

Pizza Sales Analysis: Unveiling Insights

Dataset link

Click

[https://github.com/Ayushi0214/](https://github.com/Ayushi0214/pizza-sales-SQLforlink)
[pizza-sales-SQLforlink](#)



Why Pizza Sales?

Pizza sales offer a rich landscape for analysis, revealing consumer trends and operational efficiencies in the food industry.

Scope

We'll explore sales volume, revenue trends, customer demographics, and regional preferences.

Methodology

Using SQL queries, we extracted and analyzed data, focusing on database design, querying, and visualization.



Database Schema

```
1 • SELECT * FROM pizzahut.order_details;
```

order_details_id	order_id	pizza_id	quantity
1	1	hawaiian_m	1
2	2	classic_dlx_m	1
3	2	five_cheese_l	1
4	2	ital_supr_l	1
5	2	mexicana_m	1
6	2	thai_ckn_l	1
7	2	ital_supr_m	1

```
1 • SELECT * FROM pizzahut.orders;
```

order_id	order_date	order_time
1	2015-01-01	11:38:36
2	2015-01-01	11:57:40
3	2015-01-01	12:12:28
4	2015-01-01	12:16:31
5	2015-01-01	12:21:30
6	2015-01-01	12:29:36
7	2015-01-01	12:50:37

```
1 • SELECT * FROM pizzahut.pizza_types;
```

pizza_type_id	name	category	ingr
bbq_ckn	The Barbecue Chicken Pizza	Chicken	Barb
cali_ckn	The California Chicken Pizza	Chicken	Chick
ckn_alfredo	The Chicken Alfredo Pizza	Chicken	Chick
ckn_pesto	The Chicken Pesto Pizza	Chicken	Chick
southw_ckn	The Southwest Chicken Pizza	Chicken	Chick
thai_ckn	The Thai Chicken Pizza	Chicken	Chick
big_meat	The Big Meat Pizza	Classic	Baco

```
1 • SELECT * FROM pizzahut.pizzas;
```

pizza_id	pizza_type_id	size	price
bbq_ckn_s	bbq_ckn	S	12.75
bbq_ckn_m	bbq_ckn	M	16.75
bbq_ckn_l	bbq_ckn	L	20.75
cali_ckn_s	cali_ckn	S	12.75
cali_ckn_m	cali_ckn	M	16.75
cali_ckn_l	cali_ckn	L	20.75
ckn_alfredo_s	ckn_alfredo	S	12.75

Identify the most common pizza size ordered

```
B3
B4 • SELECT
B5     pizzas.size, COUNT(order_details.order_details_id) AS Count
B6 FROM
B7     pizzas
B8     JOIN
B9     order_details ON order_details.pizza_id = pizzas.pizza_id
B10 GROUP BY size
B11 ORDER BY count DESC;
B12
B13
B14
```

Result Grid		Filter Rows:	Export:	Wrap Cell Content:
size	Count			
L	18526			
M	15385			
S	14137			
XL	544			
XXL	28			



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

```
106 SELECT
107     pizza_types.name, sum(order_details.quantity) as quantity
108 FROM
109     pizza_types
110     JOIN
111     pizzas ON pizza_types.pizza_type_id = pizzas.pizza_type_id
112     JOIN
113     order_details ON order_details.pizza_id = pizzas.pizza_id
114     group by pizza_types.name order by quantity desc limit 5;
115
```

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



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

```
66 SELECT
67     ROUND(AVG(Avergae_orders), 0)
68 FROM
69     (SELECT
70         orders.order_date,
71         SUM(order_details.quantity) AS Avergae_orders
72     FROM
73         orders
74     JOIN order_details ON orders.order_id = order_details.order_id
75     GROUP BY orders.order_date) AS order_quantity;
```

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

ROUND(AVG(Avergae_orders), 0)

138



Determine the top 3 most ordered pizza types based on revenue

```
186 * SELECT
187     pizza_types.name,
188     SUM(order_details.quantity * pizzas.price) AS revenue
189 FROM
190     pizza_types
191     JOIN
192     pizzas ON pizzas.pizza_type_id = pizza_types.pizza_type_id
193     JOIN
194     order_details ON order_details.pizza_id = pizzas.pizza_id
195 GROUP BY pizza_types.name
196 ORDER BY revenue DESC
197 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

```
7 SELECT
8     pizza_types.category,
9     ROUND(SUM(pizzas.price * order_details.quantity) / (SELECT
10         ROUND(SUM(pizzas.price * order_details.quantity),
11         2) AS total_sale
12     FROM
13         order_details
14     JOIN
15         pizzas ON pizzas.pizza_id = order_details.pizza_id) * 100,
16     2) AS revenue
17 FROM
18     pizza_types
19     JOIN
20     pizzas ON pizzas.pizza_type_id = pizza_types.pizza_type_id
21     JOIN
22     order_details ON pizzas.pizza_id = order_details.pizza_id
23 GROUP BY pizza_types.category;
```

ult Grid | Filter Rows: | Export: | Wra

category	revenue
Classic	26.91
Veggie	23.68
Supreme	25.46
Chicken	23.96



Calculate the percentage contribution of each pizza type to total revenue

```
7 SELECT
8     pizza_types.category,
9     ROUND(SUM(pizzas.price * order_details.quantity) / (SELECT
10         ROUND(SUM(pizzas.price * order_details.quantity),
11         2) AS total_sale
12     FROM
13         order_details
14     JOIN
15         pizzas ON pizzas.pizza_id = order_details.pizza_id) * 100,
16     2) AS revenue
17 FROM
18     pizza_types
19     JOIN
20     pizzas ON pizzas.pizza_type_id = pizza_types.pizza_type_id
21     JOIN
22     order_details ON pizzas.pizza_id = order_details.pizza_id
23 GROUP BY pizza_types.category;
```

ult Grid | Filter Rows: | Export: | Wra

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Conclusion

- Large and Medium pizzas are the most popular sizes.
- The Classic Deluxe, Barbecue Chicken, Hawaiian, Pepperoni, and Thai Chicken pizzas are the top choices among customers.
- On average, we handle 138 orders per day.