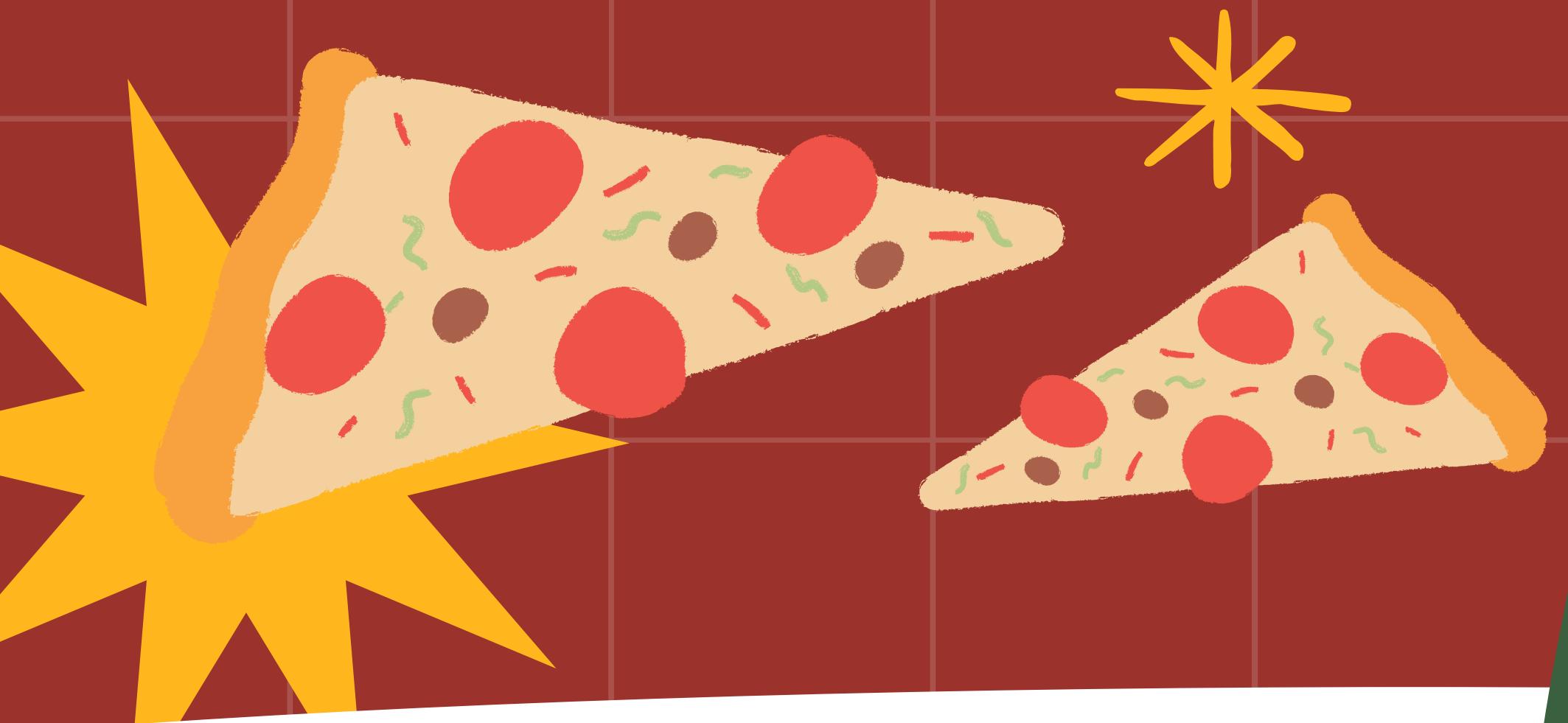


# PIZZA SALES ANALYSIS



A cartoon illustration of two people eating pizza. On the left, a woman with dark hair and glasses, wearing a yellow shirt, holds a slice of pepperoni pizza. On the right, a man with a mustache and a green baseball cap, wearing a yellow striped shirt, also holds a slice of pepperoni pizza. They are both smiling. The background is a red grid pattern with yellow starburst shapes.

# LIST OF QUESTIONS

Retrieve the total number of orders placed.

Calculate the total revenue generated from pizza sales.

Identify the highest-priced pizza.

Identify the most common pizza size ordered.

