

HELLO....!!

I'm Rajib Samal. In this project, i have utilized SQL querries to solve questions that are related to Pizza_Sales.....

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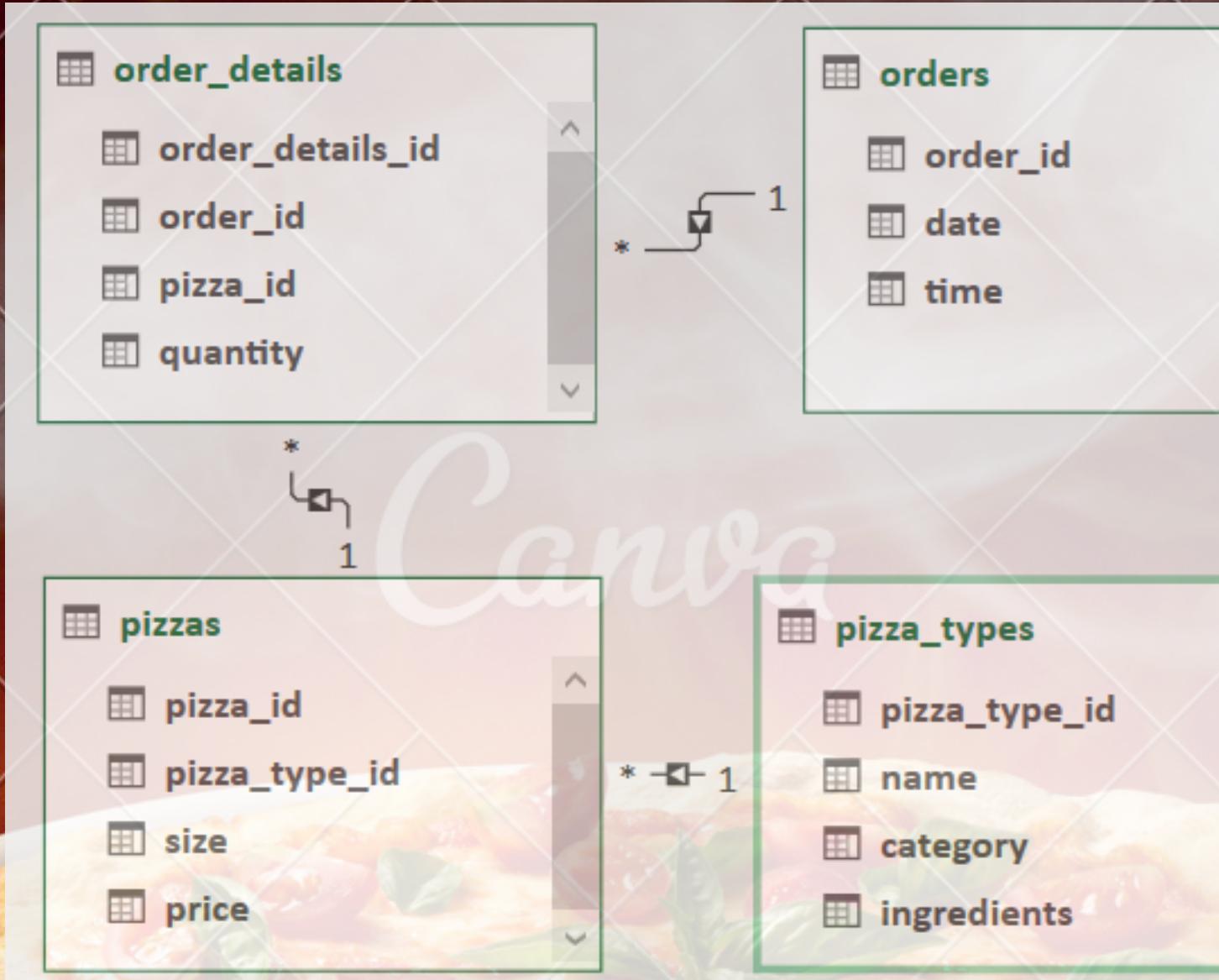


Introduction:

This project focuses on analyzing pizza sales data using SQL to uncover key business insights. The objective is to evaluate sales performance, customer preferences, and revenue trends through structured queries. The analysis begins with basic metrics like total orders, revenue, and most popular pizzas. It progresses to intermediate-level insights such as category-wise sales, time-based ordering patterns, and daily averages. Finally, advanced analysis is conducted to understand revenue contributions, track cumulative sales growth, and identify top-performing pizzas within each category. This project demonstrates the use of SQL for data-driven decision-making in the food and beverage industry.



