

# PizzaHut Sales Analysis

A Comprehensive Data Analysis Project using SQL

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# Key Insights

Analyze trends from the latest pizza sales report data

Sales Overview

Popular Pizzas

Ordering Patterns

Revenue Analysis

Customer Preferences

Sales Trends

# Sales Analysis

Retrieve the total number of orders placed.

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



	total_orders
→	21350

# Sales Analysis

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
```



	total_sales
▶	817860.05

# Sales Analysis

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;
```



name	price
The Greek Pizza	35.95

# Sales Analysis

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

# Sales Analysis

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

# Sales Analysis

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

```
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

# Sales Analysis

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);
```

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



# Sales Analysis

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

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



category	COUNT(name)
Chicken	6
Classic	8
Supreme	9
Veggie	9

# Sales Analysis

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

```
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;
```



ROUND(AVG(quantity), 0)

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# Sales Analysis

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

# Sales Analysis

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

# Sales Analysis

Analyze the cumulative revenue generated over time.

```
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;
```



# Sales Analysis

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

```
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 b
where rn <= 3;
```



name	revenue
The Five Cheese Pizza	26066.5
The Mexicana Pizza	26780.75
The Pepperoni Pizza	30161.75
The Sicilian Pizza	30940.5
The Four Cheese Pizza	32265.70000000065
The Hawaiian Pizza	32273.25
The Italian Supreme Pizza	33476.75
The Spicy Italian Pizza	34831.25
The Classic Deluxe Pizza	38180.5
The California Chicken Pizza	41409.5
The Barbecue Chicken Pizza	42768
The Thai Chicken Pizza	43434.25

# Pizza Sales Analysis

## CONCLUSION:

The analysis provides valuable insights into sales patterns, customer preferences, and revenue trends. It helps optimize inventory, staffing, and marketing strategies, ultimately enhancing customer satisfaction and driving business growth.



THANK YOU

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