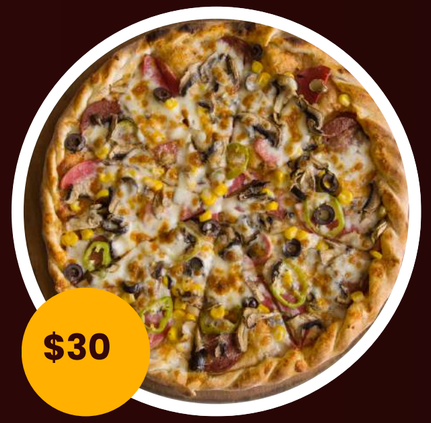
```sql
SELECT
    pizzas.size,
    COUNT(orders_details.order_details_id) AS order_count
FROM
    pizzas
        JOIN
    orders_details ON pizzas.pizza_id = orders_details.pizza_id
GROUP BY pizzas.size
ORDER BY order_count DESC
LIMIT 1;
```

Result Grid

size	order_count
L	18526

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

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



Result Grid | Filter Rows:

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.

```sql
SELECT
    pizza_types.category,
    SUM(orders_details.quantity) AS quaantity
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 quaantity DESC;
```

Result Grid

category	quaantity
Classic	14888
Supreme	11987
Veggie	11649
Chicken	11050

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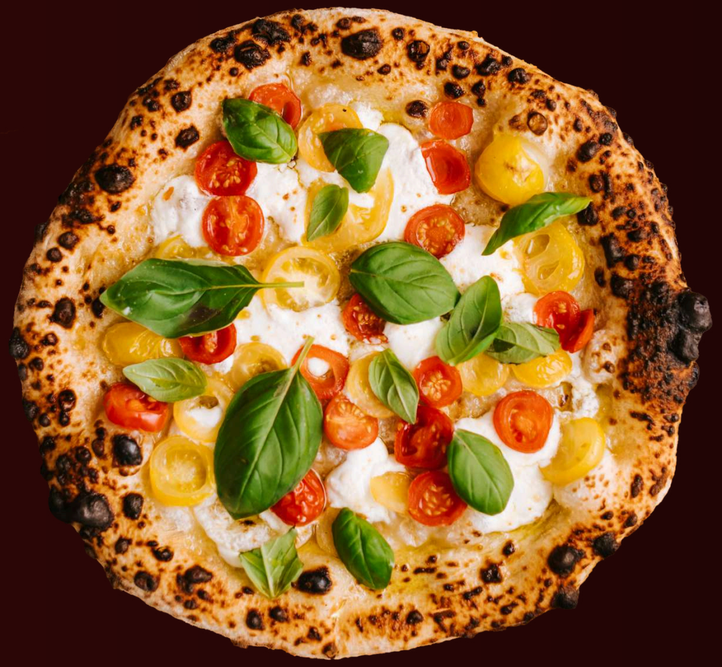
DETERMINE THE DISTRIBUTION OF ORDERS BY HOUR OF THE DAY.

```sql
select hour(order_time), count(order_id)
from orders
group by hour(order_time);
```

Result Grid | Filter Rows:

hour(order_time)	count(order_id)
11	1231
12	2520
13	2455
14	1472
15	1468
16	1920
17	2336
18	2399
19	2009
20	1642
21	1198



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

```sql
SELECT
    category, COUNT(name)
FROM
    pizza_types
GROUP BY category;
```

Result Grid | Filter Row

category	COUNT(name)
Chicken	6
Classic	8
Supreme	9
Veggie	9

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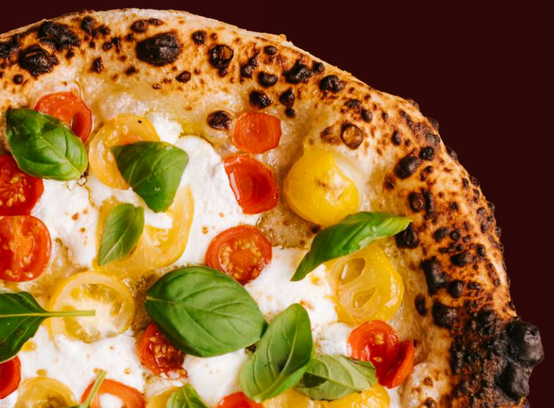
GROUP THE ORDERS BY DATE AND CALCULATE THE AVERAGE NUMBER OF PIZZAS ORDERED PER DAY.

```sql
SELECT
    AVG(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;
```

