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PIZZA HOUSE

- WHERE EVERY SLICE TELLS A STORY
- THE PIZZA INDEX : SQL-Driven Busicness insights

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INTRODUCTION

The Pizza Sales SQL Project focuses on analyzing sales data from a pizza restaurant to gain meaningful business insights. The dataset includes information about pizza types, categories, sizes, prices, and order details. By using SQL queries, the project explores customer purchasing behavior, revenue trends, and product performance. This analysis helps understand which pizzas sell the most, which categories generate the highest revenue, and how sales vary by size and type.

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OBJECTIVE

The main objectives of this project are:

- To analyze total sales and revenue generated by different pizzas
- To identify the most and least popular pizza types and categories
- To examine sales distribution by pizza size
- To understand customer ordering patterns
- To provide data-driven insights that can help improve menu planning and business decisions

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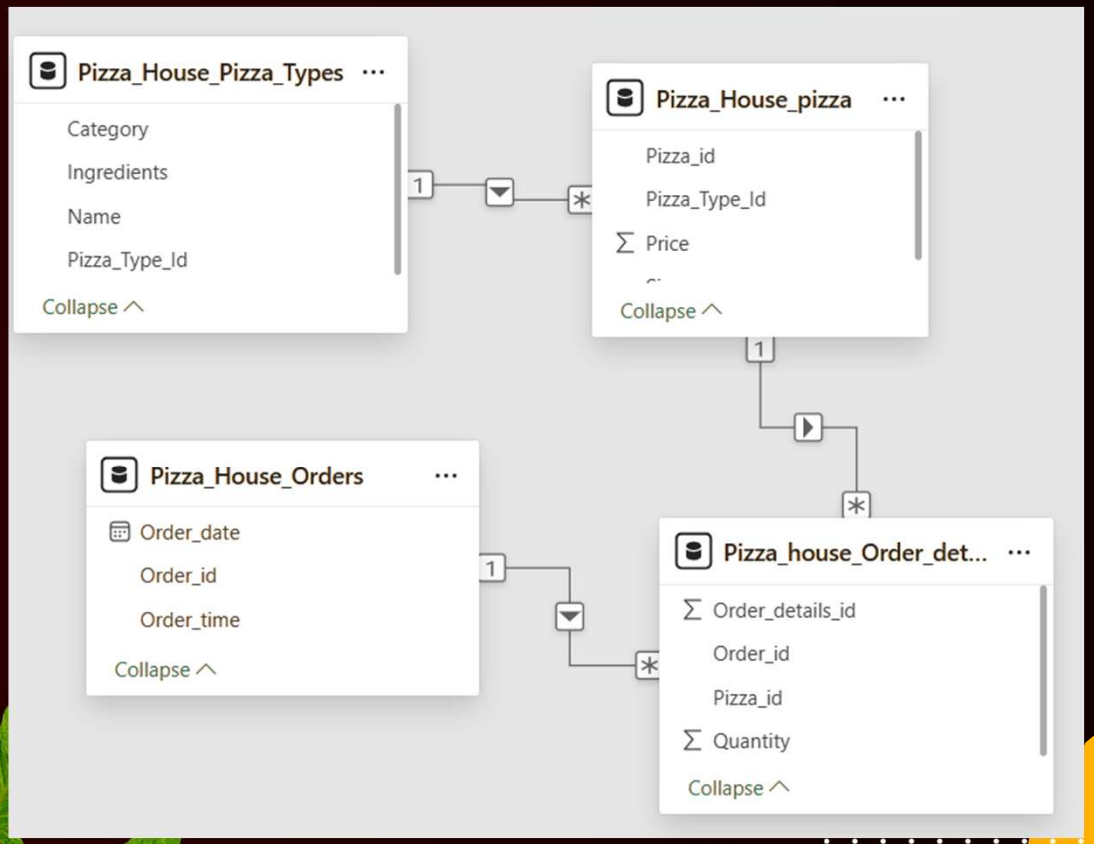
- **DATA SCHEMA**



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THE “ANALYTICAL JOURNEY” (PROFESSIONAL & DESCIPTIVED)

HISTORY OF THE RESTAURANT

THE BASICS

THE INTERMEDIATE

THE ADVANCED

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Q.1-RETRIVE THE TOTAL NUMBER OF ORDERS PLACE.

