

PIZZA SALES



HELLO, I'M SOUMYA PANDEY

I have utilized SQL queries to solve
questions related to pizza sales.



INTRODUCTION

Welcome!

This presentation will explore pizza sales data using SQL. We'll uncover insights such as total orders, revenue, popular pizzas, and customer preferences. This information can help you better understand your pizza business.

Get ready! We'll dive into the data and reveal valuable information

QUESTIONS

To make valueable insights from datasets or tables :



- 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.

QUESTION 1

Retrieve the total number of orders placed.

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

Result Grid	
	total_orders
▶	21350

QUESTION 2

Calculate the total revenue generated from pizza sales.

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

Result Grid

revenue
817860.05

QUESTION 3

Identify the highest-priced pizza.

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

Result Grid | Filter

	name	price
▶	The Greek Pizza	35.95

QUESTION 4

Identify the most common pizza size ordered.

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

	size	ordered_quantity
▶	L	18956

QUESTION 5

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

```
SELECT
    name, SUM(quantity) AS ordered_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 name
ORDER BY ordered_quantity DESC
LIMIT 5;
```

Result Grid		Filter Rows:
	name	ordered_quantity
▶	The Classic Deluxe Pizza	2453
	The Barbecue Chicken Pizza	2432
	The Hawaiian Pizza	2422
	The Pepperoni Pizza	2418
	The Thai Chicken Pizza	2371

QUESTION 6

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

```
SELECT
    category, SUM(quantity) as ordered_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 category;
```

	category	ordered_quantity
▶	Classic	14888
	Veggie	11649
	Supreme	11987
	Chicken	11050

QUESTION 7

Determine the distribution of orders by hour of the day.

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

	hour	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

QUESTION 8

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

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

Result Grid Filter Row

	category	pizza_count
▶	Chicken	6
	Classic	8
	Supreme	9
	Veggie	9

QUESTION 9

Group the orders by date and calculate the average number of pizzas ordered per day.

```
SELECT
    ROUND(AVG(total_quantity), 0) AS avg_pizza_order_per_day
FROM
    (SELECT
        order_date, SUM(quantity) AS total_quantity
    FROM
        orders
    JOIN
        order_details ON orders.order_id = order_details.order_id
    GROUP BY order_date) AS sum_quantity;
```

	avg_pizza_order_per_day
▶	138

QUESTION 10

Determine the top 3 most ordered pizza types based on revenue.

```
SELECT
    name, SUM(quantity * price) AS revenue
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 name
ORDER BY revenue desc
LIMIT 3;
```

Result Grid		
	name	revenue
▶	The Thai Chicken Pizza	43434.25
	The Barbecue Chicken Pizza	42768
	The California Chicken Pizza	41409.5

QUESTION 11

Calculate the percentage contribution of each pizza type to total revenue.

```
SELECT
    category,
    SUM(quantity * price) * 100 / (SELECT
        SUM(quantity * price)
    FROM
        pizzas
    JOIN
        order_details ON pizzas.pizza_id = order_details.pizza_id)
AS percentage_contribution
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 category;
```

	category	percentage_contribution
▶	Classic	26.9059602556699
	Veggie	23.682590927384783
	Supreme	25.45631126009884
	Chicken	23.955137556847493

QUESTION 12

Analyze the cumulative revenue generated over time.

```
SELECT  
    order_date,  
    SUM(revenue) OVER (ORDER BY order_date) AS revenue  
FROM (SELECT  
    order_date, SUM(quantity * price) AS revenue  
FROM  
    orders  
    JOIN  
    order_details ON orders.order_id = order_details.order_id  
    JOIN  
    pizzas ON order_details.pizza_id = pizzas.pizza_id  
GROUP BY order_date) AS sales;
```

Result Grid		Filter Rows:
	order_date	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	23990.35000000002
	2015-01-11	25862.65
	2015-01-12	27781.7
	2015-01-13	29831.30000000003
	2015-01-14	32358.70000000004
	2015-01-15	34343.50000000001
	2015-01-16	36937.65000000001
	2015-01-17	39001.75000000001
	2015-01-18	40978.60000000006
	2015-01-19	43365.75000000001