Schema



Retrieve the total number of orders placed.

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

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Result Grid	
	Total_orders
▶	21350



Calculate the total revenue generated from pizza sales.

```
select round(sum(price*quantity),2) as Total_sales  
from order_details  
left join pizzas  
on order_details.pizza_id = pizzas.pizza_id;
```

Result Grid	
	Total_sales
▶	817860.05



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 price desc limit 1;
```

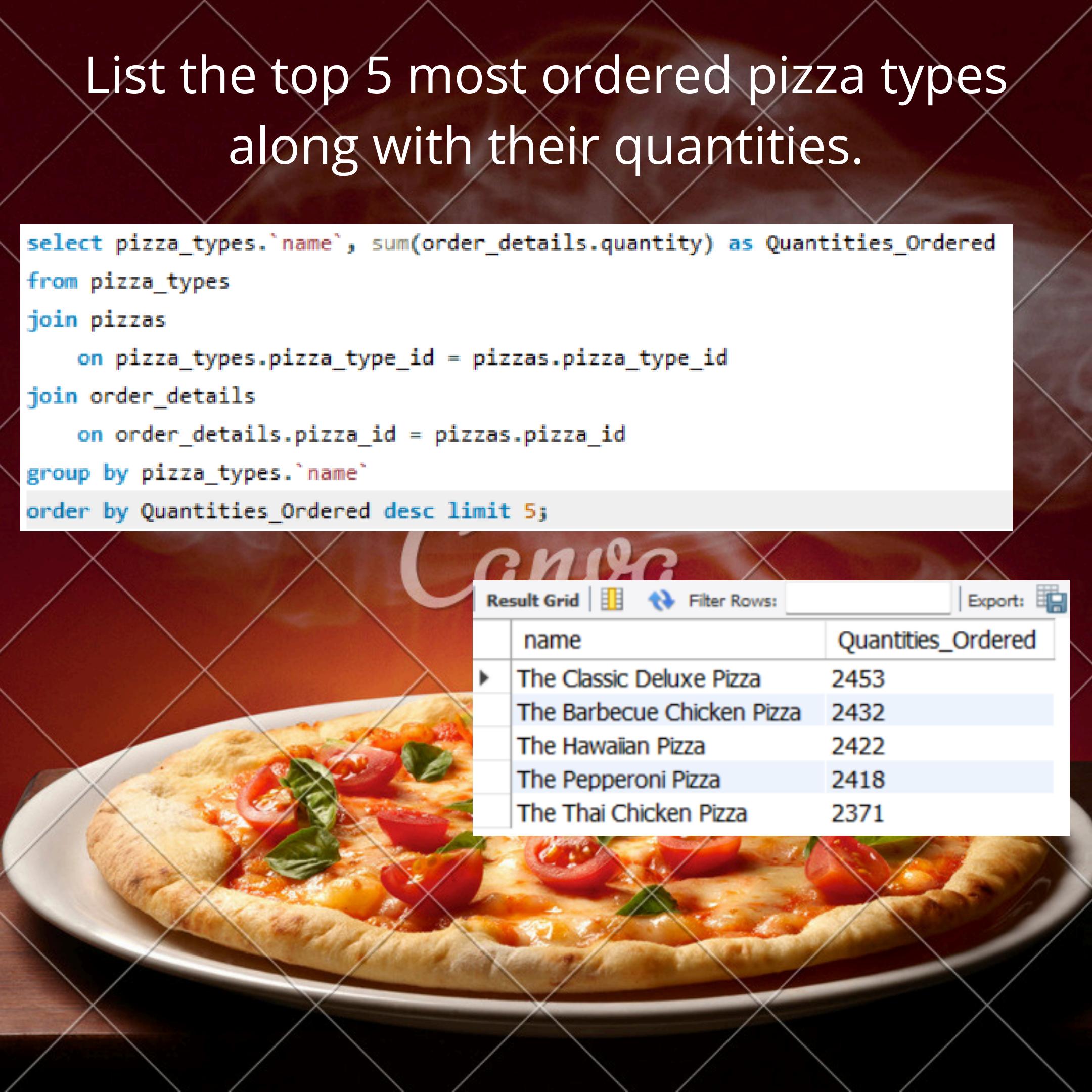
Result Grid | Filter Rows:

	name	price
▶	The Greek Pizza	35.95



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

