



# PIZZA SALES REPORT



# Introduction

Welcome to the presentation on pizza sales! Pizza, a global favorite, is not just a delicious dish but also a billion-dollar industry that continues to grow year after year. From classic Margheritas to innovative gourmet creations, pizza sales reflect trends in consumer preferences, marketing strategies, and seasonal demand.

In this presentation, we'll explore key sales trends, market insights, and strategies that drive success in the pizza industry. Let's dive into the numbers and stories behind one of the world's most beloved comfort foods!



# Executive Summary



The pizza sales dataset, with its extensive 48,620 entries, serves as a rich resource for understanding the dynamics of pizza order performance. It includes key details such as unique order IDs, specific pizza varieties and sizes, and the quantities sold. This comprehensive dataset enables in-depth analysis to identify the most popular pizza options, seasonal or trend-driven preferences, and patterns in customer ordering behavior, such as peak times or high-demand categories.

By leveraging these insights, businesses can optimize menu offerings, streamline inventory management, and develop targeted marketing campaigns. Furthermore, understanding customer preferences and trends allows for personalization of promotions, enhancing customer engagement and loyalty. With such actionable information, this dataset becomes an essential tool for driving strategic decision-making and fostering sustained growth in the competitive pizza industry.

# Retrieve the total number of orders placed.

-- Retrieve the total number of orders placed.

```
select count(order_id) as total_orders from orders;
```

	total_orders
▶	21350

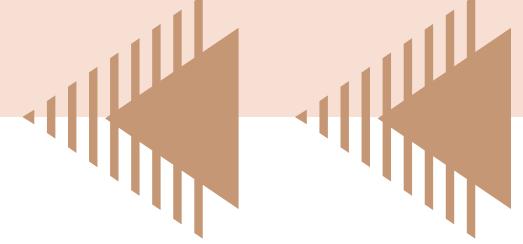
The total number of orders placed is 21,350, indicating the volume of transactions recorded in the dataset. Each order represents a unique transaction, which may include multiple pizzas of varying types and sizes. This metric provides a clear picture of customer engagement and the overall demand for pizzas during the analyzed period. Understanding the total number of orders is crucial for evaluating business performance, planning inventory, and identifying trends in customer behavior. It also serves as a baseline for further analysis, such as revenue generation, peak ordering times, and popular pizza preferences.

# Calculate the total revenue generated from pizza sales.

```
-- Calculate the total revenue generated from pizza sales.  
SELECT  
    ROUND(SUM((orders_details.quantity * pizzas.price)),  
          2) AS total_sales  
FROM  
    orders_details  
    JOIN  
    pizzas ON pizzas.pizza_id = orders_details.pizza_id
```

	total_sales
▶	817860.05

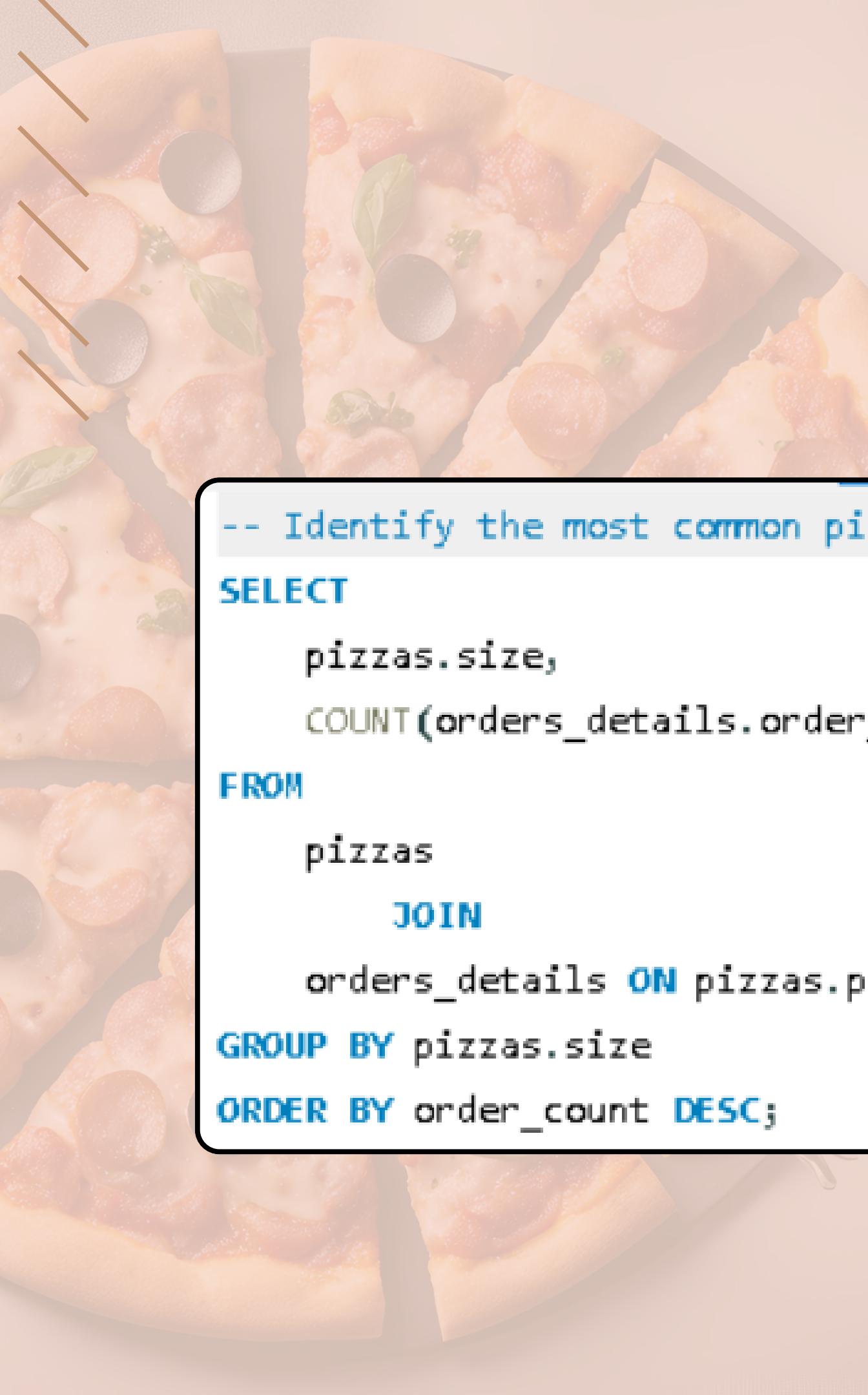
The total revenue generated from pizza sales is \$817,860.05, reflecting the combined earnings from all orders in the dataset. This figure highlights the overall financial performance of the business during the analyzed period. Revenue data is critical for assessing profitability, understanding customer spending habits, and identifying high-value products. It also provides a foundation for deeper financial analysis, such as calculating the contribution of each pizza type to total revenue, evaluating the effectiveness of pricing strategies, and forecasting future sales trends.