Result Grid

AVG(quantity)
138.4749



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

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

Result Grid | Filter Rows:

name	revenue
The Thai Chicken Pizza	43434.25
The Barbecue Chicken Pizza	42768
The California Chicken Pizza	41409.5

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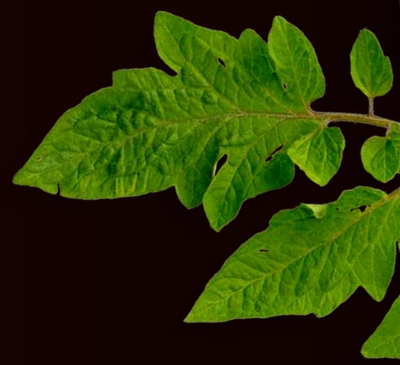
CALCULATE THE PERCENTAGE CONTRIBUTION OF EACH PIZZA TYPE TO TOTAL REVENUE.

```sql
select pizza_types.category, sum(orders_details.quantity * pizzas.price) / (SELECT
    SUM(orders_details.quantity * pizzas.price) AS pizza_sales
FROM
    orders_details
        JOIN
    pizzas ON pizzas.pizza_id = orders_details.pizza_id) * 100 as revenue
from pizzas join orders_details
on pizzas.pizza_id = orders_details.pizza_id
join pizza_types
on pizza_types.pizza_type_id = pizzas.pizza_type_id
group by pizza_types.category
order by revenue desc
limit 3;
```



Result Grid | Filter Rows:

category	revenue
Classic	26.905960255669903
Supreme	25.45631126009884
Chicken	23.955137556847493

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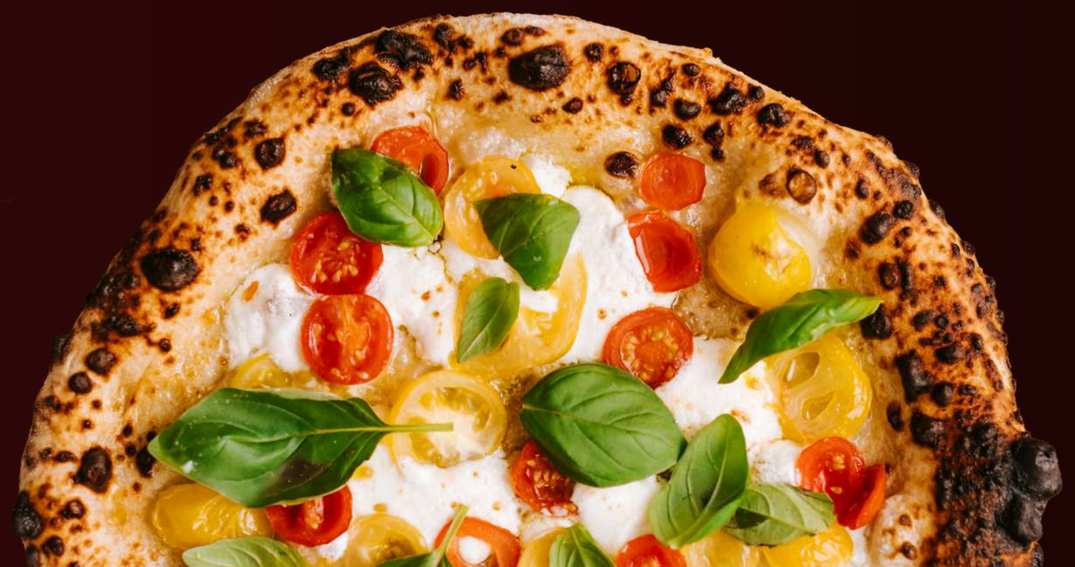
ANALYZE THE CUMULATIVE REVENUE GENERATED OVER TIME.

```sql
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;
```



Result Grid | Filter Rows:

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

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DETERMINE THE TOP 3 MOST ORDERED PIZZA TYPES BASED ON REVENUE FOR EACH PIZZA CATEGORY.

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```sql
select name, revenue from
(select name, category, revenue, rank() over(partition by category order by revenue desc)
 as CAT
from
(select pizza_types.category, pizza_types.name, sum(orders_details.quantity * pizzas.price)
 as revenue
from pizzas join orders_details
on pizzas.pizza_id = orders_details.pizza_id
join pizza_types
on pizza_types.pizza_type_id = pizzas.pizza_type_id
group by pizza_types.category, pizza_types.name) as A) as B
where CAT<=3;
```

Result Grid | Filter Rows:

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

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THANK YOU

FOR ATTENTION

2025 PIZZA RESTO PRESENTATION