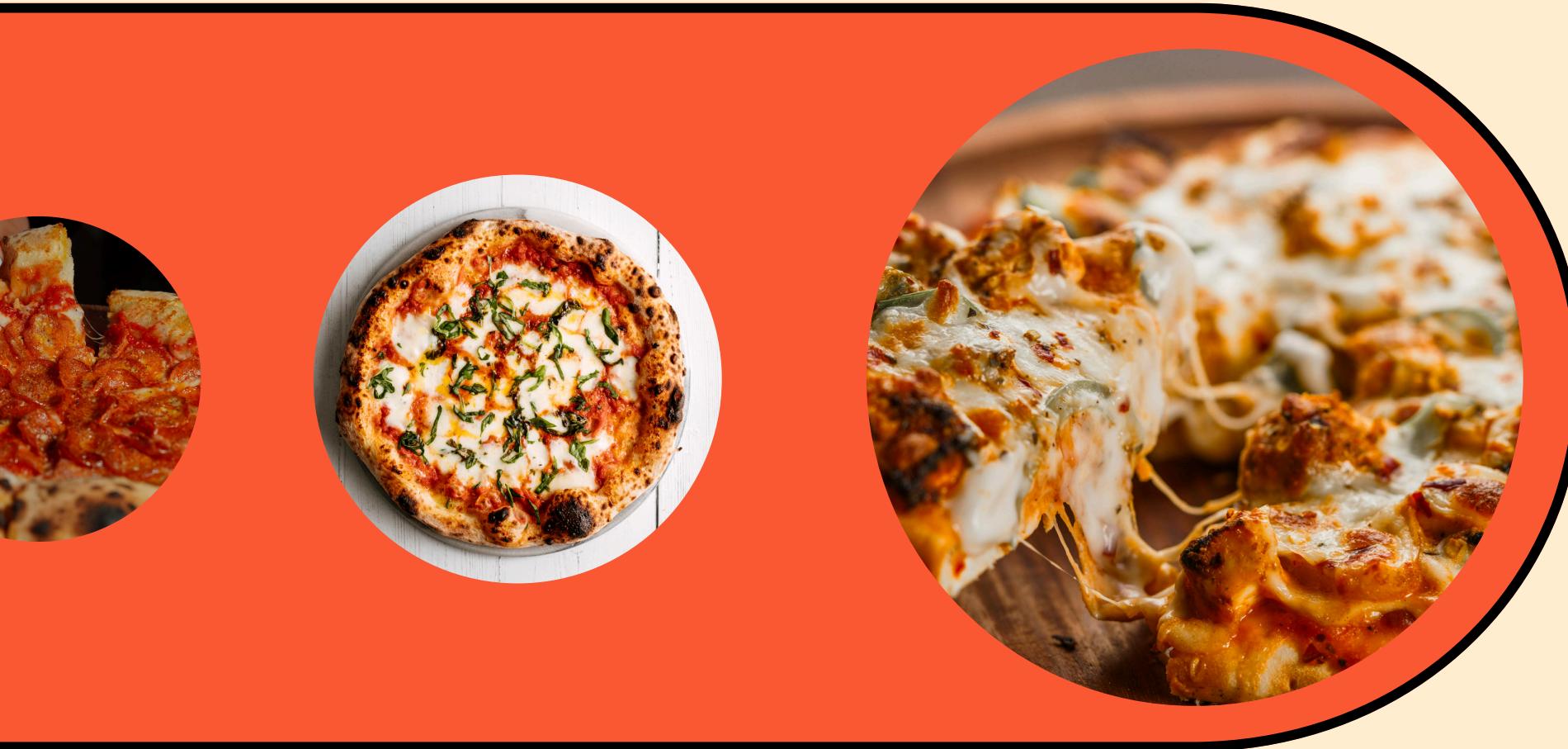


# **WELCOME TO PIZZA SALES**

“Welcome to our Pizza Sales Dashboard, where we analyze order trends, customer preferences, and revenue performance to support data-driven business decisions.”





