

PIZZA SALES ANALYSIS



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WELCOME TO PIZZA SALES INSIGHTS



This project analyzes pizza sales data to uncover key business insights. Using SQL, I explored revenue patterns, customer preferences, and sales performance.

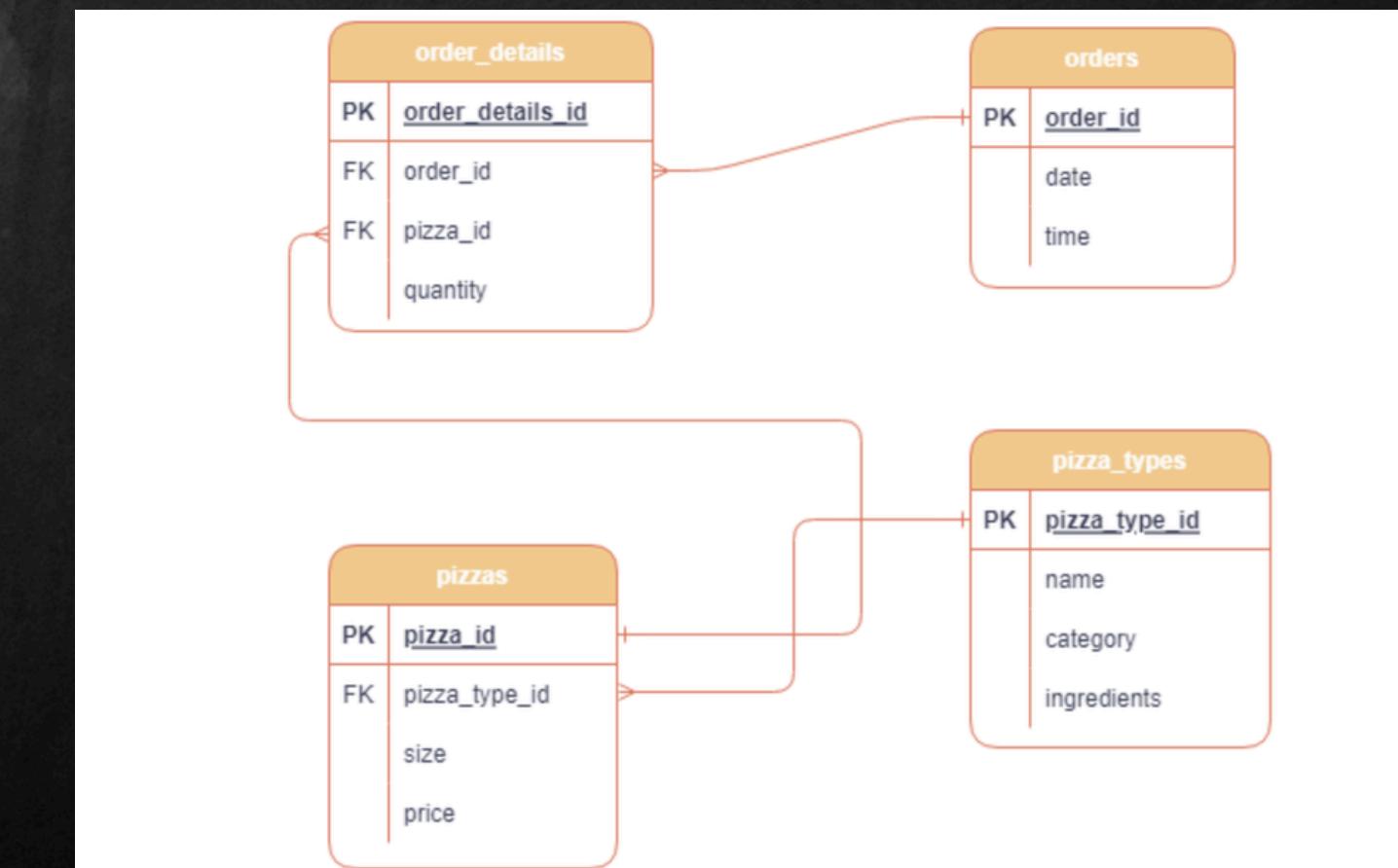




VISION & MISSION

DATASET OVERVIEW

Analyze structured sales data from four interconnected tables, including orders, pizza details, and pricing.



