

PIZZA TIME

GET READY TO SLICE
INTO SAVINGS WITH
OUR PIZZA SALE!

PIZZA SALES ANALYSIS
BY
SUBHASISH GHOSH

**ENJOY YOUR
FOOD**





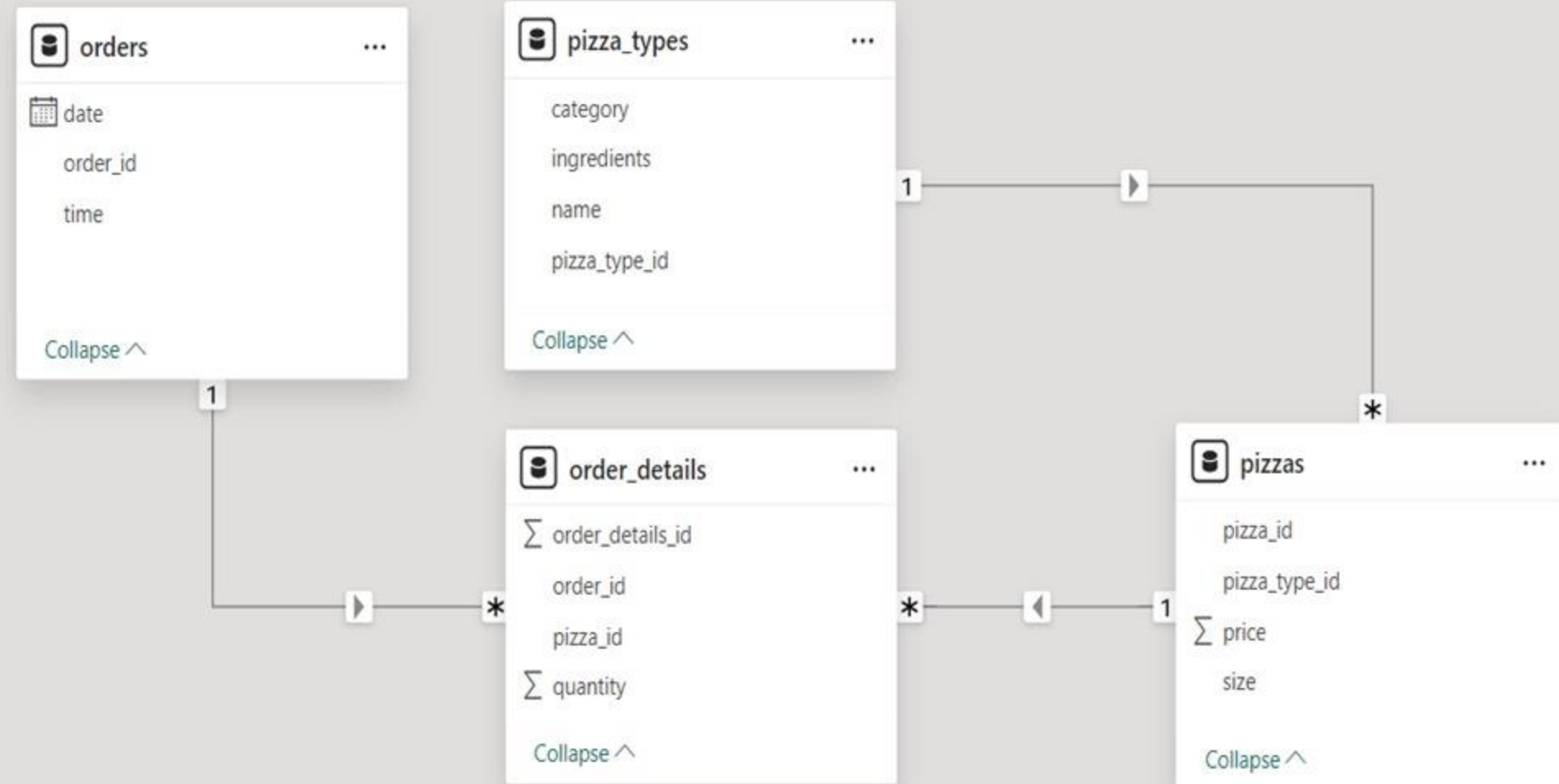
HELLO!