```
select pizza_types.`name`, sum(order_details.quantity) as Quantities_Ordered
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 Quantities_Ordered desc limit 5;
```

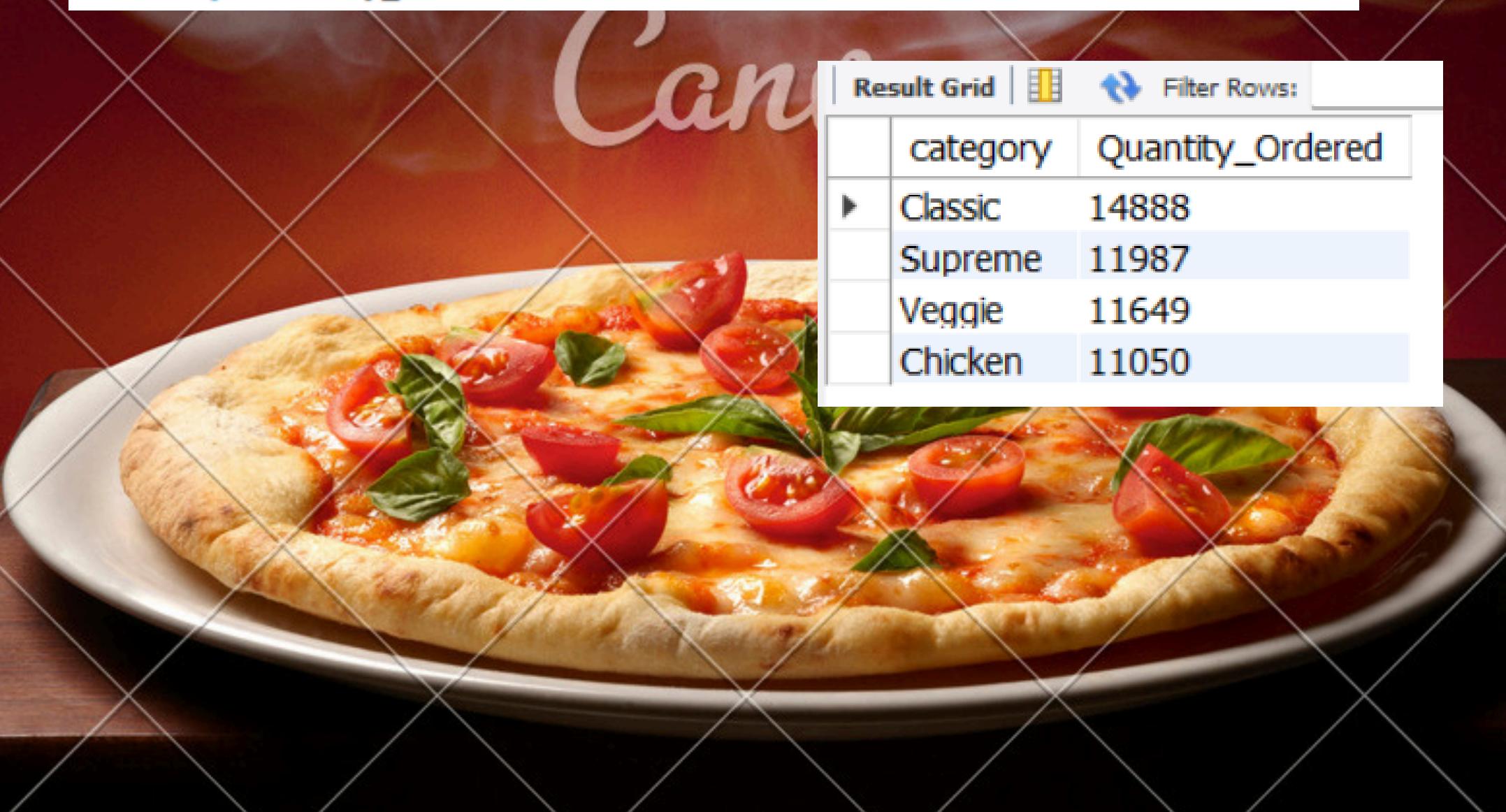


	name	Quantities_Ordered
▶	The Classic Deluxe Pizza	2453
	The Barbecue Chicken Pizza	2432
	The Hawaiian Pizza	2422
	The Pepperoni Pizza	2418
	The Thai Chicken Pizza	2371

Find the total quantity of each pizza category ordered.