**RETRIEVE THE  
TOTAL NUMBER  
OF ORDERS  
PLACED.**

**SELECT**

**COUNT(order\_id) AS total\_pizza**

**FROM**

**orders;**

	<b>total_pizza</b>
▶	<b>21350</b>

**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;
```

	<b>total_sales</b>
▶	817860.05

**CALCULATE THE  
TOTAL REVENUE  
GENERATED FROM  
PIZZA SALES.**



# 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;

	name	price
▶	The Greek Pizza	35.95

# 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;
```

	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.**

```
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

**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;
```

	<b>category</b>	<b>quantity</b>
▶	Classic	14888
	Supreme	11987
	Veggie	11649
	Chicken	11050

**JOIN THE NECESSARY TABLES TO FIND THE TOTAL QUANTITY OF EACH PIZZA CATEGORY ORDERED.**



# DETERMINE THE DISTRIBUTION OF ORDERS BY HOUR OF THE DAY.



SELECT

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

	hour	order_count
▶	11	1231
	12	2520
	13	2455
	14	1472
	15	1468
	16	1920
	17	2336
	18	2399
	19	2009
	20	1642
	21	1198
	22	663

# 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.**

```
SELECT  
    ROUND(AVG(quantity), 0) AS avg_pizza_ordered_per_day  
FROM  
    (SELECT  
        orders.date, SUM(order_details.quantity) AS quantity  
    FROM  
        orders  
    JOIN order_details ON orders.order_id = order_details.order_id  
    GROUP BY orders.date) AS order_quantity;
```

	avg_pizza_ordered_per_day
▶	138

**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;
```

	<b>name</b>	<b>revenue</b>
▶	The Thai Chicken Pizza	43434.25
	The Barbecue Chicken Pizza	42768
	The California Chicken Pizza	41409.5

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



# CALCULATE THE PERCENTAGE CONTRIBUTION OF EACH PIZZA TYPE TO TOTAL REVENUE.



```
SELECT
    pt.name AS pizza_type,
    ROUND(SUM(od.quantity * p.price) * 100.0 / (SELECT
        SUM(od2.quantity * p2.price)
    FROM
        order_details od2
        JOIN
            pizzas p2 ON od2.pizza_id = p2.pizza_id),
    2) AS revenue_percentage
FROM
    order_details od
    JOIN
        pizzas p ON od.pizza_id = p.pizza_id
    JOIN
        pizza_types pt ON p.pizza_type_id = pt.pizza_type_id
GROUP BY pt.name
ORDER BY revenue_percentage DESC;
```

	pizza_type	revenue_percentage
▶	The Thai Chicken Pizza	5.31
	The Barbecue Chicken Pizza	5.23
	The California Chicken Pizza	5.06
	The Classic Deluxe Pizza	4.67
	The Spicy Italian Pizza	4.26
	The Southwest Chicken Pizza	4.24
	The Italian Supreme Pizza	4.09
	The Hawaiian Pizza	3.95
	The Four Cheese Pizza	3.95
	The Sicilian Pizza	3.78
	The Pepperoni Pizza	3.69