I am subhasish, I have done SQL project on pizza sales. pizza sales project aims to increase sales through innovative menu options and customer-centric experiences. Marketing strategies like social media campaigns and promotions can attract new customers. Streamlined online ordering and delivery improve convenience and satisfaction. Regular sales analysis and community engagement further drive growth and customer loyalty.



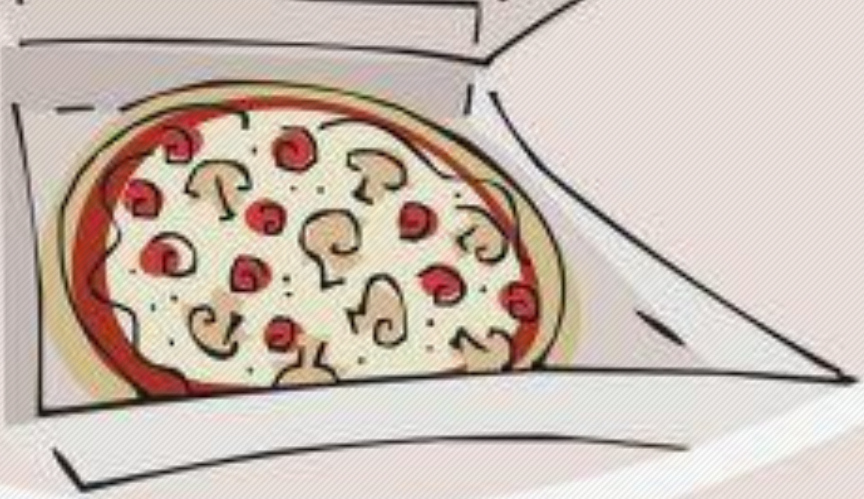
EER DIAGRAM





RELATED QUESTIONS

1. Retrieve the total number of orders placed.
2. Calculate the total revenue generated from pizza sales.
3. Identify the highest-priced pizza.
4. Identify the most common pizza size ordered.
5. List the top 5 most ordered pizza types along with their quantities.
6. Join the necessary tables to find the total quantity of each pizza category ordered.
7. Determine the distribution of orders by hour of the day.
8. Join relevant tables to find the category-wise distribution of pizzas.
9. Group the orders by date and calculate the average number of pizzas ordered per day.
10. Determine the top 3 most ordered pizza types based on revenue.
11. Calculate the percentage contribution of each pizza type to total revenue.
12. Analyze the cumulative revenue generated over time.
13. Determine the top 3 most ordered pizza types based on revenue for each pizza category.



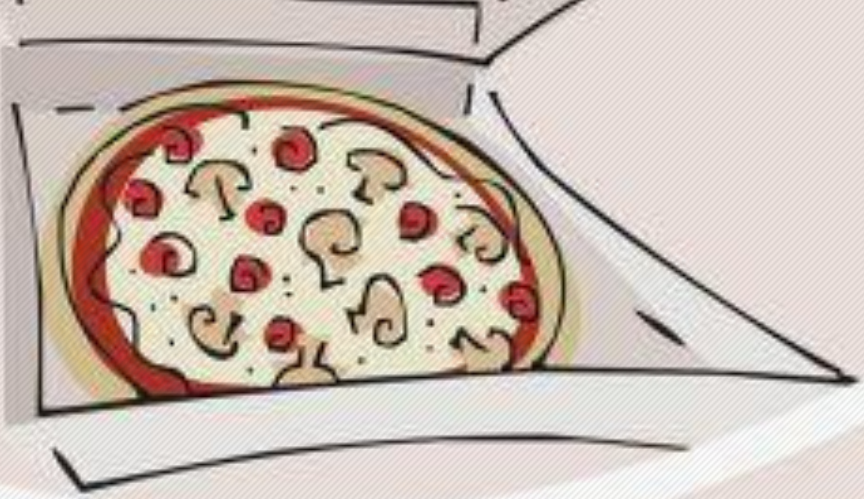
Retrieve the total number of orders placed.

INPUT

```
USE PIZZA;  
SELECT COUNT(ORDER_ID) AS TOTAL_ORDER from ORDERS;
```

OUTPUT

	TOTAL_ORDER
▶	21350



Calculate the total revenue generated from pizza sales.

