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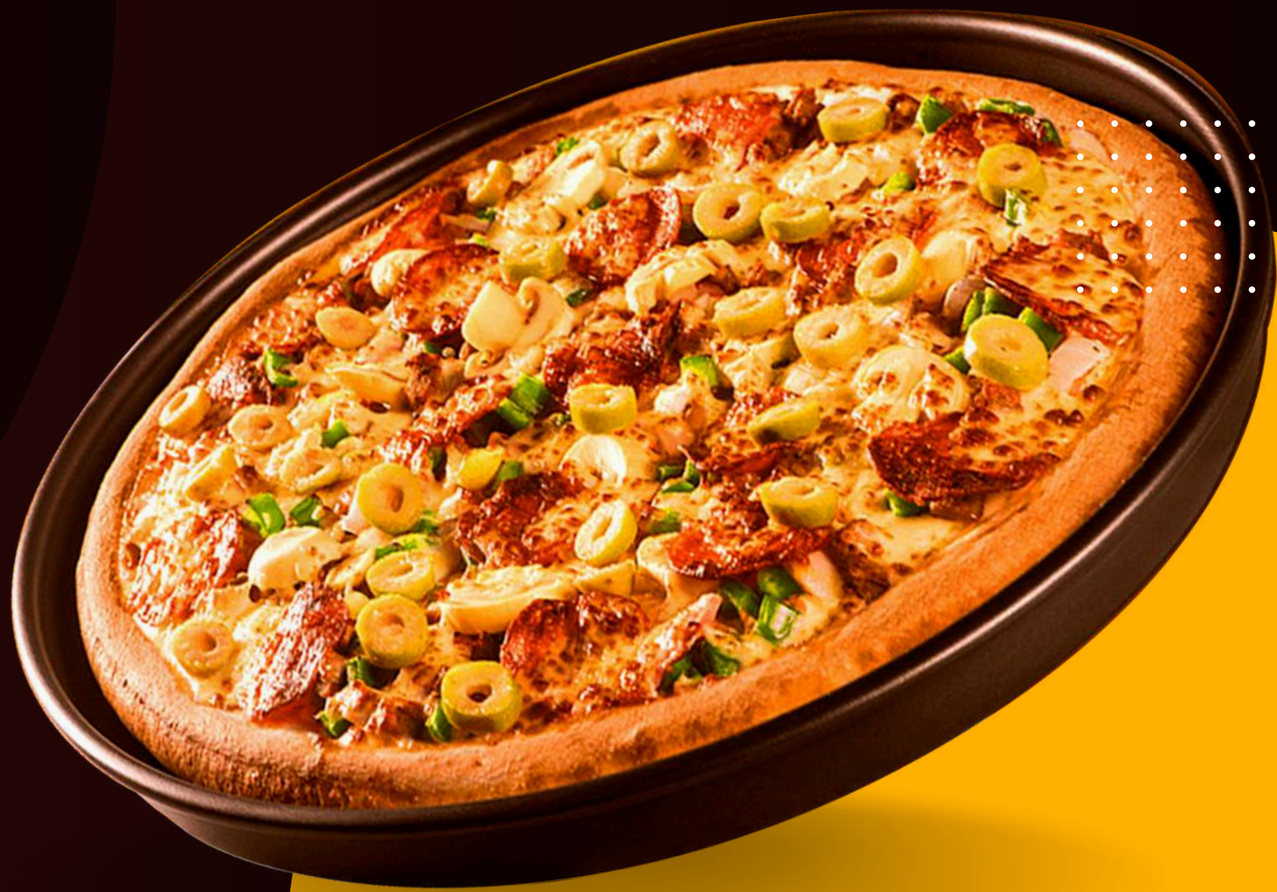

