Where Every Slice is a Taste of Perfection

WELCOME TO SQL PIZZA ANALYSIS

Lets Start

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ABOUT OUR PIZZA ANALYSIS

Our Passion for Pizza analysis

This project analyzes pizza sales data to uncover trends in orders, revenue, and customer preferences. Using SQL it explores top-selling pizzas, peak sales hours, and category-wise revenue distribution. The insights help optimize menu offerings, pricing strategies, and business decisions for improved sales performance and operational efficiency.

RETRIEVE THE TOTAL NUMBER OF ORDERS PLACED.

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

Result Grid | Filter Row

	total_orders
▶	21350

CALCULATE THE TOTAL REVENUE GENERATED FROM PIZZA SALES.

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

Result Grid | Filter Rows:

total_revenue
817860.05

IDENTIFY THE HIGHEST-PRICED PIZZA.

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

Result Grid | Filter Ro

name	price
The Greek Pizza	35.95

IDENTIFY THE MOST COMMON PIZZA SIZE ORDERED.

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

Result Grid | Filter Rows:

	size	order_no
▶	L	18956

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

```sql
SELECT
    pizza_types.name, SUM(order_details.quantity) AS quantity
FROM
    order_details
        JOIN
    pizzas ON pizzas.pizza_id = order_details.pizza_id
        JOIN
    pizza_types ON pizza_types.pizza_type_id = pizzas.pizza_type_id
GROUP BY pizza_types.name
ORDER BY quantity DESC
LIMIT 5;
```

Result Grid | Filter Rows:

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.

```sql
SELECT DISTINCT
    (pizza_types.category) AS category,
    SUM(order_details.quantity) AS quantity_ordered
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;
```

category	quantity_ordered
Classic	14888
Veggie	11649
Supreme	11987
Chicken	11050

DETERMINE THE DISTRIBUTION OF ORDERS BY HOUR OF THE DAY

```
SELECT
    HOUR(orders.order_time) AS hours,
    COUNT(order_id) AS ordr_count
FROM
    orders
GROUP BY hours;
```

hours	ordr_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
23	28
10	8

9 1

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

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

	category	name
▶	Chicken	6
	Classic	8
	Supreme	9
	Veggie	9

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

```sql
SELECT
    ROUND(AVG(quantity), 0) as avg
FROM
    (SELECT
        orders.date_order, SUM(order_details.quantity) AS quantity
    FROM
        orders
    JOIN order_details ON orders.order_id = order_details.order_id
    GROUP BY orders.date_order) AS order_quantity;
```

	avg
▶	138

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

```sql
SELECT
    pizza_types.name,
    ROUND(SUM(order_details.quantity * pizzas.price),
            0) AS revenue
FROM
    pizzas
        JOIN
    pizza_types 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 revenue DESC
LIMIT 3;
```

name	revenue
The Thai Chicken Pizza	43434
The Barbecue Chicken Pizza	42768
The California Chicken Pizza	41410

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

```sql
SELECT
    pizza_types.category,
    ROUND(SUM(order_details.quantity * pizzas.price) / (SELECT
                    SUM(order_details.quantity * pizzas.price)
                FROM
                    order_details
                        JOIN
                    pizzas ON pizzas.pizza_id = order_details.pizza_id) * 100,
            0) AS percentage_revenue
FROM
    pizzas
        JOIN
    pizza_types 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;
```

category	percentage_revenue
Classic	27
Veggie	24
Supreme	25
Chicken	24

ANALYZE THE CUMULATIVE REVENUE GENERATED OVER TIME

```sql
select date_order,revenue,sum(revenue) over(order by date_order) as cum_revenue
from
(select orders.date_order,round(sum(order_details.quantity*pizzas.price),0)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.date_order)as sales;
```

Result Grid | Filter Rows: | Export:

date_order	revenue	cum_revenue
2015-01-01	2714	2714
2015-01-02	2732	5446
2015-01-03	2662	8108
2015-01-04	1755	9863
2015-01-05	2066	11929
2015-01-06	2429	14358
2015-01-07	2202	16560