INPUT

```
SELECT ROUND(SUM(ORDER_DETAILS.QUANTITY * PIZZAS.PRICE),2) AS TOTAL_REVENUE  
FROM ORDER_DETAILS JOIN PIZZAS  
ON PIZZAS.PIZZA_ID = ORDER_DETAILS.PIZZA_ID;
```

OUTPUT

	TOTAL_REVENUE
▶	817860.05



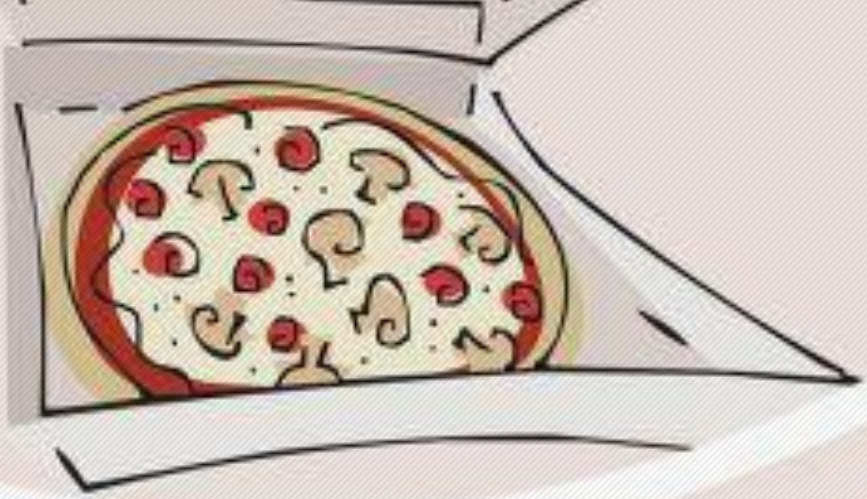
Identify the highest-priced pizza.

INPUT

```
SELECT PIZZA_TYPES.NAME, PIZZAS.PRICE AS HIGHEST_PRICE_PIZZA  
FROM PIZZA_TYPES JOIN PIZZAS  
ON PIZZAS.PIZZA_TYPE_ID = PIZZA_TYPES.PIZZA_TYPE_ID  
ORDER BY PIZZAS.PRICE DESC  
LIMIT 1;
```

OUTPUT

	NAME	HIGHEST_PRICE_PIZZA
▶	The Greek Pizza	35.95



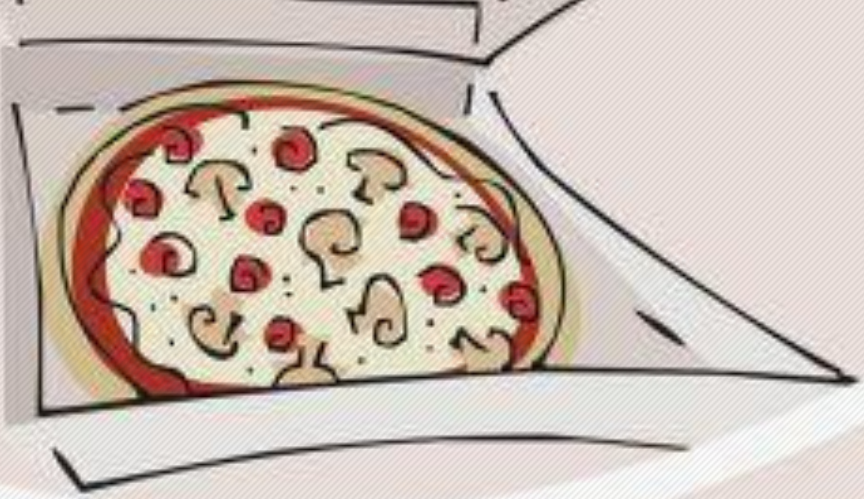
Identify the most common pizza size ordered.