WHERE EVERY SLICE TELLS A STORY

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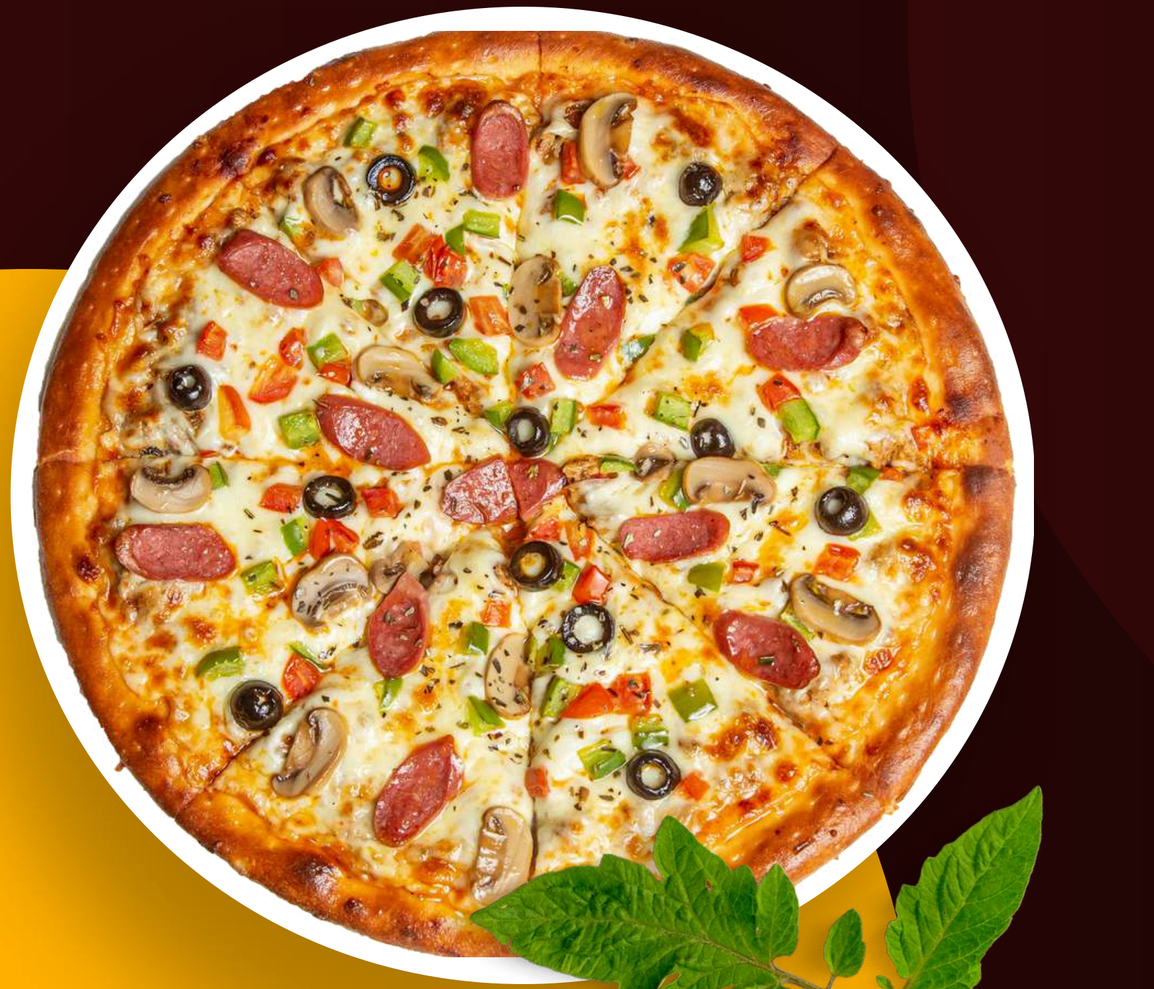

PROJECT OVERVIEW

Analyzed a pizza sales dataset using SQL to uncover key business insights such as top-selling pizzas, revenue by category, and hourly order trends.
Performed data aggregation, joins, and window functions to calculate revenue contributions, peak order times, and customer preferences for better decision-making.

Group Title

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SQL QUESTION

Sufiyan Shaikh

1.Retrieve the total number of orders placed.
2.Calculate the total revenue generated from pizza sales.
3.Identify the highest-priced pizza.
4.Identify the most common pizza size ordered.
5.List the top 5 most ordered pizza types along with their quantities.

6.Join the necessary tables to find the total quantity of each pizza category ordered.
7.Determine the distribution of orders by hour of the day.
8.Join relevant tables to find the category-wise distribution of pizzas.
9.Group the orders by date and calculate the average number of pizzas ordered per day.
10.Determine the top 3 most ordered pizza types based on revenue.

11.Calculate the percentage contribution of each pizza type to total revenue.
12.Analyze the cumulative revenue generated over time.
13.Determine the top 3 most ordered pizza types based on revenue for each pizza category.