# Identify the highest-priced pizza.

name	price
The Greek Pizza	35.95

```
-- 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;
```



# Identify the most common pizza size ordered.

```
-- Identify the most common pizza size ordered.  
SELECT  
    pizzas.size,  
    COUNT(orders_details.order_details_id) AS order_count  
FROM  
    pizzas  
        JOIN  
    orders_details ON pizzas.pizza_id = orders_details.pizza_id  
GROUP BY pizzas.size  
ORDER BY order_count DESC;
```

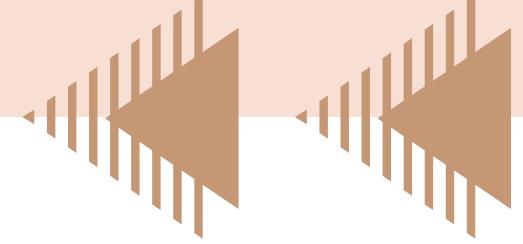
size	order_count
L	18526
M	15385
S	14137
XL	544
XXL	28

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

```
-- List the top 5 most ordered pizza types along with their quantities.  
SELECT  
    pizza_types.name, SUM(orders_details.quantity) AS quantity  
FROM  
    pizza_types  
        JOIN  
    pizzas ON pizza_types.pizza_type_id = pizzas.pizza_type_id  
        JOIN  
    orders_details ON orders_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.

category	quantity
Classic	14888
Supreme	11987
Veggie	11649
Chicken	11050

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

# Determine the distribution of orders by hour of the day.

```
-- 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);
```

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

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

```
-- join the 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.

```
-- 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(orders_details.quantity) AS quantity
    FROM
        orders
    JOIN orders_details ON orders.order_id = orders_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.

```
-- determine the top 3 most ordered pizza types based on revenue

SELECT
    pizza_types.name,
    SUM(orders_details.quantity * pizzas.price) AS revenue
FROM
    pizza_types
    JOIN
    pizzas ON pizza_types.pizza_type_id = pizzas.pizza_type_id
    JOIN
    orders_details ON orders_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.

```
-- calculate the percentage contribution off each pizza type to total revenue
SELECT
    pizza_types.category,
    ROUND(SUM(orders_details.quantity * pizzas.price) / (SELECT
        ROUND(SUM((orders_details.quantity * pizzas.price)),
        2) AS total_sales
    FROM
        orders_details
        JOIN
            pizzas ON pizzas.pizza_id = orders_details.pizza_id) * 100,
    2) AS revenue
FROM
    pizza_types
    JOIN
        pizzas ON pizza_types.pizza_type_id = pizzas.pizza_type_id
    JOIN
        orders_details ON orders_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.

```
-- 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(orders_details.quantity*pizzas.price)as revenue
       from orders_details join pizzas
      on orders_details.pizza_id=pizzas.pizza_id
      join orders
      on orders.order_id=orders_details.order_id
     group by orders.order_date) as sales;
```

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	23990.35000000002
2015-01-11	25862.65
2015-01-12	27781.7
2015-01-13	29831.30000000003
2015-01-14	32358.70000000004
2015-01-15	34343.50000000001

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

```
-- Determine the top 3 most ordered pizza types based on revenue for each pizza category
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((orders_details.quantity)*pizzas.price)as revenue
from pizza_types join pizzas
on pizza_types.pizza_type_id= pizzas.pizza_type_id
join orders_details
on orders_details.pizza_id=pizzas.pizza_id
group by pizza_types.category,pizza_types.name) as a) as b
where rn<=3;
```

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	32265.7000000065
The Mexicana Pizza	26780.75
The Five Cheese Pizza	26066.5



# Overall Performance

- Menu Variety: Offers a range of pizzas, from classic to specialty.
- Quality: Uses fresh, high-quality ingredients, ensuring great taste.
- Pricing: Competitive pricing with options for various budgets.
- Customer Satisfaction: High satisfaction, praised for taste and service.





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# Thank You

For your attention