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



# LIST OF QUESTIONS

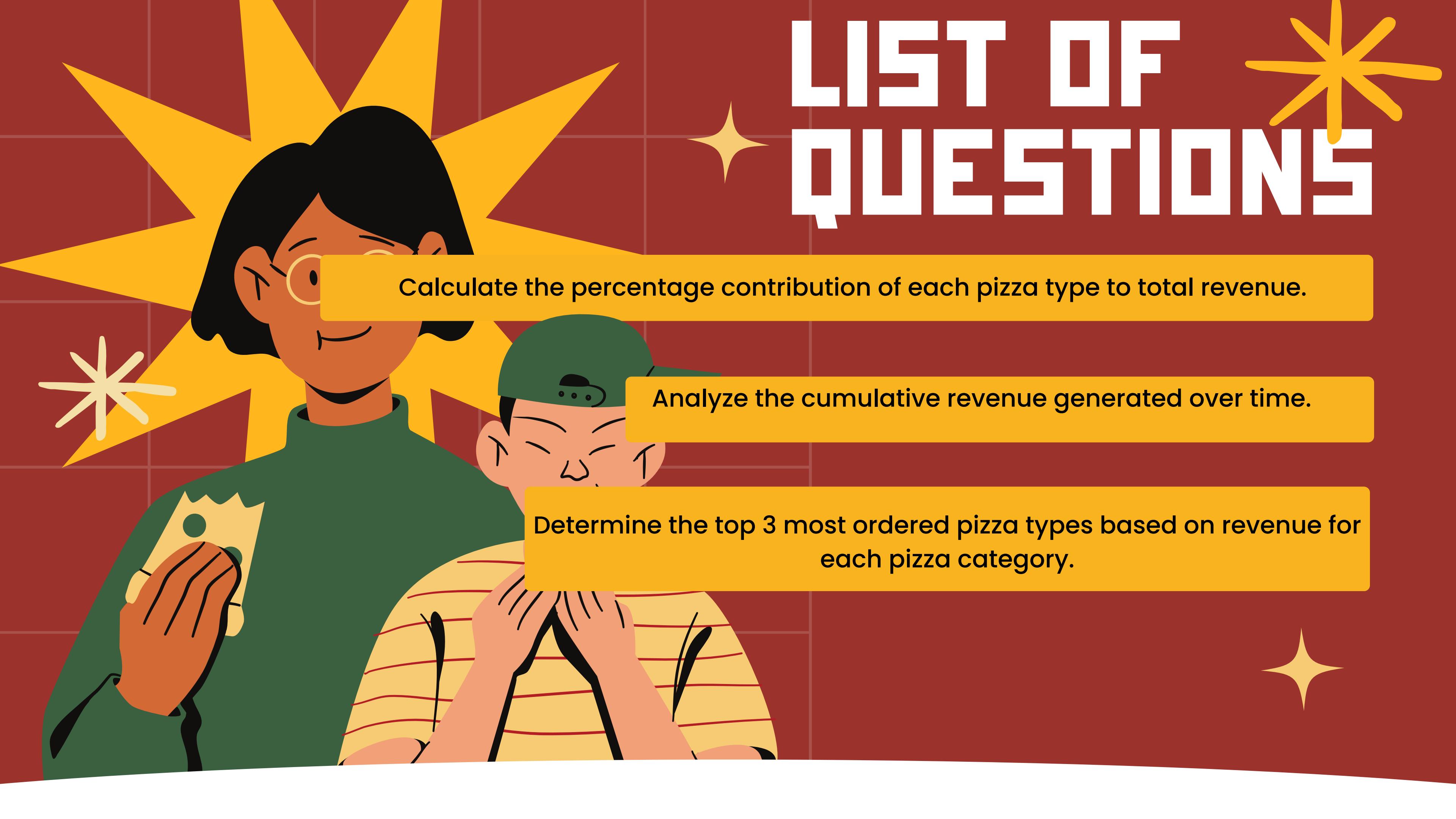
Join the necessary tables to find the total quantity of each pizza category ordered.

Determine the distribution of orders by hour of the day.

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

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

Determine the top 3 most ordered pizza types based on revenue.



# LIST OF QUESTIONS

Calculate the percentage contribution of each pizza type to total revenue.

Analyze the cumulative revenue generated over time.