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

Result Grid

	Total_Orders
▶	21350

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Q2.- 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
▶	817860.05

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Q3-.IDENTIFY THE HIGHEST-PRICED PIZZA.

```
SELECT
 pizza_types.pizza_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 Rows:

	pizza_name	price
▶	The Greek Pizza	35.95

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Q4.-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;
```

Result Grid | Filter Rows:

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

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Q5. LIST THE TOP 5 MOST ORDERED PIZZA TYPES ALONG WITH THEIR QUANTITIES.

```
SELECT
    pizza_types.pizza_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.pizza_name
ORDER BY quantity DESC LIMIT 5;
```

Result Grid | Filter Rows:

pizza_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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Q.1-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;
```

Result Grid | Filter Rows:

category	quantity
Classic	14888
Supreme	11987
Veggie	11649
Chicken	11050

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Q2. 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);
```

Result Grid | Filter Rows:

hour	order_count
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
10	8
9	1

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Q3.-JOIN RELEVANT TABLES TO FIND THE CATEGORY WISE DISTRIBUTION OF PIZZAS.

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

Result Grid | Filter Rows:

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

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Q.4-GROUP THE ORDERS BY DATE AND CALCULATE THE AVERAGE NUMBER OF PIZZAS ORDERED PER DAY

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

Result Grid | Filter Rows:

	avg_pizza_ordered_per_day
▶	138

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Q.5-DETERMINE THE TOP 3 MOST ORDERED PIZZA TYPES BASED ON REVENUE.

```
SELECT
    pizza_types.pizza_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.pizza_name
ORDER BY revenue DESC
LIMIT 3;
```

Result Grid | Filter Rows:

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

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Q.1 -CALCULATE THE PERCENTAGE CONTRIBUTION OF EACH PIZZA TYPE TO TOTAL REVENUE.

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

Result Grid | Filter Rows:

category	revenue
Classic	26.91
Supreme	25.46
Chicken	23.96
Veggie	23.68

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Q.2-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(order_details.quantity * pizzas.price)
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) 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
2015-01-08	19399.05
2015-01-09	21526.4
2015-01-10	23990.350000000002
2015-01-11	25862.65

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

```
select category,pizza_name,revenue,
rank() over(partition by category order by revenue desc) as rn
from
(select pizza_types.category,pizza_types.pizza_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.pizza_name)as a;
```

Result Grid | Filter Rows: | Export: | Wrap Cell Content:

category	pizza_name	revenue	rn
Chicken	The Thai Chicken Pizza	43434.25	1
Chicken	The Barbecue Chicken Pizza	42768	2
Chicken	The California Chicken Pizza	41409.5	3
Chicken	The Southwest Chicken Pizza	34705.75	4
Chicken	The Chicken Alfredo Pizza	16900.25	5
Chicken	The Chicken Pesto Pizza	16701.75	6
Classic	The Classic Deluxe Pizza	38180.5	1
Classic	The Hawaiian Pizza	32273.25	2
Classic	The Pepperoni Pizza	30161.75	3
Classic	The Greek Pizza	28454.100000000013	4
Classic	The Italian Capocollo Pizza	25094	5

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• SUMMARY

The Pizza House SQL Project is a database-based project designed to manage and analyze the operations of a pizza restaurant. The project uses SQL (Structured Query Language) to store, retrieve, and manipulate data related to customers, orders, pizzas, employees, and sales. Its main purpose is to demonstrate practical database design and SQL query skills in a real-world business scenario.

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THANK YOU

FOR ATTENTION