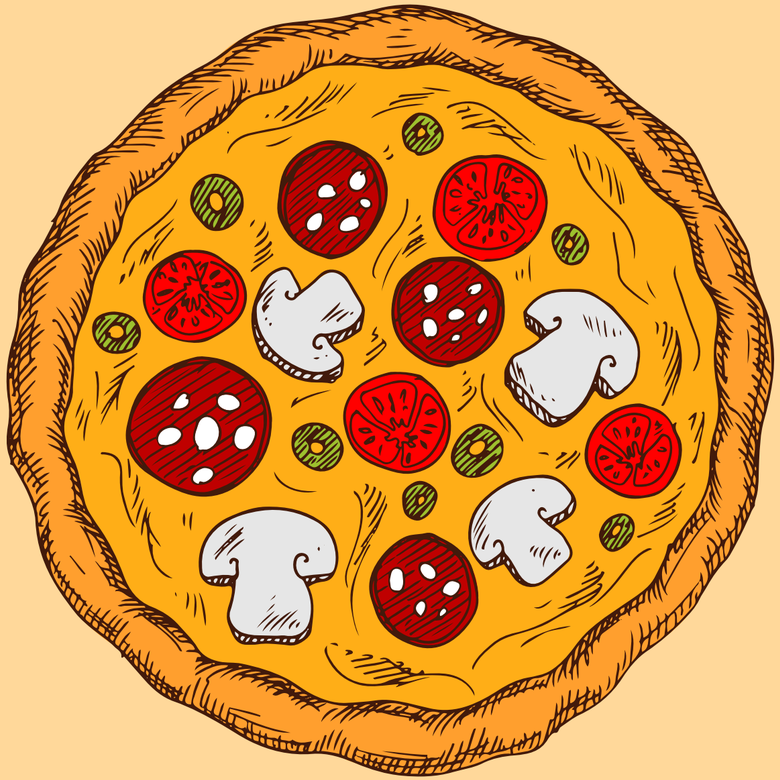
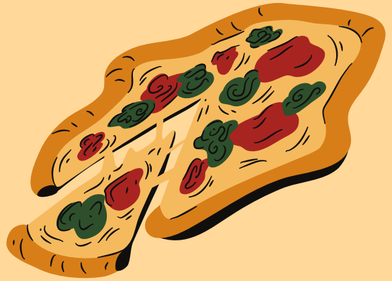


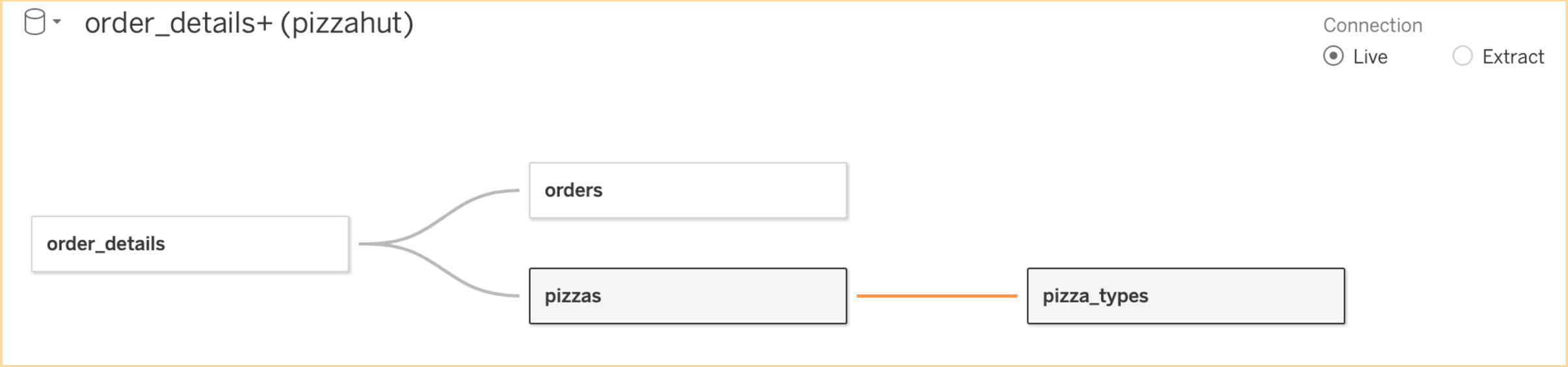
SQL ANALYSIS OF PIZZA SALES



Hello!