```
select pizza_types.category, sum(order_details.quantity) Quantity_Ordered  
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_Ordered desc;
```

	category	Quantity_Ordered
▶	Classic	14888
	Supreme	11987
	Veggie	11649
	Chicken	11050



Determine the distribution of orders by hour of the day.

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

	hour(order_time)	count(order_id)
▶	9	1
	10	8
	11	1231
	12	2520
	13	2455
	14	1472
	15	1468
	16	1920
	17	2336
	18	2399
	19	2009
	20	1642
	21	1198
	22	663
	23	28



Find the category-wise distribution of pizzas.

```
select category, count(name)  
from pizza_types  
group by(category);
```

Result Grid | Filter Rows:

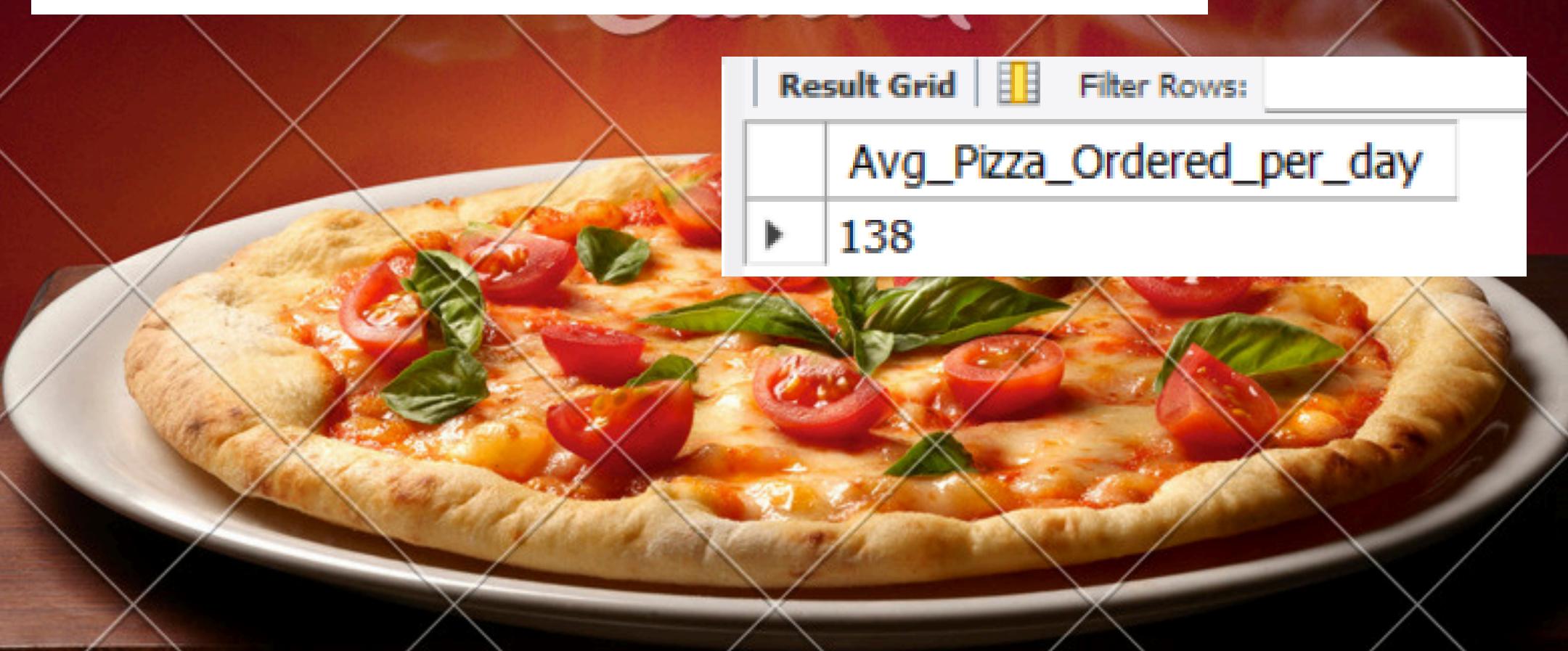
category	count(name)
Chicken	6
Classic	8
Supreme	9
Veggie	9



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