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 order_details.pizza_id = pizzas.pizza_id;
```

Result Grid	
	total_sales
▶	817860.05

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

THE MOST POPULAR PIZZA SIZE IS LARGE (L), WITH A TOTAL OF 18,526 ORDERS,
MAKING IT THE MOST COMMONLY ORDERED SIZE

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

SELECT

```
    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.name

ORDER BY revenue **DESC**

LIMIT 3;

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



IDENTIFY PEAK ORDERING DAYS OF THE WEEK AND THEIR IMPACT ON REVENUE

SELECT

```
DAYNAME(orders.order_date) AS day_of_week,  
COUNT(DISTINCT orders.order_id) AS total_orders,  
ROUND(SUM(order_details.quantity * pizzas.price),2) AS total_revenue,  
ROUND(SUM(order_details.quantity * pizzas.price) * 100.0 /  
      SUM(SUM(order_details.quantity * pizzas.price)) OVER (), 2) AS revenue_percentage
```

FROM orders

JOIN order_details ON orders.order_id = order_details.order_id

JOIN pizzas ON order_details.pizza_id = pizzas.pizza_id

GROUP BY day_of_week

ORDER BY total_revenue DESC;

day_of_week	total_orders	total_revenue	revenue_percentage
Friday	3538	136073.9	16.64
Thursday	3239	123528.5	15.1
Saturday	3158	123182.4	15.06
Wednesday	3024	114408.4	13.99
Tuesday	2973	114133.8	13.96
Monday	2794	107329.55	13.12
Sunday	2624	99203.5	12.13

Friday recorded the highest number of orders (3,538 orders) and generated the highest total revenue of \$136,073.90, contributing 16.64% to the total revenue.