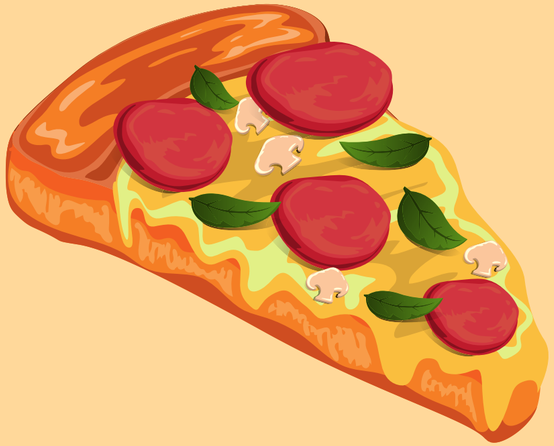
My name is Somi Jain. In this project, I have leveraged SQL queries to analyze Pizza Hut sales data using MySQL Workbench. This analysis aimed to uncover valuable insights into sales patterns, revenue generation, and customer preferences.

Database Schema



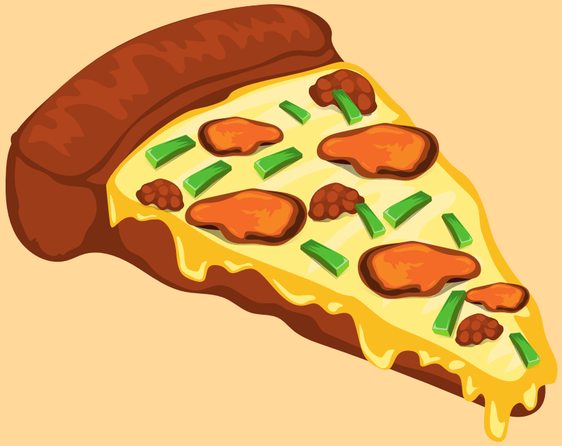
- order_details: order_details_id, order_id, pizza_id, quantity
- orders: order_id, order_date, order_time
- pizzas: pizza_id, pizza_type_id, size, price
- pizza_types: pizza_type_id, name, category, ingredients

Basic SQL Queries



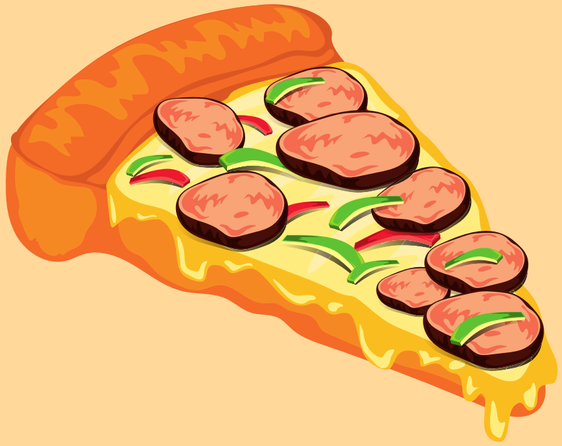
PEPPERONI

delicious pizza with pepperoni



BEEF

delicious pizza with beef



DORI TON

delicious pizza with dori tori

Retrieve the total number of orders placed

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

Result Grid

total_orders
21350

Calculate the total revenue generated from pizza sales

```sql
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
```

Result Grid

total_sales
817860.05

Identify the highest-priced pizza

```sql
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

```sql
select quantity, count(order_details_id)
from order_details group by quantity;
```

```sql
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;
```

Result Grid

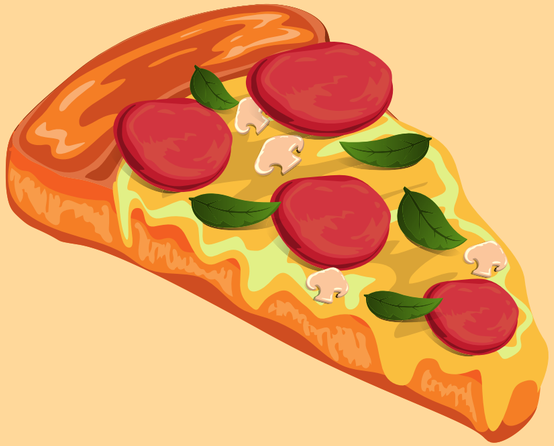
size	order_count
L	18526
M	15385
S	14137
XL	544
XXL	28

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

