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PIZZA SALES

DATA ANALYSIS PROJECT



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HELLO !!



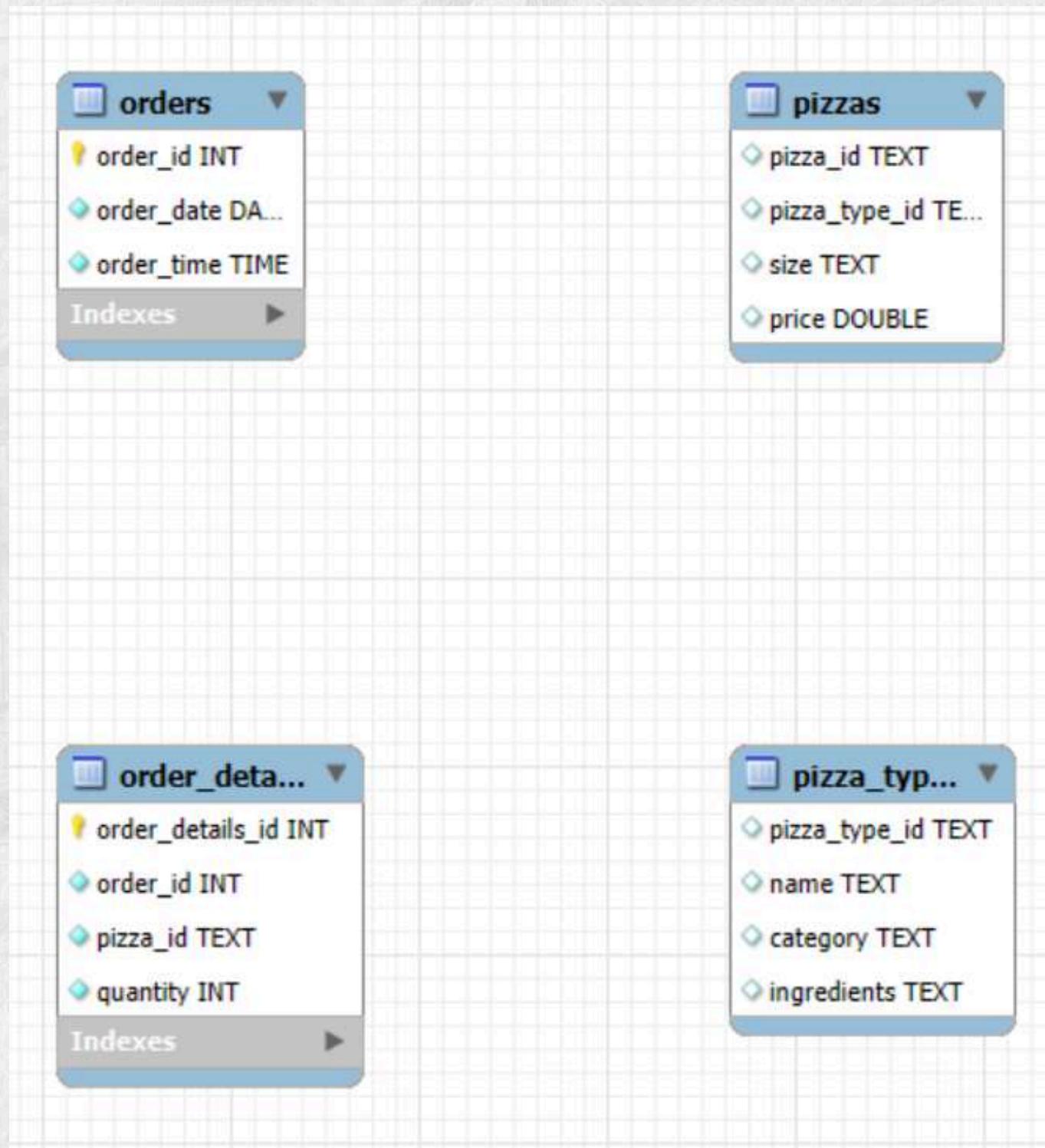
My name is Sonam Tiwari, and I am excited to present my project. In this project, I have utilized SQL queries to analyze and solve questions related to pizza sales. Through this, I gained valuable insights into customer preferences, order patterns, and sales trends, which can aid in strategic decision-making for the café.

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DATABASE SCHEMA DESIGN

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RETRIEVE THE TOTAL NUMBER OF ORDERS PLACED.



```
select count(order_id) as total_orders from orders;
```

| Result Grid | |
|-------------|--------------|
| | total_orders |
| ▶ | 21350 |

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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
```

| Result Grid | |
|-------------|-------------|
| | total_sales |
| ▶ | 817860.05 |

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IDENTIFY THE HIGHEST-PRICED PIZZA.



```
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;
```

Result Grid | Filter Rows:

| | name | price |
|---|-----------------|-------|
| ▶ | The Greek Pizza | 35.95 |

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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 |

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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 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.

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```
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;
```

| | category | quantity |
|---|----------|----------|
| ▶ | Classic | 14888 |
| | Supreme | 11987 |
| | Veggie | 11649 |
| | Chicken | 11050 |

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DETERMINE THE DISTRIBUTION OF ORDERS BY HOUR OF THE DAY.

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```
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 |
| | 20 | 1642 |

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

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```
select category, count(name) from pizza_types  
group by category;
```

Result Grid | Filter Row

| | category | count(name) |
|---|----------|-------------|
| ▶ | Chicken | 6 |
| | Classic | 8 |
| | Supreme | 9 |
| | Veggie | 9 |

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

PIZZA SALES



```
select round(avg(quantity),0) 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;
```

| Result Grid | Filter Row |
|------------------------|------------|
| round(avg(quantity),0) | 138 |

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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 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.



```
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.

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```
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 ;
```

| | 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 |
| | Chicken | The Southwest Chicken Pizza | 34705.75 | 4 |
| | Chicken | The Chicken Alfredo Pizza | 16900.25 | 5 |
| | Chicken | The Chicken Pesto Pizza | 16701.75 | 6 |
| | Classic | The Classic Deluxe Pizza | 38180.5 | 1 |
| | Classic | The Hawaiian Pizza | 32273.25 | 2 |
| | Classic | The Pepperoni Pizza | 30161.75 | 3 |
| | Classic | The Greek Pizza | 28454.100000000013 | 4 |

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THANK YOU!

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