INPUT

```
SELECT PIZZAS.SIZE, COUNT(ORDER_DETAILS.QUANTITY) AS MOST_COMMON_PIZZA_SIZE
FROM PIZZAS JOIN ORDER_DETAILS
ON PIZZAS.PIZZA_ID = ORDER_DETAILS.PIZZA_ID
GROUP BY PIZZAS.SIZE
ORDER BY PIZZAS.SIZE
LIMIT 1 ;
```

OUTPUT

	SIZE	MOST_COMMON_PIZZA_SIZE
▶	L	18526



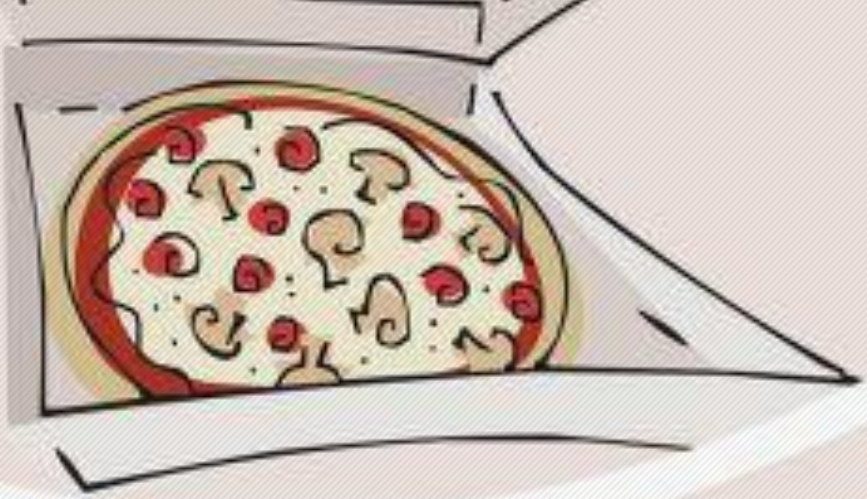
List the top 5 most ordered pizza types along with their quantities.

INPUT

```
SELECT PIZZA_TYPES.NAME AS PIZZA_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_NAME
ORDER BY QUANTITY DESC
LIMIT 5;
```

OUTPUT

	PIZZA_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



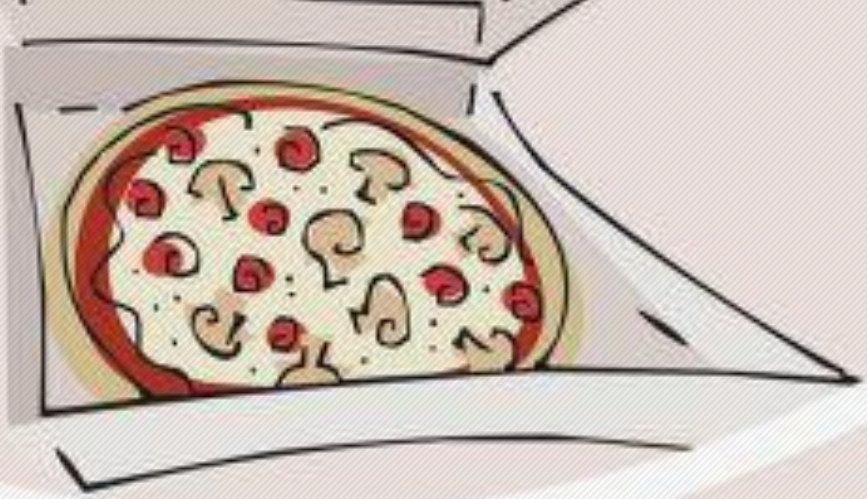
Join the necessary tables to find the total quantity of each pizza category ordered.

INPUT

```
SELECT PIZZA_TYPES.CATEGORY AS PIZZA_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_NAME
ORDER BY QUANTITY DESC;
```

