



PIZZA
PLANET

PIZZA SALES **DATA ANALYSIS**

PRESENTED BY
SHREE PINAKPANI

I HAVE USED MYSQL TO ANALYSE KEY
PERFORMANCE INDICATORS AND
TRENDS AND POWER BI FOR DATA
VISUALISATION.

RETRIEVE THE TOTAL NUMBER OF ORDERS PLACED.

```
SELECT  
    COUNT(*) AS total_orders  
FROM  
    orders;
```

	total_orders
▶	21350

CALCULATE THE TOTAL REVENUE GENERATED FROM PIZZA SALES.

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

	total_revenue
▶	817860.05

IDENTIFY THE HIGHEST-PRICED PIZZA.

```
SELECT
    pt.name, p.price
FROM
    pizza_types pt
    JOIN
    pizzas p ON p.pizza_type_id = pt.pizza_type_id
ORDER BY price DESC
LIMIT 1;
```

	name	price
▶	The Greek Pizza	35.95

IDENTIFY THE MOST COMMON PIZZA SIZE ORDERED.

```
SELECT
    p.size, COUNT(od.order_details_id) AS total_order
FROM
    pizzas p
    JOIN
        order_details od ON od.pizza_id = p.pizza_id
GROUP BY size
ORDER BY total_order DESC;
```

	size	total_order
►	L	18526
	M	15385
	S	14137
	XL	544
	XXL	28

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

```
SELECT
    pt.name,
    COUNT(od.order_details_id) AS total_order,
    SUM(quantity) AS qty
FROM
    pizza_types pt
    JOIN
    pizzas p ON p.pizza_type_id = pt.pizza_type_id
    JOIN
    order_details od ON od.pizza_id = p.pizza_id
GROUP BY name
ORDER BY total_order DESC
LIMIT 5;
```

	name	total_order	qty
►	The Classic Deluxe Pizza	2416	2453
	The Barbecue Chicken Pizza	2372	2432
	The Hawaiian Pizza	2370	2422
	The Pepperoni Pizza	2369	2418
	The Thai Chicken Pizza	2315	2371

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

```
SELECT
    pt.category, SUM(od.quantity) AS total_qty
FROM
    pizza_types pt
    JOIN
    pizzas p ON p.pizza_type_id = pt.pizza_type_id
    JOIN
    order_details od ON od.pizza_id = p.pizza_id
GROUP BY pt.category
ORDER BY total_qty DESC;
```

	category	total_qty
►	Classic	14888
	Supreme	11987
	Veggie	11649
	Chicken	11050

DETERMINE THE DISTRIBUTION OF ORDERS BY HOUR OF THE DAY.

```
SELECT
    HOUR(order_time) AS total_hrs,
    COUNT(order_id) AS order_count
FROM
    orders
GROUP BY HOUR(order_time)
ORDER BY HOUR(order_time);
```

	total_hrs	order_count
▶ 9	1	
10	8	
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	

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(total_orders), 0)
FROM
    (SELECT
        o.order_date, SUM(od.quantity) AS total_orders
    FROM
        orders o
    JOIN order_details od ON od.order_id = o.order_id
    GROUP BY o.order_date) AS avg_orders;
```

	ROUND(AVG(total_orders), 0)
▶	138

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

```
SELECT
    pt.name, ROUND(SUM(p.price * od.quantity), 2) AS revenue
FROM
    pizza_types pt
    JOIN
    pizzas p ON p.pizza_type_id = pt.pizza_type_id
    JOIN
    order_details od ON od.pizza_id = p.pizza_id
GROUP BY pt.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.

```
SELECT
    pt.category,
    ROUND(SUM(p.price * od.quantity) / (SELECT
        ROUND(SUM(p.price * od.quantity), 2) AS total_revenue
        FROM
            pizzas p
            JOIN
                order_details od ON od.pizza_id = p.pizza_id) * 100,
        2) AS per_cont
FROM
    pizza_types pt
    JOIN
        pizzas p ON p.pizza_type_id = pt.pizza_type_id
    JOIN
        order_details od ON od.pizza_id = p.pizza_id
GROUP BY pt.category
ORDER BY per_cont DESC;
```

	category	per_cont
►	Classic	26.91
	Supreme	25.46
	Chicken	23.96
	Veggie	23.68

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

```
select category , name, revenue, rn
from
(select category, name , revenue,
rank() over (partition by category order by revenue desc) as rn
from
(select pt.category,pt.name,ROUND(SUM(p.price * od.quantity), 2) AS revenue
from pizza_types pt
join pizzas p on p.pizza_type_id=pt.pizza_type_id
join order_details od on od.pizza_id=p.pizza_id
group by pt.category,pt.name) as a) as b
where rn<=3;
```

	category	name	revenue	rn
►	Chicken	The Thai Chicken Pizza	43434.25	1
	Chicken	The Barbecue Chicken Pizza	42768	2
	Chicken	The California Chicken Pizza	41409.5	3
	Classic	The Classic Deluxe Pizza	38180.5	1
	Classic	The Hawaiian Pizza	32273.25	2
	Classic	The Pepperoni Pizza	30161.75	3
	Supreme	The Spicy Italian Pizza	34831.25	1
	Supreme	The Italian Supreme Pizza	33476.75	2
	Supreme	The Sicilian Pizza	30940.5	3
	Veggie	The Four Cheese Pizza	32265.7	1
	Veggie	The Mexicana Pizza	26780.75	2
	Veggie	The Five Cheese Pizza	26066.5	3