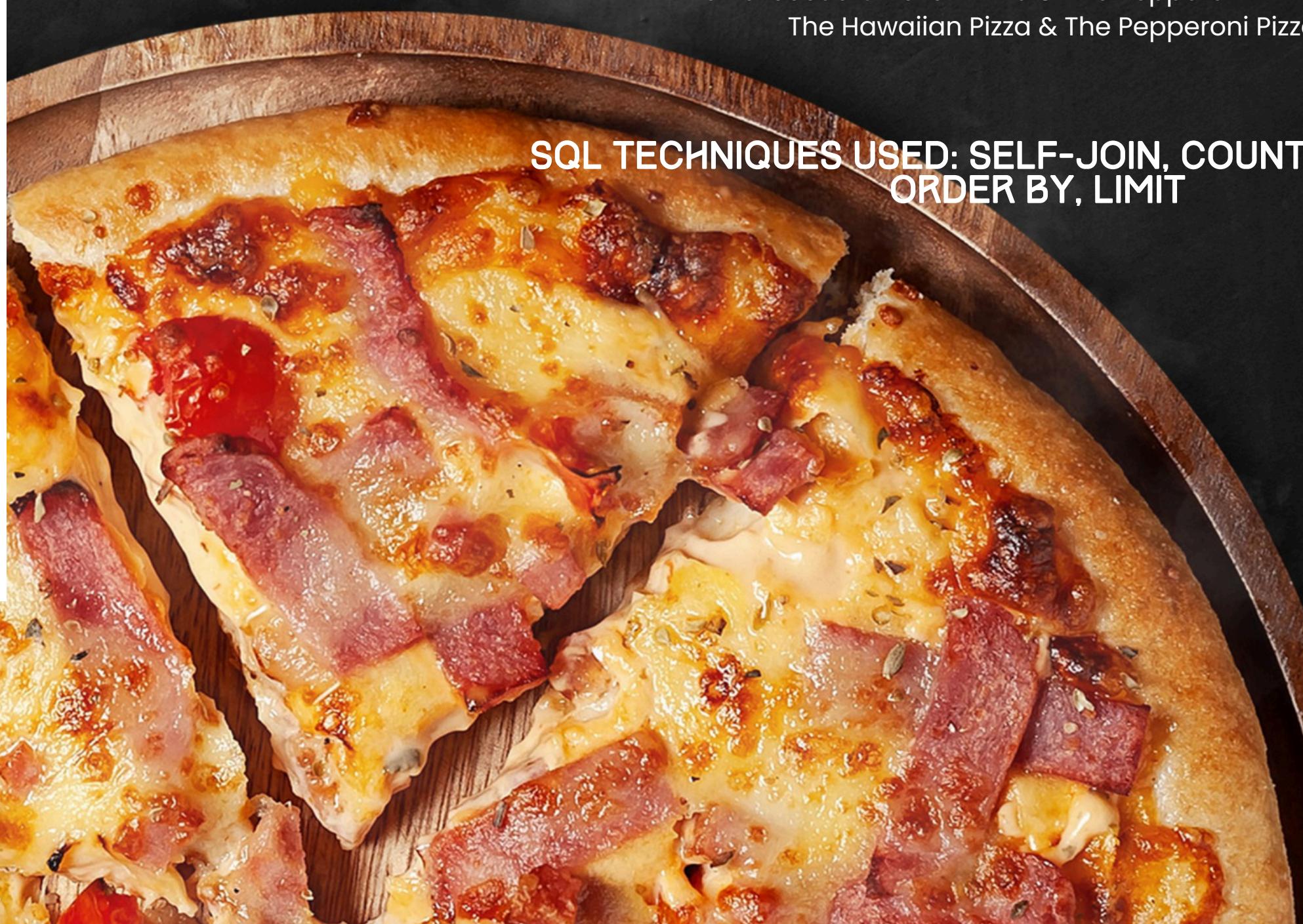


IDENTIFY PAIRS OR GROUPS OF PIZZAS FREQUENTLY ORDERED TOGETHER

SELECT

```
pt1.name AS pizza_1,  
pt2.name AS pizza_2,  
COUNT(*) AS times_ordered_together  
FROM  
order_details p1  
    JOIN  
order_details p2 ON p1.order_id = p2.order_id  
        AND p1.pizza_id < p2.pizza_id  
    JOIN  
pizzas pi1 ON p1.pizza_id = pi1.pizza_id  
    JOIN  
pizzas pi2 ON p2.pizza_id = pi2.pizza_id  
    JOIN  
pizza_types pt1 ON pi1.pizza_type_id = pt1.pizza_type_id  
    JOIN  
pizza_types pt2 ON pi2.pizza_type_id = pt2.pizza_type_id  
GROUP BY pt1.name , pt2.name  
ORDER BY times_ordered_together DESC  
LIMIT 10;
```

pizza_1	pizza_2	times_ordered_together
The Hawaiian Pizza	The Thai Chicken Pizza	319
The Barbecue Chicken Pizza	The Pepperoni Pizza	308
The Hawaiian Pizza	The Pepperoni Pizza	299
The Pepperoni Pizza	The Thai Chicken Pizza	299
The Classic Deluxe Pizza	The Hawaiian Pizza	296
The Classic Deluxe Pizza	The Pepperoni Pizza	295
The California Chicken Pizza	The Hawaiian Pizza	294
The Barbecue Chicken Pizza	The Hawaiian Pizza	292



MOZZARELLA PIZZA

The top pairs of pizzas commonly ordered together are:

The Hawaiian Pizza & The Thai Chicken Pizza – 319 times

The Barbecue Chicken Pizza & The Pepperoni Pizza – 308 times

The Hawaiian Pizza & The Pepperoni Pizza – 299 times

SQL TECHNIQUES USED: SELF-JOIN, COUNT(), GROUP BY, ORDER BY, LIMIT

KEY INSIGHTS

-  LARGE (L) SIZE PIZZAS ARE THE MOST POPULAR, ACCOUNTING FOR THE MAJORITY OF ORDERS.
-  CHICKEN-BASED PIZZAS DOMINATE REVENUE, ESPECIALLY THE THAI CHICKEN PIZZA AND THE BARBECUE CHICKEN PIZZA.
-  FRIDAY SEES THE HIGHEST NUMBER OF ORDERS AND REVENUE, INDICATING WEEKEND DINING PREFERENCES.
-  THE HAWAIIAN PIZZA PAIRS FREQUENTLY WITH THE THAI CHICKEN PIZZA AND THE PEPPERONI PIZZA, SUGGESTING POPULAR COMBO PREFERENCES.



A TASTE FOR PIZZA, A HUNGER FOR INSIGHTS." 🍕✨

THANK YOU!