```

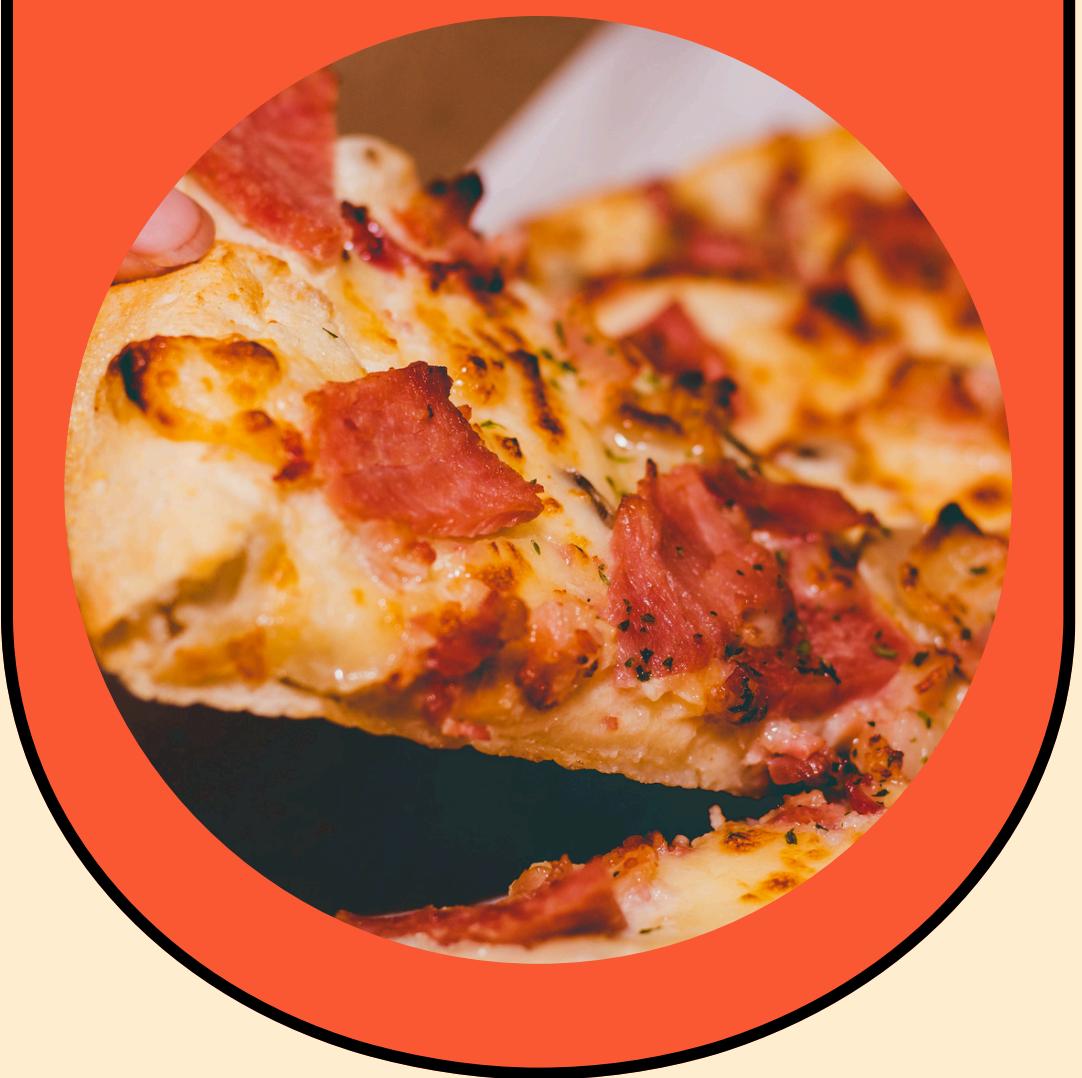
SELECT
    date,
    daily_revenue,
    SUM(daily_revenue) OVER (ORDER BY date) AS cumulative_revenue
FROM (
    SELECT
        o.date,
        SUM(od.quantity * p.price) AS daily_revenue
    FROM orders o
    JOIN order_details od ON o.order_id = od.order_id
    JOIN pizzas p ON od.pizza_id = p.pizza_id
    GROUP BY o.date
) t
ORDER BY date;

```

# ANALYZE THE CUMULATIVE REVENUE GENERATED OVER TIME.



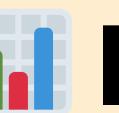
	date	daily_revenue	cumulative_revenue
▶	2015-01-01	2713.8500000000004	2713.8500000000004
	2015-01-02	2731.8999999999996	5445.75
	2015-01-03	2662.4	8108.15
	2015-01-04	1755.4500000000003	9863.6
	2015-01-05	2065.95	11929.55
	2015-01-06	2428.95	14358.5
	2015-01-07	2202.2000000000003	16560.7
	2015-01-08	2838.349999999995	19399.05
	2015-01-09	2127.3500000000004	21526.4
	2015-01-10	2463.95	23990.350000000002



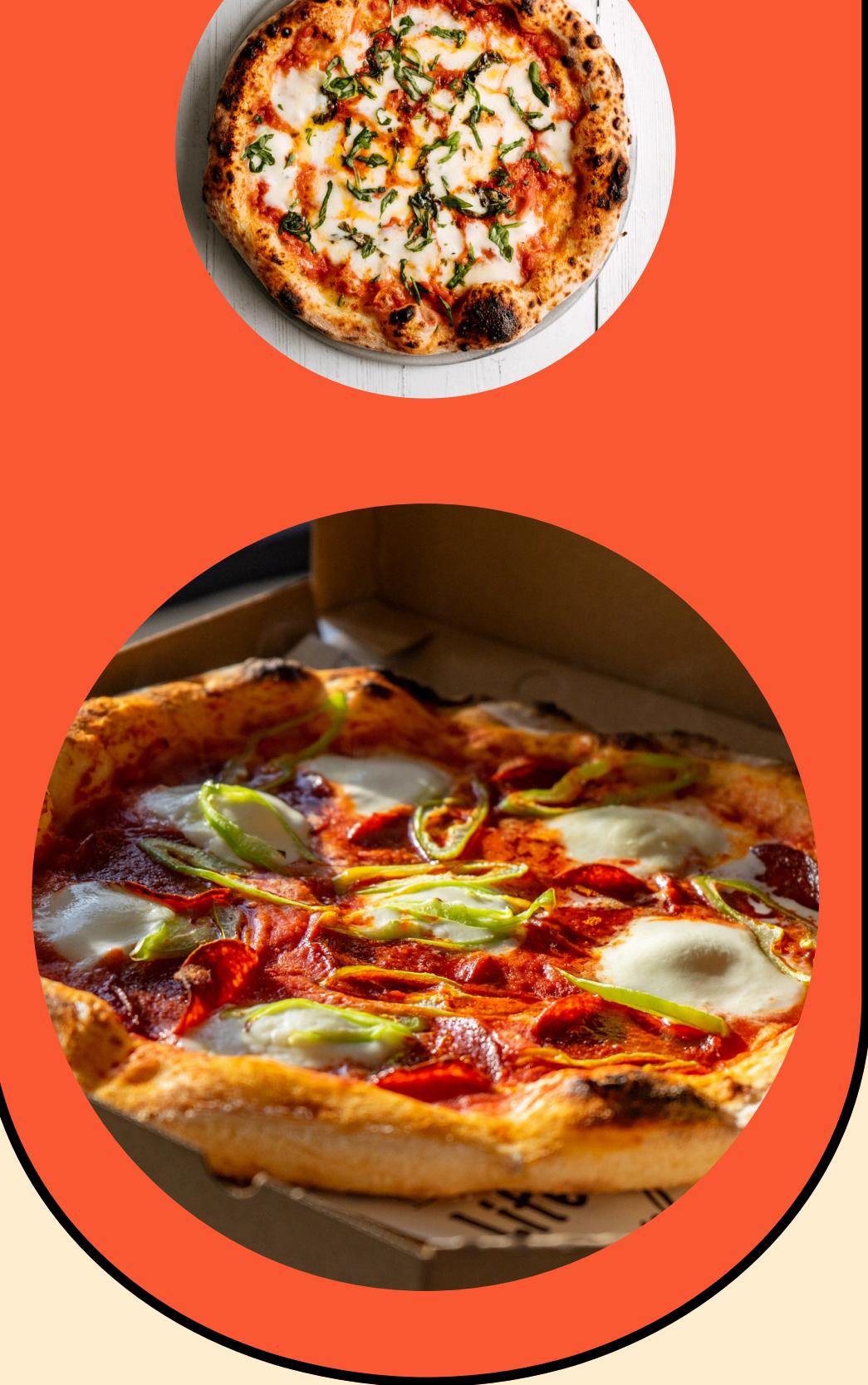
# DETERMINE THE TOP 3 MOST ORDERED PIZZA TYPES BASED ON REVENUE FOR EACH PIZZA CATEGORY.

	category	pizza_type	revenue
▶	Chicken	The Thai Chicken Pizza	43434.25
	Chicken	The Barbecue Chicken Pizza	42768
	Chicken	The California Chicken Pizza	41409.5
▶	Classic	The Classic Deluxe Pizza	38180.5
▶	Classic	The Hawaiian Pizza	32273.25
▶	Classic	The Pepperoni Pizza	30161.75
▶	Supreme	The Spicy Italian Pizza	34831.25
▶	Supreme	The Italian Supreme Pizza	33476.75
▶	Supreme	The Sicilian Pizza	30940.5
▶	Veggie	The Four Cheese Pizza	32265.70000000065