QUESTION 13

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

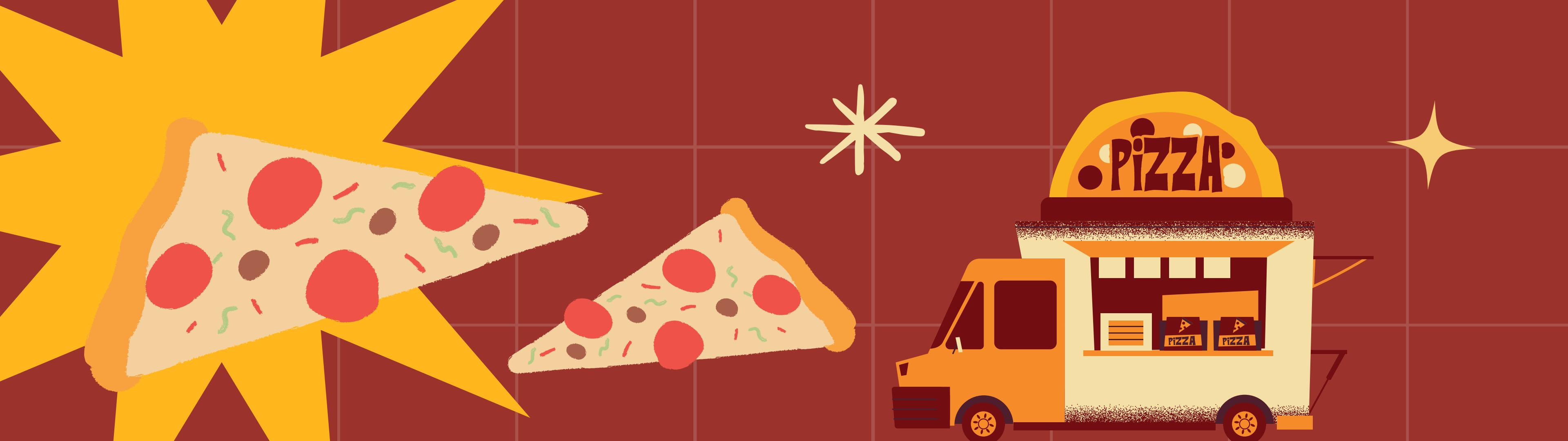
```
SELECT category, name, revenue
FROM (SELECT category, name, revenue, RANK() OVER(PARTITION
BY category ORDER BY revenue desc) AS ranks
FROM (SELECT category, name, SUM(quantity * price) AS
revenue
FROM
pizza_types
JOIN
pizzas ON pizza_types.pizza_type_id = pizzas.pizza_type_id
JOIN
order_details ON pizzas.pizza_id = order_details.pizza_id
GROUP BY category , name) AS T1) AS T2
WHERE ranks<=3;
```

Result Grid			
	category	name	revenue
▶	Chicken	The Thai Chicken Pizza	43434.25
	Chicken	The Barbecue Chicken Pizza	42768
	Chicken	The California Chicken Pizza	41409.5
	Classic	The Classic Deluxe Pizza	38180.5
	Classic	The Hawaiian Pizza	32273.25
	Classic	The Pepperoni Pizza	30161.75
	Supreme	The Spicy Italian Pizza	34831.25
	Supreme	The Italian Supreme Pizza	33476.75
	Supreme	The Sicilian Pizza	30940.5
	Veggie	The Four Cheese Pizza	32265.7000000065
	Veggie	The Mexicana Pizza	26780.75
	Veggie	The Five Cheese Pizza	26066.5

INSIGHTS

Making Data-Driven Decisions for Your
Pizza Business

- Peak Sales : 12 o'clock
- Popular Pizza Category : Classic
- Best Selling Pizza Based on Ordered Quantity : The Classic Deluxe Pizza
- Customer Preferences : Large size
- Revenue Generated : 817860.05
- Best Selling Pizza Based on Revenue : The Thai Chicken Pizza





THANK YOU

“Have fun making your own pizza
and enjoy every bite”