OUTPUT

	PIZZA_NAME	QUANTITY
►	Classic	14888
	Supreme	11987
	Veggie	11649
	Chicken	11050



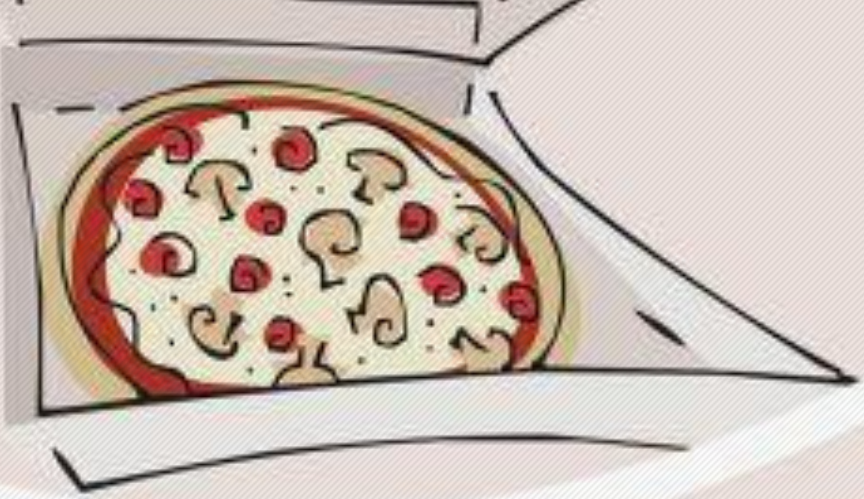
Determine the distribution of orders by hour of the day.

INPUT

```
SELECT HOUR(ORDERS.TIME) AS HOUR_OF_THE_DAY ,COUNT(ORDERS.ORDER_ID) AS TOTAL_NUMBER_OF_DISTRIBUTION
FROM ORDERS
GROUP BY HOUR_OF_THE_DAY
ORDER BY TOTAL_NUMBER_OF_DISTRIBUTION DESC ;
```

OUTPUT

	HOUR_OF_THE_DAY	TOTAL_NUMBER_OF_DISTRIBUTION
▶	12	2520
	13	2455
	18	2399
	17	2336
	19	2009
	16	1920



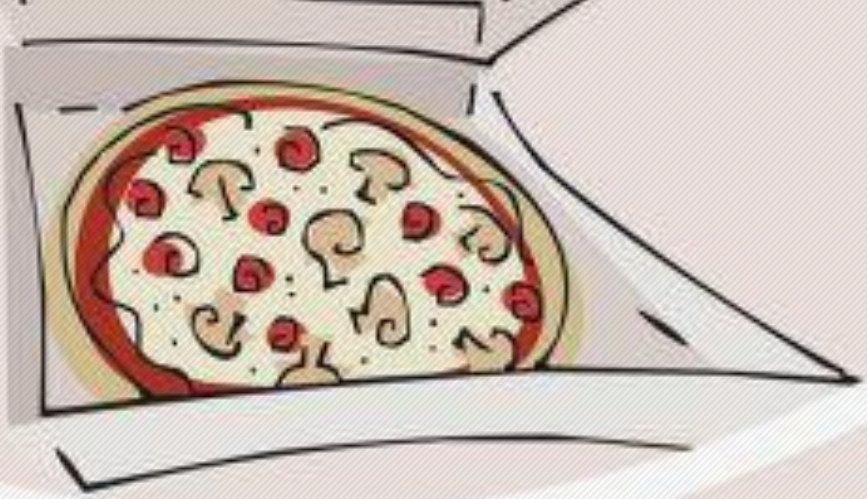
Join relevant tables to find the category-wise distribution of pizzas.

INPUT

```
SELECT CATEGORY, COUNT(NAME) AS DISTRIBUTION FROM PIZZA_TYPES  
GROUP BY CATEGORY  
ORDER BY DISTRIBUTION DESC;
```

OUTPUT

	CATEGORY	DISTRIBUTION
►	Supreme	9
	Veggie	9
	Classic	8
	Chicken	6



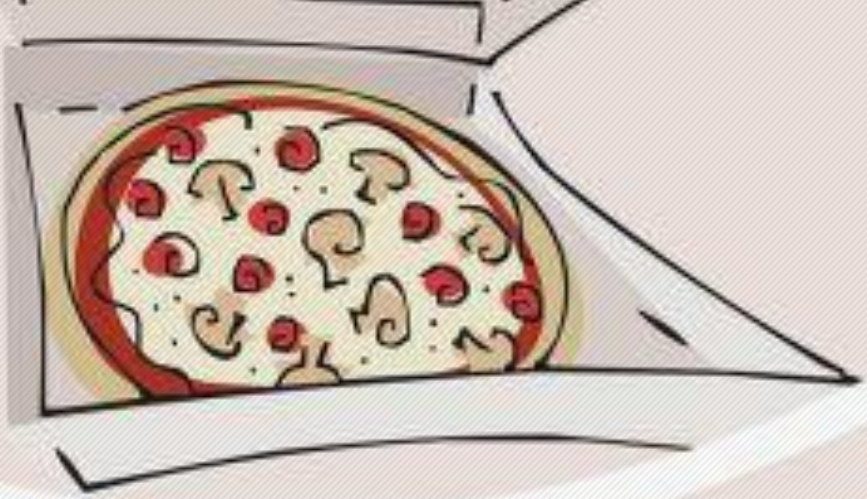
Group the orders by date and calculate the average number of pizzas ordered per day.