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RETRIEVE THE TOTAL NUMBER OF ORDERS PLACED.

```sql
SELECT COUNT(DISTINCT order_id) AS total_orders
FROM orders;
```

total_orders
21350

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```sql
SELECT ROUND(SUM(od.quantity * p.price), 2) AS total_revenue
FROM order_details od
JOIN pizzas p ON od.pizza_id = p.pizza_id;
```

total_revenue
817860.05

CALCULATE THE TOTAL REVENUE GENERATED FROM PIZZA SALES.

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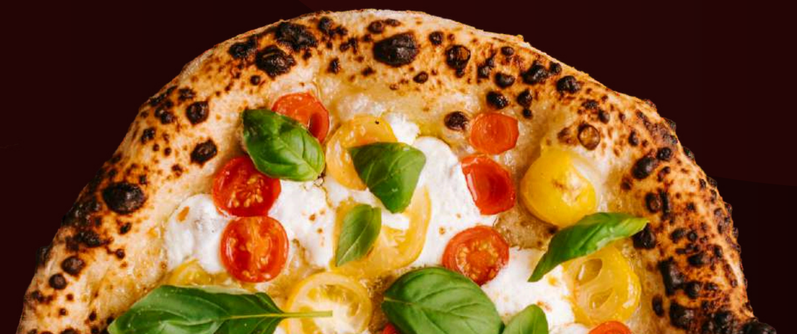
IDENTIFY THE HIGHEST-PRICED PIZZA.

```sql
SELECT pizza_id, price
FROM pizzas
ORDER BY price DESC
LIMIT 1;
```

	pizza_id	price
▶	the_greek_xxl	35.95



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IDENTIFY THE MOST COMMON PIZZA SIZE ORDERED.

```sql
SELECT p.size, SUM(od.quantity) AS total_ordered
FROM order_details od
JOIN pizzas p ON od.pizza_id = p.pizza_id
GROUP BY p.size
ORDER BY total_ordered DESC
LIMIT 1;
```

size	total_ordered
L	18956

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

```sql
SELECT pt.name, SUM(od.quantity) AS total_quantity
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 total_quantity DESC
LIMIT 5;
```

name	total_quantity
The Classic Deluxe Pizza	2453
The Barbecue Chicken Pizza	2432
The Hawaiian Pizza	2422
The Pepperoni Pizza	2418
The Thai Chicken Pizza	2371

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

```sql
SELECT pt.category, SUM(od.quantity) AS total_quantity
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
ORDER BY total_quantity DESC;
```

category	total_quantity
Classic	14888
Supreme	11987
Veggie	11649
Chicken	11050

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DETERMINE THE DISTRIBUTION OF ORDERS BY HOUR OF THE DAY.

```
SELECT EXTRACT(HOUR FROM order_data) AS order_hour, COUNT(*) AS order_count
FROM orders
GROUP BY order_hour
ORDER BY order_hour;
```

order_hour	order_count
0	21350

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

```
SELECT pt.category, COUNT(DISTINCT p.pizza_id) AS pizza_count
FROM pizzas p
JOIN pizza_types pt ON p.pizza_type_id = pt.pizza_type_id
GROUP BY pt.category;
```

category	pizza_count
Chicken	18
Classic	26
Supreme	25
Veggie	27

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GROUP THE ORDERS BY DATE AND CALCULATE THE AVERAGE NUMBER OF PIZZAS ORDERED PER DAY.

```
SELECT round(avg(quantity),0)from
(select orders.order_data, sum(order_details.quantity) as quantity
from orders join order_details
on orders.order_id = order_details.order_id
group by orders.order_data) as order_quantity;
```

	round(avg(quantity),0)
▶	138

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

```
SELECT pt.name, ROUND(SUM(od.quantity * p.price), 2) AS total_revenue
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
```

name	total_revenue
The Thai Chicken Pizza	43434.25
The Barbecue Chicken Pizza	42768
The California Chicken Pizza	41409.5

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

```sql
WITH revenue_by_pizza AS (
    SELECT pt.name AS pizza_name, SUM(od.quantity * p.price) AS pizza_revenue
    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
), total AS (
    SELECT SUM(pizza_revenue) AS total_revenue FROM revenue_by_pizza
)
SELECT pizza_name,
       ROUND(pizza_revenue, 2) AS revenue,
       ROUND((pizza_revenue / total.total_revenue) * 100, 2) AS percentage
FROM revenue_by_pizza, total
ORDER BY percentage DESC;
```

pizza_name	revenue	percentage
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	32265.7	3.95
The Sicilian Pizza	30940.5	3.78

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ANALYZE THE CUMULATIVE REVENUE GENERATED OVER TIME.

```
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 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 order by revenue desc;
```

	category	revenue
▶	Classic	26.91
	Supreme	25.46
	Chicken	23.96
	Veggie	23.68

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

```sql
select name, revenue
from
(select category, name,revenue,
rank () over(partition by category order by revenue desc) as r
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;
```

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	32265.70000000065

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FOR ATTENTION

2025 PIZZA RESTO PRESENTATION