```sql
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 pizzas.pizza_id = order_details.pizza_id
GROUP BY pizza_types.name
ORDER BY quantity DESC
LIMIT 5;
```

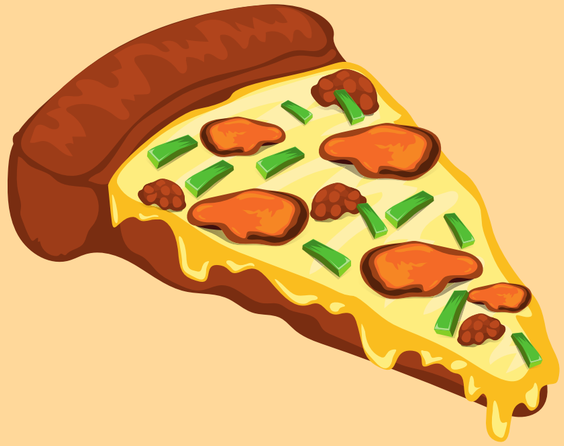
name	quantity
The Classic Deluxe Pizza	2453
The Barbecue Chicken Pizza	2432
The Hawaiian Pizza	2422
The Pepperoni Pizza	2418
The Thai Chicken Pizza	2371

Intermediate SQL Queries



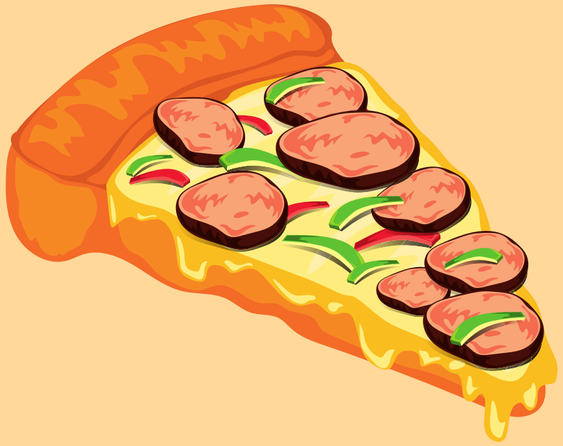
PEPPERONI

delicious pizza with pepperoni



BEEF

delicious pizza with beef



DORI TON

delicious pizza with dori tori

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

```sql
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;
```

Result Grid

category	quantity
Classic	14888
Supreme	11987
Veggie	11649
Chicken	11050

Determine the distribution of orders by hour of the day

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

Result Grid

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
23	28
10	8
9	1

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

```sql
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

```sql
SELECT
    ROUND(AVG(quantity), 0) AS avg_pizza_ordered_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;
```

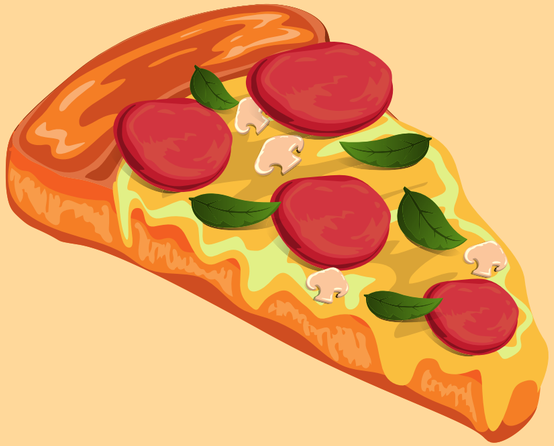
avg_pizza_ordered_per_day
138

Determine the top 3 most ordered pizza types based on revenue

```sql
SELECT
    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.name
ORDER BY revenue DESC
LIMIT 3;
```

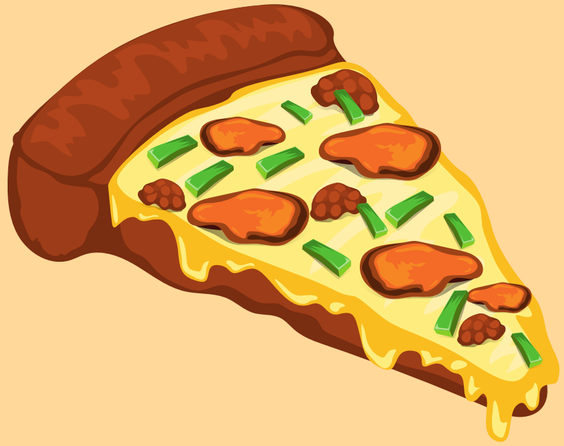
name	revenue
The Thai Chicken Pizza	43434.25
The Barbecue Chicken Pizza	42768
The California Chicken Pizza	41409.5