Result 73

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 ranks from
(select pizza_types.category,pizza_types.name,round(sum(order_details.quantity*pizzas.price),0)
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 ranks<=3;
```

name	revenue
The Thai Chicken Pizza	43434
The Barbecue Chicken Pizza	42768
The California Chicken Pizza	41410
The Classic Deluxe Pizza	38180
The Hawaiian Pizza	32273
The Pepperoni Pizza	30162

name	revenue
The Spicy Italian Pizza	34831
The Italian Supreme Pizza	33477
The Sicilian Pizza	30940
The Four Cheese Pizza	32266
The Mexicana Pizza	26781
The Five Cheese Pizza	26066

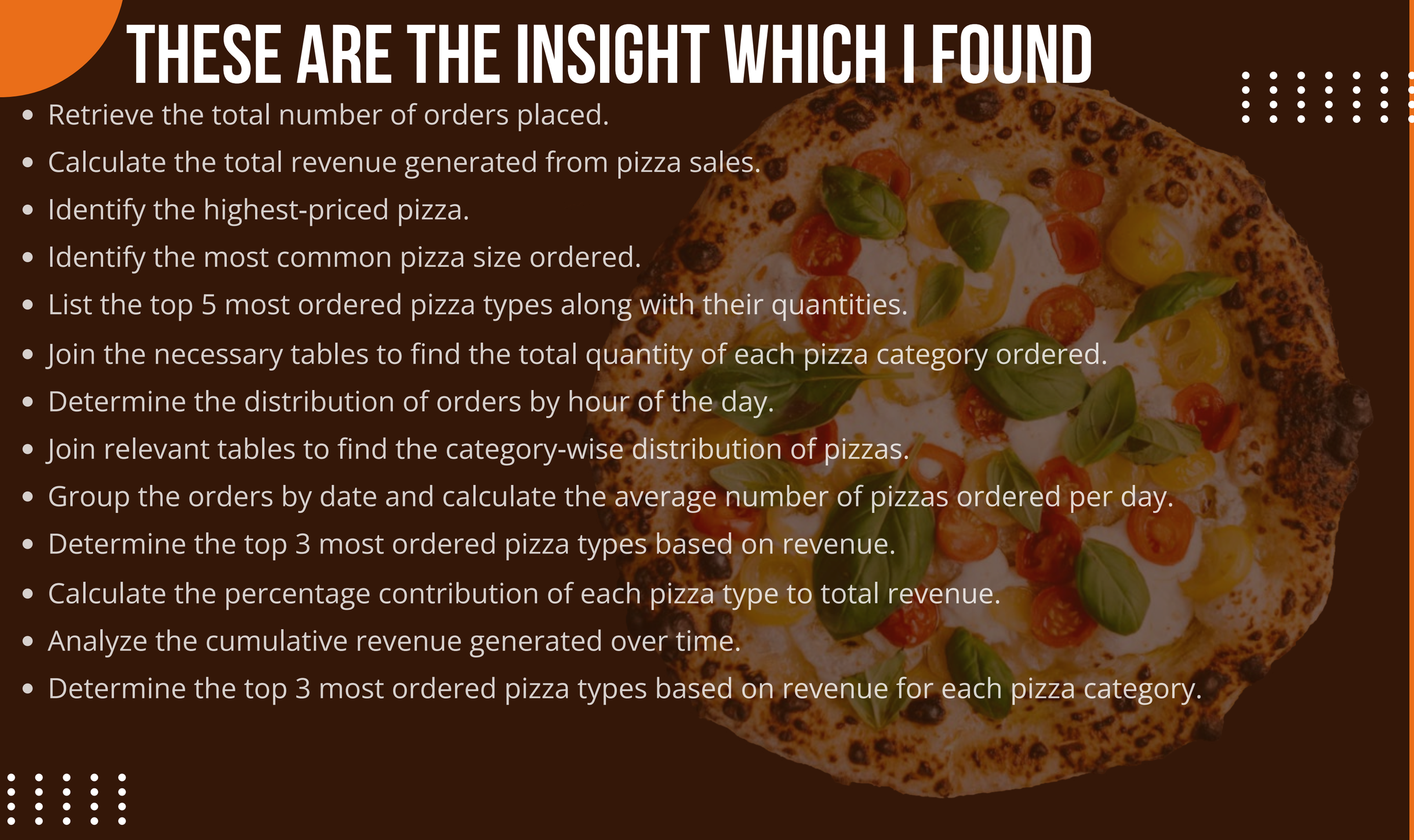
OUR SIGNATURE PIZZAS

The Classic Deluxe Pizzaa

The Barbecue Chicken Pizza

The Hawaiian Pizza

THESE ARE THE INSIGHT WHICH I FOUND



- 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.
- 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.
- 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.

Pizza Resto Analysis
Presentation

THANK YOU FOR ATTENTION

See You Next

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