INPUT

```
SELECT ROUND(AVG(SUM_OF_ORDER),0) AS AVERAGE_NUMBER_OF_PIZZAS_ORDERED_PER_DAY FROM  
(SELECT ORDERS.DATE AS PER_DAY , SUM(ORDER_DETAILS.QUANTITY) AS SUM_OF_ORDER  
FROM ORDERS JOIN ORDER_DETAILS  
ON ORDERS.ORDER_ID = ORDER_DETAILS.ORDER_ID  
GROUP BY PER_DAY) AS TOTAL_ORDER;
```

OUTPUT

	AVERAGE_NUMBER_OF_PIZZAS_ORDERED_PER_DAY
▶	138



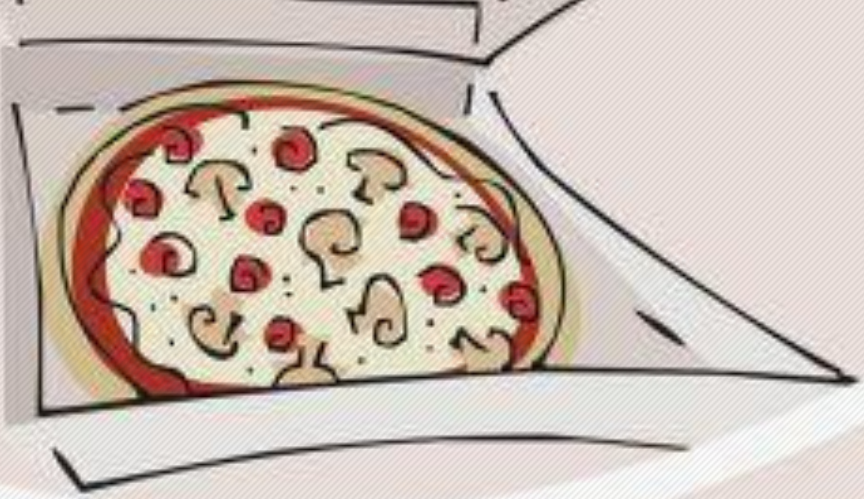
Determine the top 3 most ordered pizza types based on revenue.

INPUT

```
SELECT PIZZA_TYPES.NAME , ROUND(SUM(ORDER_DETAILS.QUANTITY * PIZZAS.PRICE),0) AS TOTAL_REVENUE
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 TOTAL_REVENUE DESC
LIMIT 3;
```

OUTPUT

	NAME	TOTAL_REVENUE
▶	The Thai Chicken Pizza	43434
	The Barbecue Chicken Pizza	42768
	The California Chicken Pizza	41410



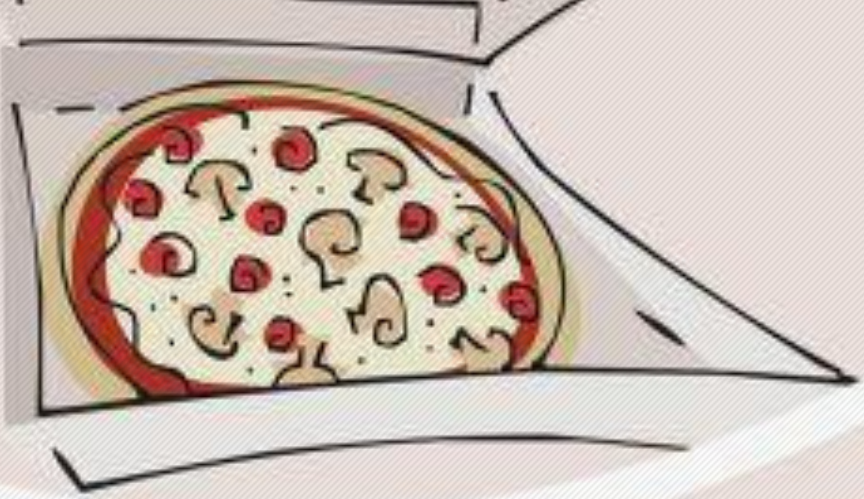
Calculate the percentage contribution of each pizza type to total revenue.