Advanced SQL Queries



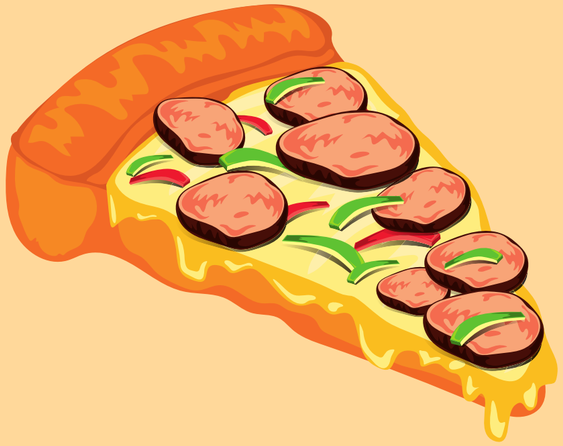
PEPPERONI

delicious pizza with pepperoni



BEEF

delicious pizza with beef



DORI TON

delicious pizza with dori tori

Calculate the percentage contribution of each pizza type to total revenue

```sql
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 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 revenue desc;
```

Result Grid

category	revenue
Classic	26.91
Supreme	25.46
Chicken	23.96
Veggie	23.68

Analyze the cumulative revenue generated over time

```sql
select order_date,
sum(revenue) over(order by order_date) 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;
```

Result Grid Filter Rows:

order_date	cum_revenue
2015-01-01	2713.8500000000004
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
2015-01-09	21526.4
2015-01-10	23990.350000000002
2015-01-11	25862.65
2015-01-12	27781.7
2015-01-13	29831.300000000003
2015-01-14	32358.700000000004
2015-01-15	34343.50000000001
2015-01-16	36937.65000000001

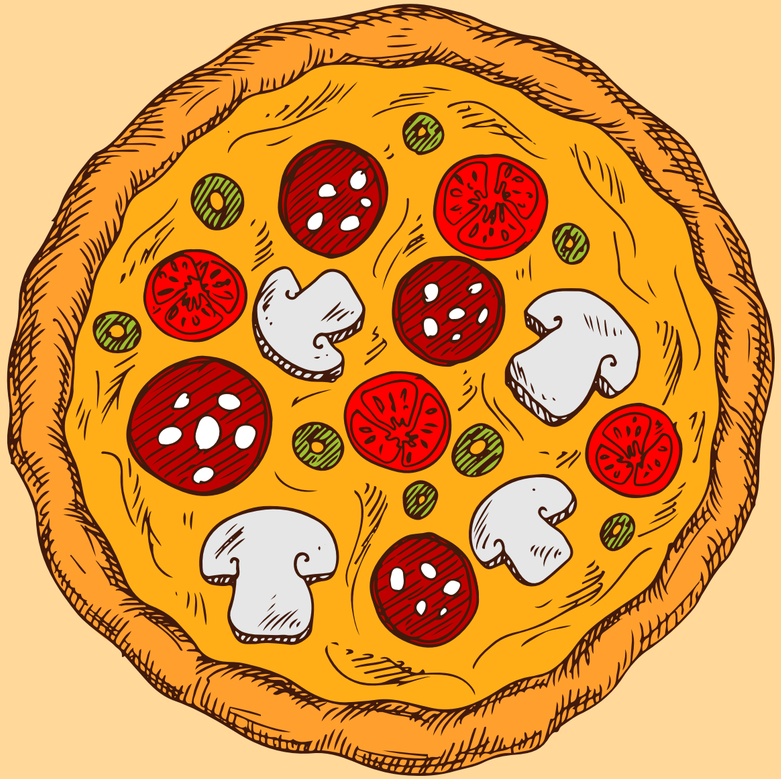
Determine the top 3 most ordered pizza types based on revenue for each pizza category

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

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
The Mexicana Pizza	26780.75
The Five Cheese Pizza	26066.5

Key Insights

Insight Type	Details
Total Revenue	$ 817860.05
Top – Selling Pizzas	The Classic Deluxe, The Barbecue Chicken, The Hawaiian Pizza
Revenue Contributions	[Thai Chicken]: [$ 43434.25], [Barbecue Chicken] : [$ 42768], [California Chicken] : [$ 41409.5]
Ordering Patterns	Peak Times: 12–1 PM & 5–6 PM Most Common Size: L



THANK YOU