



SQL PROJECT ON

PIZZA SALES

● WHERE EVERY SLICE TELLS A STORY

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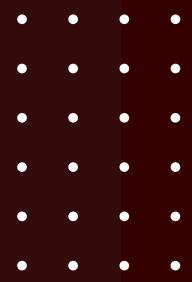
PIZZA SALES ANALYSIS WITH MYSQL

This project conducted by Sandipan Mukherjee, In this project focuses on analyzing pizza sales data using SQL to gain business insights. We utilize structured queries to explore sales trends, revenue generation, popular pizza types, and peak ordering times. Through this analysis , we extract key performance metrics that help in data-driven decision-making.



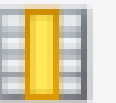


Retrieve the total number of orders placed.

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```
-- Retrive the total number of orders placed.  
SELECT  
    COUNT(order_id) AS total_orders  
FROM  
    orders;
```

RESULT

Result Grid 	
	total_orders
▶	21350





Calculate the total revenue generated from pizza sales.

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```
-- 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





Identify the highest-priced pizza.

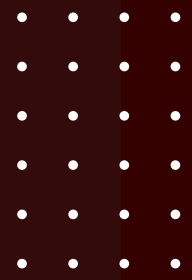
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```
-- Identify the highest-priced pizza.  
SELECT  
    pizza_types.name, pizzas.price  
FROM  
    pizza_types  
    JOIN  
    pizzas ON pizza_types.pizza_type_id = pizzas.pizza_type_id  
ORDER BY pizzas.price DESC  
LIMIT 1;
```

Result Grid			Filter Rows:
	name	price	
▶	The Greek Pizza	35.95	



🍕 Identify the most common pizza size ordered

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```
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 most common pizza size ordered

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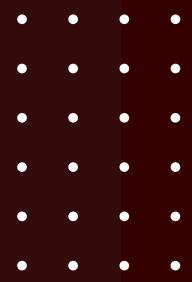
```
SELECT
    pizzas.size,
    COUNT(order_details.order_details_id) AS order_count
FROM
    pizzas
    JOIN
    order_details ON pizzas.pizza_id = order_details.pizza_id
GROUP BY pizzas.size
ORDER BY order count DESC;
```

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





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

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





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;
```

	category	quantity
▶	Classic	14888
	Supreme	11987
	Veggie	11649
	Chicken	11050





Determine the distribution of orders by hour of the day

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



	hour	order_count
▶	11	1231
	12	2520
	13	2455
	14	1472
	15	1468
	16	1920
	17	2336
	18	2399



Join relevant tables to find the category-wise distribution of pizzas.

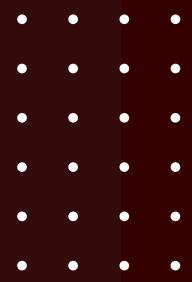
```
SELECT  
    category, COUNT(name)  
FROM  
    pizza_types  
GROUP BY category;
```

	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.

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```
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;
```

	avg_pizza_ordered_per_day
▶	138





Determine the top 3 most ordered pizza types based on revenue

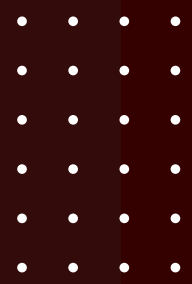
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```
SELECT
    pizza_types.name,
    SUM(order_details.quantity * pizzas.price) AS revenue
FROM
    pizza_types
    JOIN
    pizzas ON pizzas.pizza_type_id = pizza_types.pizza_type_id
    JOIN
    order_details ON order_details.pizza_id = pizzas.pizza_id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

	name	revenue
▶	The 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.

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```
SELECT
    pizza_types.category,
    ROUND(SUM(order_details.quantity * pizzas.price) / (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) * 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;
```

	category	revenue
▶	Classic	26.91
	Supreme	25.46
	Chicken	23.96
	Veggie	23.68





Analyze the cumulative revenue generated over time.

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```
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;
```

	order_date	cum_revenue
▶	2015-01-01	2713.85000000000004
	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





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

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```
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 pizzas.pizza_type_id = pizza_types.pizza_type_id
join order_details
on pizzas.pizza_id = order_details.pizza_id
group by pizza_types.category, pizza_types.name) as a) as b
where rn<=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	
	The Sicilian Pizza	30940.5	
	The Four Cheese Pizza	32265.700000000065	
	The Mexicana Pizza	26780.75	
	The Five Cheese Pizza	26066.5	



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