PIZZA PLANET SALES REPORT

Total Orders

21350

Total Revenue

8,17,860.05

Highest priced
Pizza(The Greek Pizza)

35.95

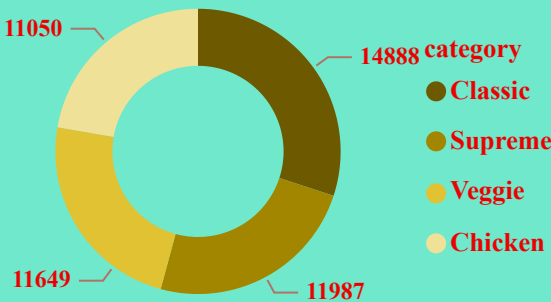
Average no. ordered
per day

138

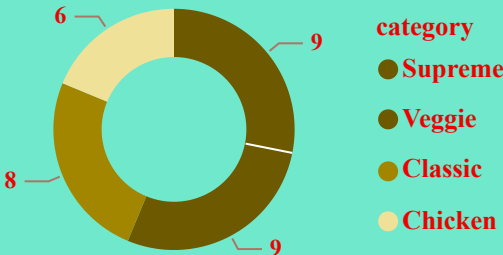
Quantity by Pizza Name



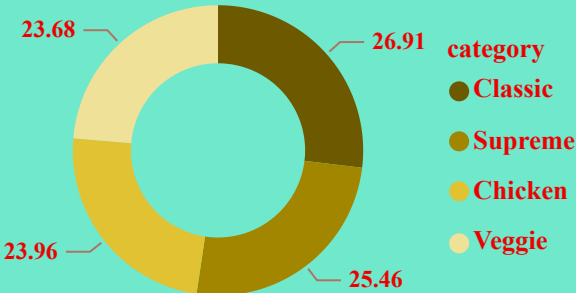
Quantity by category



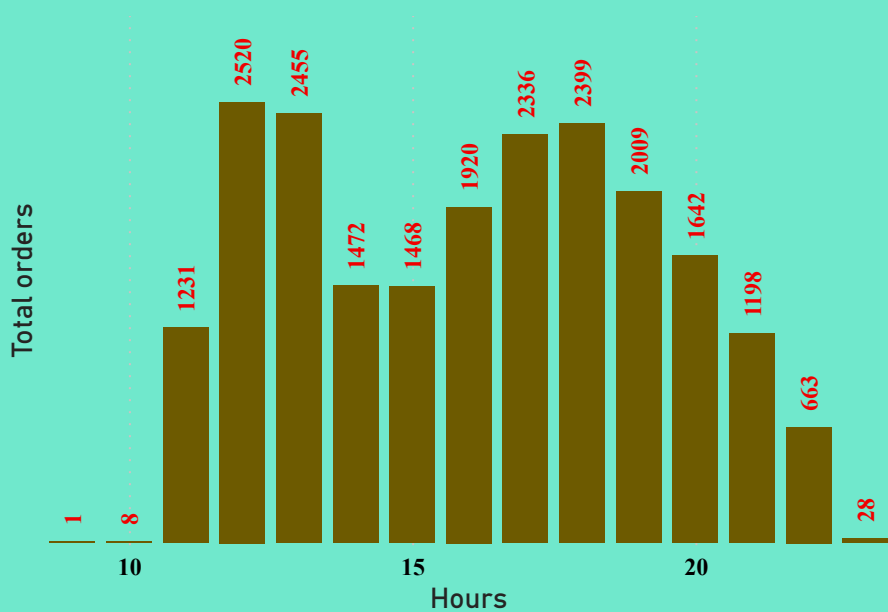
Distribution by category



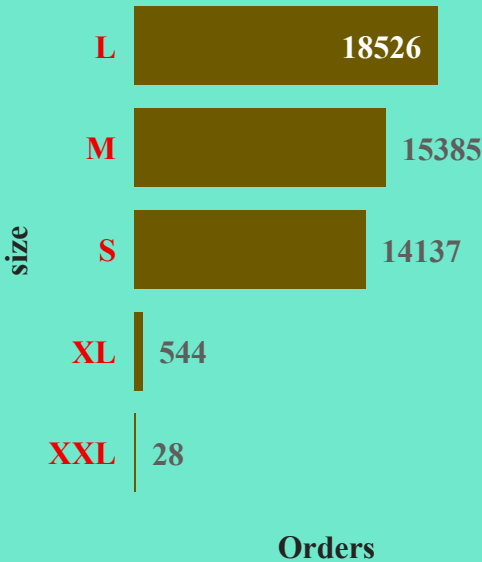
% Contribution revenue by category



Orders | Every Hour



No. of Pizza | Size



Top 3 | Revenue | Categorywise

Pizza Name	Revenue
The Thai Chicken Pizza	43,434.25
The Spicy Italian Pizza	34,831.25
The Sicilian Pizza	30,940.50
The Pepperoni Pizza	30,161.75
The Mexicana Pizza	26,780.75
The Italian Supreme Pizza	33,476.75
The Hawaiian Pizza	32,273.25
The Four Cheese Pizza	32,265.70
The Five Cheese Pizza	26,066.50
The Classic Deluxe Pizza	38,180.50
The California Chicken Pizza	41,409.50
The Barbecue Chicken Pizza	42,768.00
Total	4,12,588.70

Category

All

THANK YOU

COMBINING BOTH MYSQL AND POWER BI LED TO VALUABLE INSIGHTS FOR MAKING BETTER DECISIONS AND IMPROVE SALES STRATEGIES. PLEASE DO COMMENT FOR ANY IMPROVEMENTS.