INPUT

```
SELECT PIZZA_TYPES.CATEGORY , ROUND(SUM(ORDER_DETAILS.QUANTITY * PIZZAS.PRICE) /  
(SELECT ROUND(SUM(ORDER_DETAILS.QUANTITY * PIZZAS.PRICE),2)  
FROM ORDER_DETAILS JOIN PIZZAS  
ON PIZZAS.PIZZA_ID = ORDER_DETAILS.PIZZA_ID) * 100,2) AS TOTAL_REVENUE  
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.CATEGORY  
ORDER BY TOTAL_REVENUE DESC;
```

OUTPUT

	CATEGORY	TOTAL_REVENUE
►	Classic	26.91
	Supreme	25.46
	Chicken	23.96
	Veggie	23.68



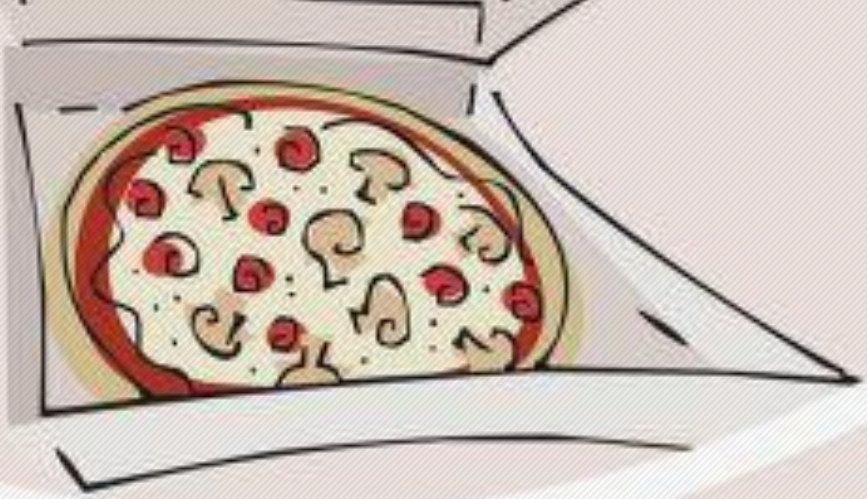
Analyze the cumulative revenue generated over time.

INPUT

```
SELECT DATE, SUM(TOTAL_REVENUE) OVER(ORDER BY DATE) AS CUMULATIVE_REVENUE
FROM
(SELECT ORDERS.DATE, SUM(ORDER_DETAILS.QUANTITY * PIZZAS.PRICE) AS TOTAL_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) AS REVENUE;
```

OUTPUT

	DATE	CUMULATIVE_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



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

INPUT

```
SELECT CATEGORY,NAME,TOTAL_REVENUE,  
RANK() OVER(PARTITION BY CATEGORY ORDER BY TOTAL_REVENUE DESC)  
FROM  
(SELECT PIZZA_TYPES.CATEGORY,PIZZA_TYPES.NAME,  
SUM(ORDER_DETAILS.quantity * PIZZAS.price) AS TOTAL_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 PIZZA_TYPES.CATEGORY,PIZZA_TYPES.NAME) AS A;
```

OUTPUT

	CATEGORY	NAME	TOTAL_REVENUE	RANK() OVER(PARTITION BY CATEGORY ORDER BY TOTAL_REVENUE DESC)
▶	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

CONCLUSION

Welcome to our pizza sales analysis. We will explore key metrics such as total orders, revenue, and the most popular pizza types. We'll also look at order distribution by hour, revenue trends, and the top pizzas by revenue in each category. Let's uncover insights to drive better decisions and business success.

Thank

You!