

PIZZA SALES REPORT USING SQL

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In this project, I'm using SQL to conduct a thorough analysis of pizza sales. The goal is to extract valuable insights that will guide strategic decision-making processes.

Project Overview

The primary goal is to leverage advanced data analysis methodologies to extract actionable insights from an extensive database of pizza sales data. This analytical approach equips the business with the knowledge to make informed decisions, enabling strategic growth and a competitive edge in the pizza industry. By understanding customer preferences, sales trends, and operational efficiencies, we aim to drive effective strategies that maximize profitability and market share. This comprehensive analysis serves as a cornerstone for informed decision-making, fostering innovation and adaptability in a dynamic market landscape.

calculate the total revenue generated from pizza sales.

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

Result Grid	
	total_sales
	80931.7

Retrieve the total number of placed.

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

Result Grid	
	total_order
→	8463

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;
```

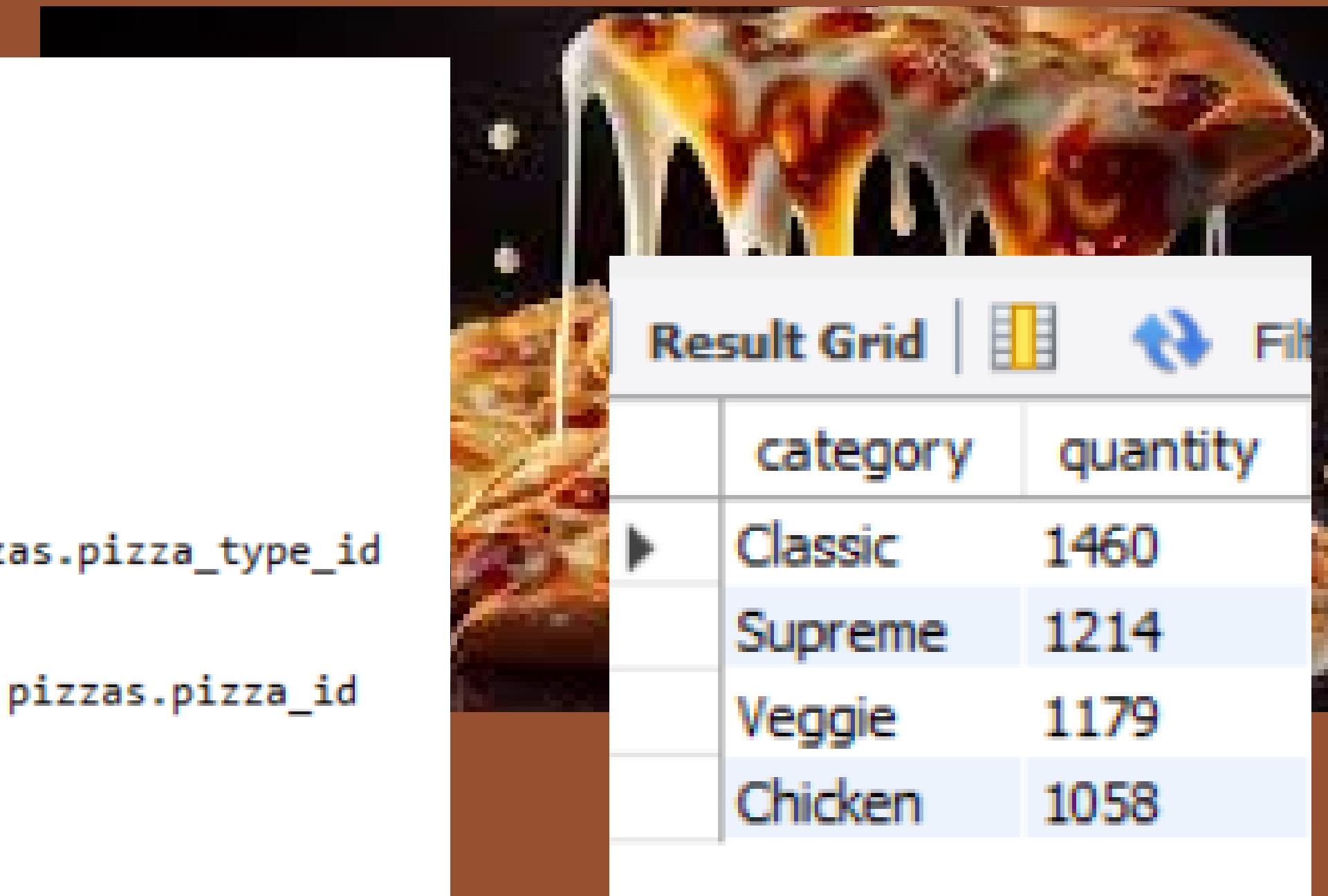


Result Grid | Filter R

	name	price
▶	The Greek Pizza	35.95

-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;
```



A screenshot of a MySQL Workbench interface showing the results of a SQL query. The results are displayed in a grid titled "Result Grid". The columns are labeled "category" and "quantity". The data shows four categories: Classic (1460), Supreme (1214), Veggie (1179), and Chicken (1058). The "Supreme" row is currently selected.

	category	quantity
▶	Classic	1460
	Supreme	1214
	Veggie	1179
	Chicken	1058

- join relevant tables to find the
- category-wise distribution of pizza

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

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

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

Rich organic harvest in one click

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 Barbecue Chicken Pizza	4422.75
The California Chicken Pizza	4069.75
The Thai Chicken Pizza	4061.75



-- 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 Barbecue Chicken Pizza	4422.75
The California Chicken Pizza	4069.75
The Thai Chicken Pizza	4061.75
The Pepperoni Pizza	3454.25
The Classic Deluxe Pizza	3356.5
" "	

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	1848
	M	1497
	S	1417
	XL	56
	XXL	2

-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 Pepperoni Pizza	277
	The Barbecue Chicken Pizza	249
	The California Chicken Pizza	237
	The Thai Chicken Pizza	221
	The Classic Deluxe Pizza	216

THANK YOU



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