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

# RETRIEVE THE TOTAL NUMBER OF ORDERS PLACED.

```
SELECT  
    COUNT(order_id) AS Total_orders  
FROM  
    orders;
```

Total_orders
21350

# CALCULATE THE TOTAL REVENUE GENERATED FROM PIZZA SALES.

SELECT

```
ROUND(SUM(order_details.quantity * pizzas.price),  
2) AS Total_Sales
```

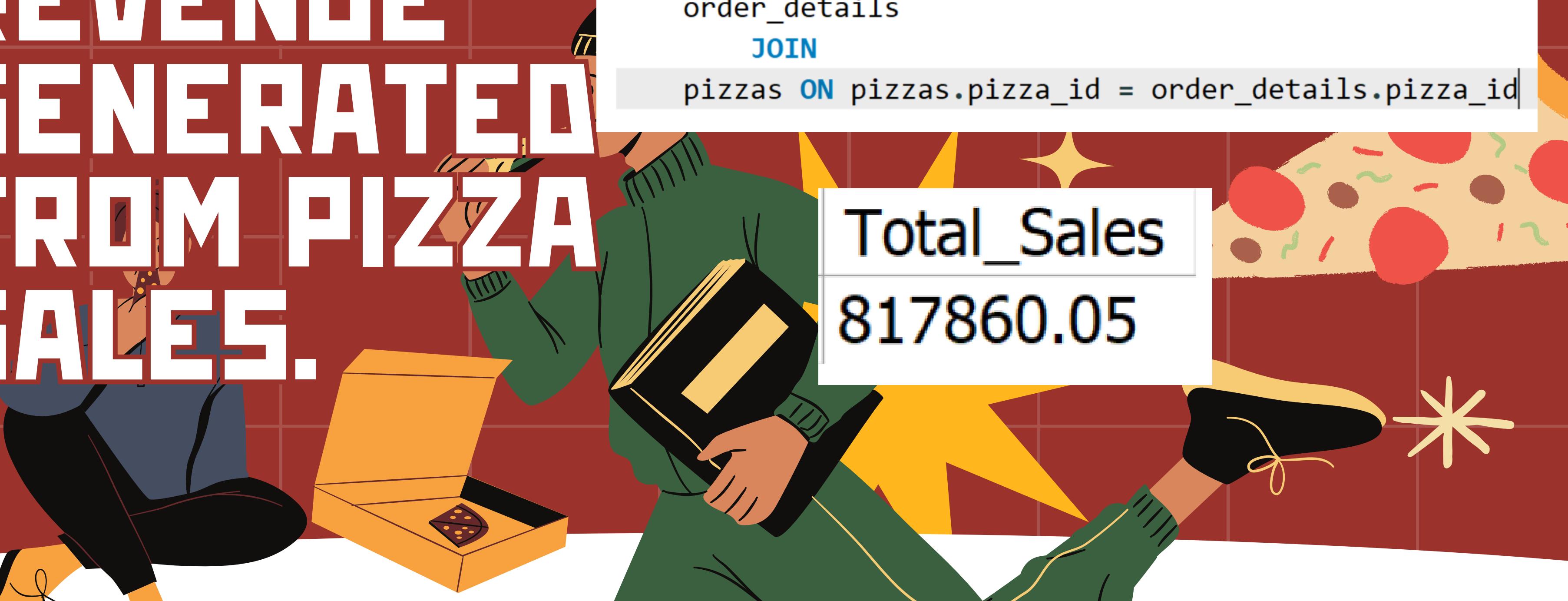
FROM

```
order_details
```

JOIN

```
pizzas ON pizzas.pizza_id = order_details.pizza_id
```

Total\_Sales  
817860.05



```
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 Pi...	35.95

IDENTIFY THE HIGHEST-PRICED PIZZA.

# 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.

An illustration of two people eating pizza. On the left, a person with long dark hair, wearing a green shirt, holds a slice of pizza near their mouth. On the right, a person with short black hair in a bun, wearing a yellow striped shirt, also holds a slice of pizza. They are standing in front of a red background with yellow starburst shapes.

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 ...	2453
The Barbecu...	2432
The Hawaiia...	2422
The Pepero...	2418
The Thai Chi...	2371

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

```
SELECT
    pizza_types.category,
    SUM(order_details.quantity) AS Quantity_Category
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_Category;
```

category	Quantity_Cate
Chicken	11050
Veggie	11649
Supreme	11987
Classic	14888

# DETERMINE THE DISTRIBU TION 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);
```

Hour	Order_Count
11	1231
12	2520
13	2455
14	1472
15	1468
16	1920
17	2336
18	2399
19	2009



```
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 Pi...	35.95

IDENTIFY THE HIGHEST-PRICED PIZZA.

# 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 ...	2453
The Barbecu...	2432
The Hawaiia...	2422
The Pepero...	2418
The Thai Chi...	2371

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

```
SELECT
    pizza_types.category,
    SUM(order_details.quantity) AS Quantity_Category
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_Category;
```

category	Quantity_Cate
Chicken	11050
Veggie	11649
Supreme	11987
Classic	14888

# DETERMINE THE DISTRIBU TION 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);
```

