

MENU

ABOUT US

HOME



SOL PROJECT



NEXT >



INTRODUCTION

This project involves the analysis of a comprehensive pizza sales dataset from a fictional pizza restaurant. The dataset includes detailed information on customer orders, pizza types, sizes, prices, and order dates. The objective is to derive valuable business insights from historical sales data, enabling data-driven decision-making for operations, marketing, and product offerings.

The core goals of this analysis include:

- Understanding sales trends over time (daily, weekly, monthly)
- Identifying the most and least popular pizzas and sizes
- Calculating total and cumulative revenue
- Analyzing the contribution of each pizza type to overall revenue
- Recommending data-backed strategies for increasing sales and improving inventory planning

By applying SQL queries and visualization tools, this project transforms raw sales data into meaningful metrics and dashboards that help stakeholders understand business performance and customer preferences.

< BACK

NEXT >



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

```
SELECT
    pizza_types.name, SUM(orders_details.quantity) AS total
FROM
    pizza_types
        JOIN
    pizzas ON pizza_types.pizza_type_id = pizzas.pizza_type_id
        JOIN
    orders_details ON pizzas.pizza_id = orders_details.pizza_id
GROUP BY pizza_types.name
ORDER BY total DESC
```

< BACK

NEXT >

Result Grid | Filter Rows: _____

	name	total
▶	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(orders_details.quantity) AS total  
FROM  
    pizza_types  
        JOIN  
    pizzas ON pizza_types.pizza_type_id = pizzas.pizza_type_id  
        JOIN  
    orders_details ON pizzas.pizza_id = orders_details.pizza_id  
GROUP BY pizza_types.category;
```

	category	total
▶	Classic	14888
	Veggie	11649
	Supreme	11987
	Chicken	11050

< BACK

NEXT >



DETERMINE THE TOP 3 MOST ORDERED PIZZA TYPES BASED ON REVENUE

SELECT

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

< BACK

NEXT >

	name	total_sales
▶	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

```
1  -- Calculate the percentage contribution of each pizza type to total revenue.
2 • SELECT
3   pizza_types.name AS pizza_type,
4   SUM(orders_details.quantity * pizzas.price) AS total_sales,
5   ROUND(
6     (SUM(orders_details.quantity * pizzas.price) /
7      (SELECT SUM(orders_details.quantity * pizzas.price)
8       FROM orders_details
9       JOIN pizzas ON pizzas.pizza_id = orders_details.pizza_id)) * 100, 2
10  ) AS percentage_contribution
11  FROM
12    orders_details
13  JOIN pizzas ON pizzas.pizza_id = orders_details.pizza_id
14  JOIN pizza_types ON pizza_types.pizza_type_id = pizzas.pizza_type_id
15  GROUP BY pizza_types.name
16  ORDER BY total_sales DESC;
```

pizza_type	total_sales	percentage_contribution
The Thai Chicken Pizza	43434.25	5.31
The Barbecue Chicken Pizza	42768	5.23
The California Chicken Pizza	41409.5	5.06
The Classic Deluxe Pizza	38180.5	4.67
The Spicy Italian Pizza	34831.25	4.26
The Southwest Chicken Pizza	34705.75	4.24
The Italian Supreme Pizza	33476.75	4.09
The Hawaiian Pizza	32273.25	3.95
The Four Cheese Pizza	32265.70000000065	3.95
The Sicilian Pizza	30940.5	3.78
The Pepperoni Pizza	30161.75	3.69
The Greek Pizza	28454.10000000013	3.48
The Mexicana Pizza	26780.75	3.27
The Five Cheese Pizza	26066.5	3.19
The Pepper Salami Pizza	25529	3.12
The Italian Capocollo Pizza	25094	3.07
The Vegetables + Vegetable...	24374.75	2.98
The Prosciutto and Arugula ...	24193.25	2.96
The Napolitana Pizza	24087	2.95
The Spinach and Feta Pizza	23271.25	2.85
The Big Meat Pizza	22968	2.81

< BACK

NEXT >



ANALYZE THE CUMULATIVE REVENUE GENERATED OVER TIME

```

1   -- Analyze the cumulative revenue generated over time.
2 • SELECT
3     orders.order_date,
4     SUM(orders_details.quantity * pizzas.price) AS daily_revenue,
5     SUM(SUM(orders_details.quantity * pizzas.price))
6           OVER (ORDER BY orders.order_date) AS cumulative_revenue
7   FROM
8     orders_details
9   JOIN pizzas ON orders_details.pizza_id = pizzas.pizza_id
10  JOIN orders ON orders.order_id = orders_details.order_id
11  GROUP BY orders.order_date
12  ORDER BY orders.order_date;

```

order_date	daily_revenue	cumulative_revenue
2015-05-09	2368.3999999999996	294853.05000000005
2015-05-10	2288.35	297141.4
2015-05-11	2388.05	299529.45
2015-05-12	2299.7	301829.15
2015-05-13	2261.8	304090.95
2015-05-14	2694.5	306785.45
2015-05-15	3386.15	310171.6000000003
2015-05-16	2281.1	312452.7
2015-05-17	1828.4	314281.1000000003
2015-05-18	2209.6499999999996	316490.7500000006
2015-05-19	1987	318477.7500000006
2015-05-20	2373	320850.7500000006
2015-05-21	2062.55	322913.3000000005
2015-05-22	2635.1	325548.4
2015-05-23	2444.15	327992.5500000005
2015-05-24	2196.950000000003	330189.5000000006
2015-05-25	2104.4	332293.9000000001
2015-05-26	1876.45	334170.3500000001
2015-05-27	2097	336267.3500000001
2015-05-28	2016.4	338283.7500000001
2015-05-29	3001.2	341284.9500000001

< BACK

NEXT >

[MENU](#)

[ABOUT US](#)

[HOME](#)



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[<> BACK](#)