```
With CTE_Example as
(
  select orders.order_date, sum(order_details.quantity) as quantity
  from orders
  join order_details
    on orders.order_id = order_details.order_id
  group by orders.order_date
)
select round(avg(quantity),0)
from CTE_Example;
```

Result Grid		Filter Rows:
	Avg_Pizza_Ordered_per_day	
▶	138	



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

```
select pizza_types.`name`, round(sum(order_details.quantity*pizzas.price),2) as Revenue_generated  
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 Revenue_generated desc
```

Result Grid		
	name	Revenue_generated
▶	The Thai Chicken Pizza	43434.25
	The Barbecue Chicken Pizza	42768
	The California Chicken Pizza	41409.5



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

```
select pizza_types.category,  
round(sum(order_details.quantity*pizzas.price)/  
      (select sum(price*quantity)  
       from order_details  
      join pizzas  
        on order_details.pizza_id = pizzas.pizza_id)*100,2) as Revenue_generated  
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 Revenue_generated desc;
```



	category	Revenue_generated
▶	Classic	26.91
	Supreme	25.46
	Chicken	23.96
	Veggie	23.68

Analyze the cumulative revenue generated over time.

```
with CTE_Example as
(
  select orders.order_date, round(sum(order_details.quantity*pizzas.price),2) as Revenue
  from order_details
  join pizzas
    on order_details.pizza_id = pizzas.pizza_id
  join orders
    on orders.order_id = order_details.order_id
  group by orders.order_date
)
select order_date,Revenue,
sum(Revenue) over (order by order_date) as Comulatyive_Revenue
from CTE_Example;
```



	order_date	Revenue	Comulatyive_Revenue
▶	2015-01-01	2713.85	2713.85
	2015-01-02	2731.9	5445.75
	2015-01-03	2662.4	8108.15
	2015-01-04	1755.45	9863.6
	2015-01-05	2065.95	11929.55
	2015-01-06	2428.95	14358.5
Continue...			
	2015-12-23	2244.3	805415.9
	2015-12-24	2137.85	807553.75
	2015-12-26	1643.05	809196.8
	2015-12-27	1419	810615.8
	2015-12-28	1637.2	812253
	2015-12-29	1353.25	813606.25
	2015-12-30	1337.8	814944.05
	2015-12-31	2916	817860.05

END

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 order_details
join pizzas
on order_details.pizza_id = pizzas.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 rn <= 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

End of Project

THANK YOU

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