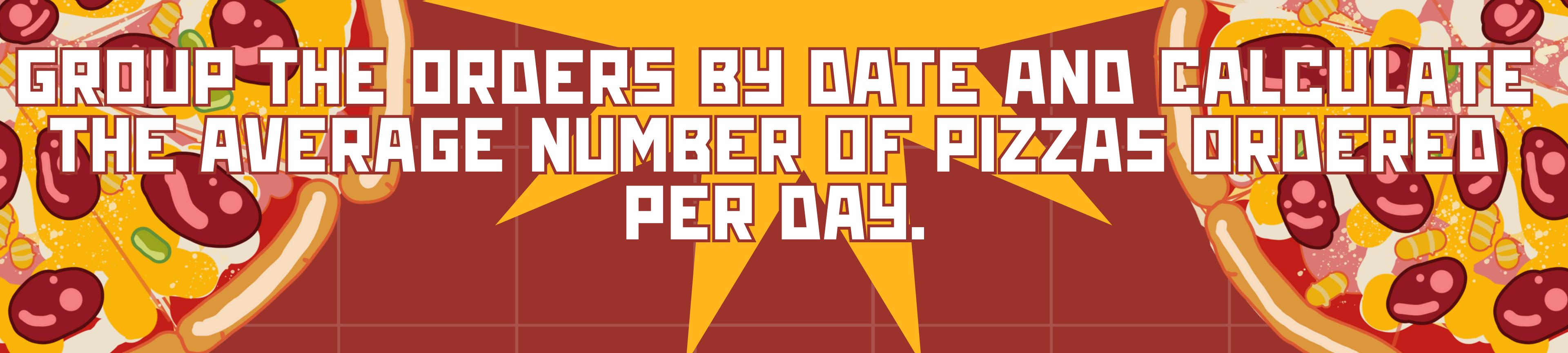
Hour	Order_Count
11	1231
12	2520
13	2455
14	1472
15	1468
16	1920
17	2336
18	2399
19	2009



```
SELECT  
    category, COUNT(name) AS Pizza_Types  
FROM  
    pizza_types  
GROUP BY category;
```

JOIN RELEVANT TABLES  
TO FIND THE CATEGORY-  
WISE DISTRIBUTION OF  
PIZZAS.

category	Pizza_Types
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_Orders_Per_Day
FROM
    (SELECT
        orders.order_date, SUM(order_details.quantity) AS quantity
    FROM
        orders
    JOIN order_details ON orders.order_id = order_details.order_id
    GROUP BY orders.order_date) AS order_quantity;
```

Avg\_Orders\_Per\_Day  
138

# 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 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;
```

name	Revenue
The Thai Chi...	43434.25
The Barbecue...	42768
The Californi...	41409.5

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

```
SELECT
    pizza_types.category,
    round(SUM(order_details.quantity * pizzas.price) / (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)*100,2)
    AS Percent_Contri
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.category
ORDER BY Percent_Contri DESC;
```

category	Percent_Contri
Classic	26.91
Supreme	25.46
Chicken	23.96
Veggie	23.68

```
select order_date,  
round(sum(revenue) over(order by order_date),2) as cum_revenue  
from  
(select orders.order_date,  
sum(order_details.quantity * pizzas.price) as revenue  
from order_details join pizzas  
on order_details.pizza_id = pizzas.pizza_id  
join orders  
on orders.order_id = order_details.order_id  
group by orders.order_date) as sales;
```

order_date	cum_revenue
2015-01-01	2713.85
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

ANALYZE THE  
CUMULATIVE REVENUE  
GENERATED OVER TIME.

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

```
select category, 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((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.category, pizza_types.name) as A) as B
where rn <=3;
```

category	name	revenue
Classic	The Classic ...	38180.5
Classic	The Hawaiia...	32273.25
Classic	The Peppero...	30161.75
Supreme	The Spicy Ita...	34831.25
Supreme	The Italian S...	33476.75
Supreme	The Sicilian ...	30940.5
Veggie	The Four Ch...	32265.70000...
Veggie	The Mexican...	26780.75
Veggie	The Five Che...	26066.5

# VARIATIONS



Pizza Margherita



Pepperoni Pizza



BBQ Chicken Pizza



Hawaiian Pizza

A festive illustration set against a red background with a white grid. In the center, the words "THANK YOU" are written in large, bold, white capital letters. To the left, a person with dark curly hair and a green sweater holds a slice of pizza. To the right, another person with glasses and a green sweater holds a small wrapped gift. Above them, a reindeer with a yellow and orange patterned collar and a bell hangs from its neck. The reindeer has large, expressive eyes and a small smile. The background is decorated with yellow stars and a large yellow starburst at the bottom.

THANK YOU