```
SELECT
    category,
    pizza_type,
    revenue
FROM (
    SELECT
        pt.category,
        pt.name AS pizza_type,
        SUM(od.quantity * p.price) AS revenue,
        RANK() OVER (
            PARTITION BY pt.category
            ORDER BY SUM(od.quantity * p.price) DESC
        ) AS rnk
    FROM order_details od
    JOIN pizzas p ON od.pizza_id = p.pizza_id
    JOIN pizza_types pt ON p.pizza_type_id = pt.pizza_type_id
    GROUP BY pt.category, pt.name
) ranked_pizzas
WHERE rnk <= 3
ORDER BY category, revenue DESC;
```



# PIZZA SALES INSIGHTS



- 🍕 Strong Demand: A high volume of orders highlights consistent customer demand across all days.
- 💰 Revenue Performance: Pizza sales generate significant total revenue, with premium pizzas contributing the most.
- 👑 Premium Preference: The highest-priced pizza shows strong traction, indicating customers' willingness to pay for quality.
- 📏 Popular Size: Medium and Large pizzas dominate orders, reflecting value-for-money preferences.
- ⭐ Top Sellers: A small set of pizza types accounts for a major share of total quantity and revenue.
- 🧀 Category Leaders: Certain categories outperform others, showing clear customer taste trends.
- ⏳ Peak Hours: Orders peak during lunch and evening hours, ideal for targeted promotions.
- 📈 Growth Trend: Cumulative revenue shows steady growth over time, indicating stable business performance.
- 🏆 Revenue Champions: Top 3 pizzas in each category drive most of the category-wise revenue.

# **CONTACT INFORMATION**

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**THANK YOU**