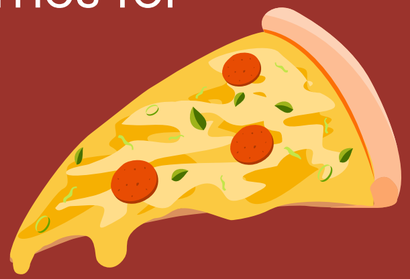
Project Title: Analyzing Pizza Sales Using SQL

Objectives:

- **Understand Sales Patterns:** Identify trends in pizza sales over different periods and customer segments.
- **Customer Preferences:** Determine which pizzas and sizes are most popular among customers.
- **Revenue Analysis:** Calculate total revenue and identify key contributors.
- **Operational Insights:** Discover the busiest days and times for pizza sales to optimize staffing and inventory.



INTRODUCTION

Name: Vijay Kumar H
(Aspiring Data Analyst with strong data analytical skills)

Graduate: BE Civil

Skills:
Technical Skills: SQL, Excel, PowerBI, Python
Analytical Skills: Data Visualization, Statistical Analysis
Soft Skills: Problem-solving, Communication, Critical Thinking

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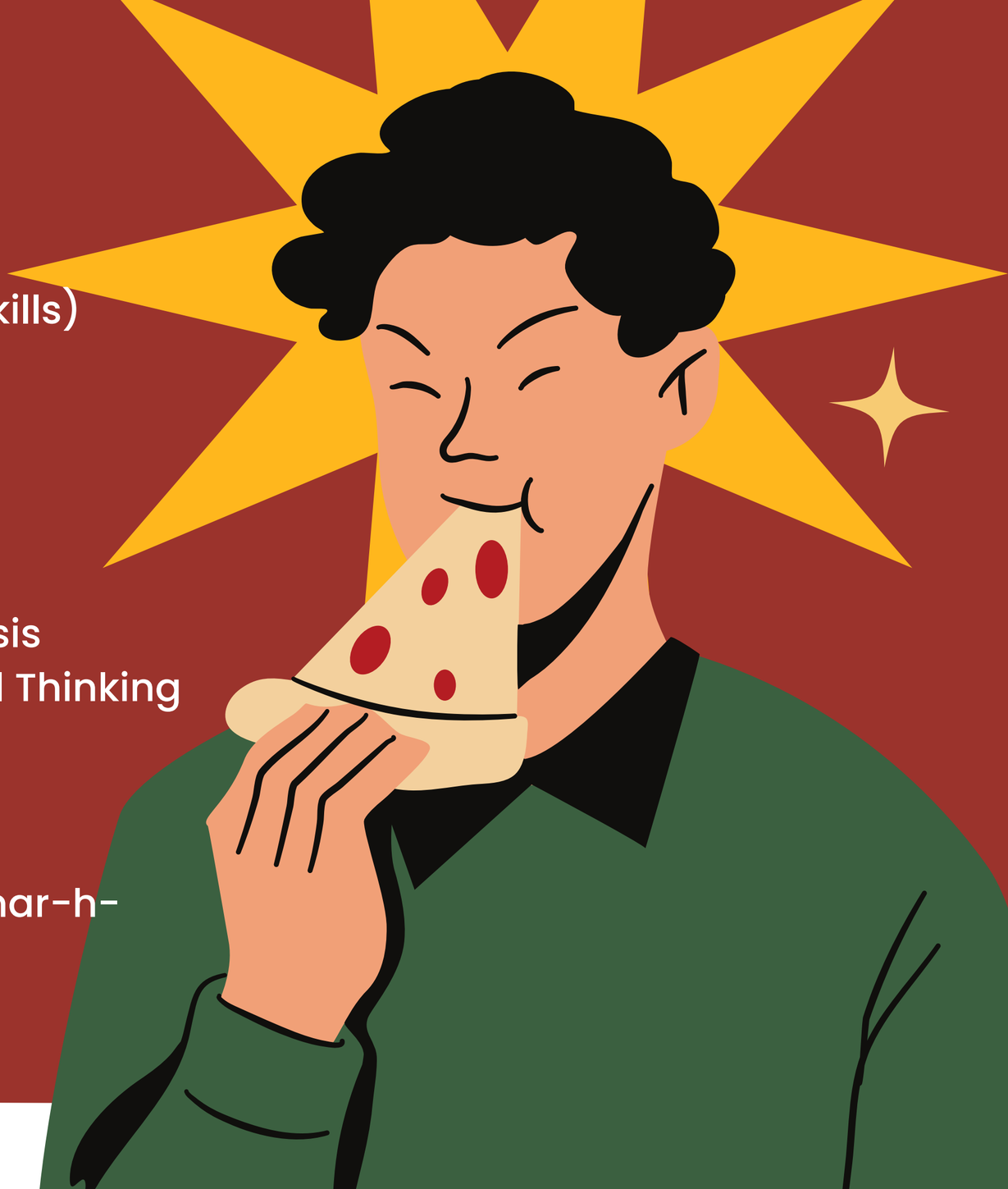
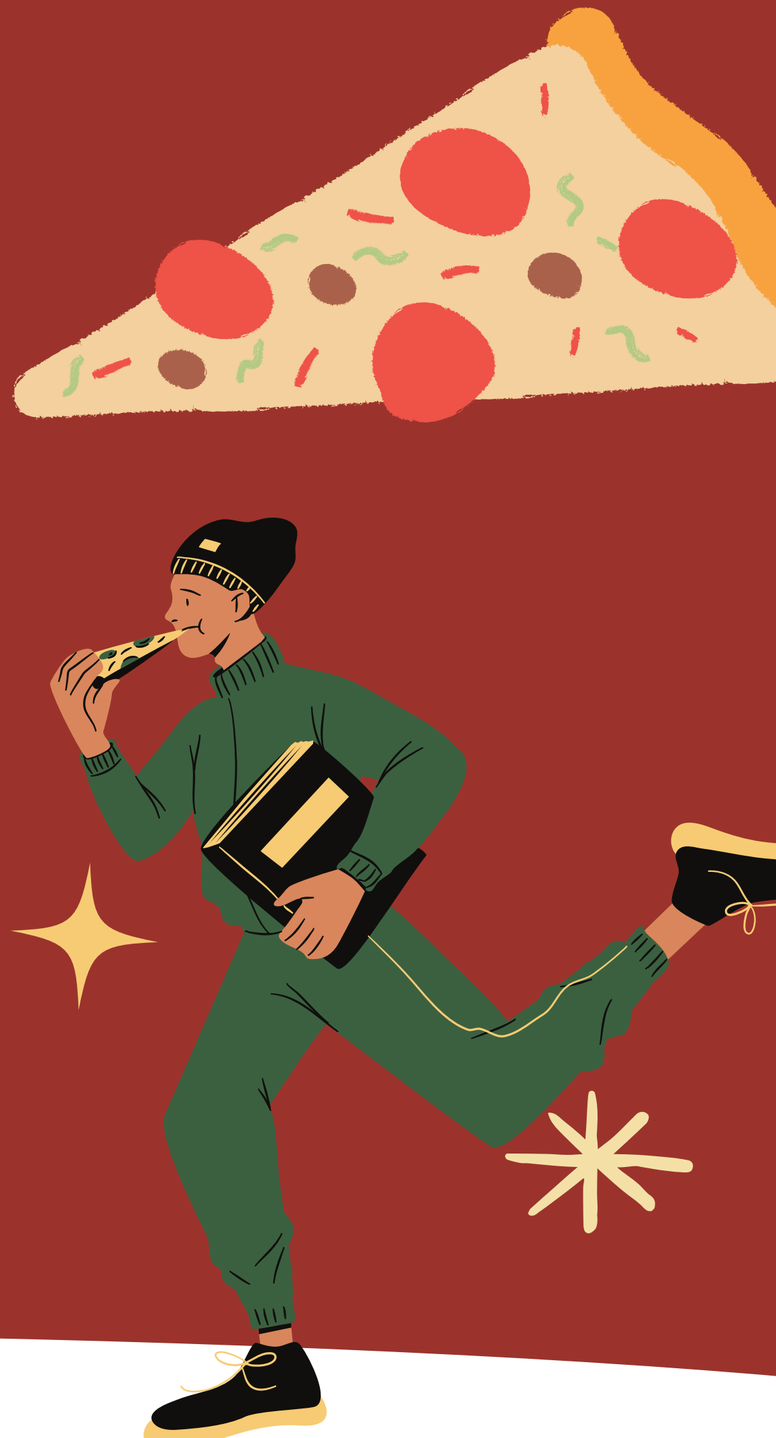


Retrieve the total number of orders placed

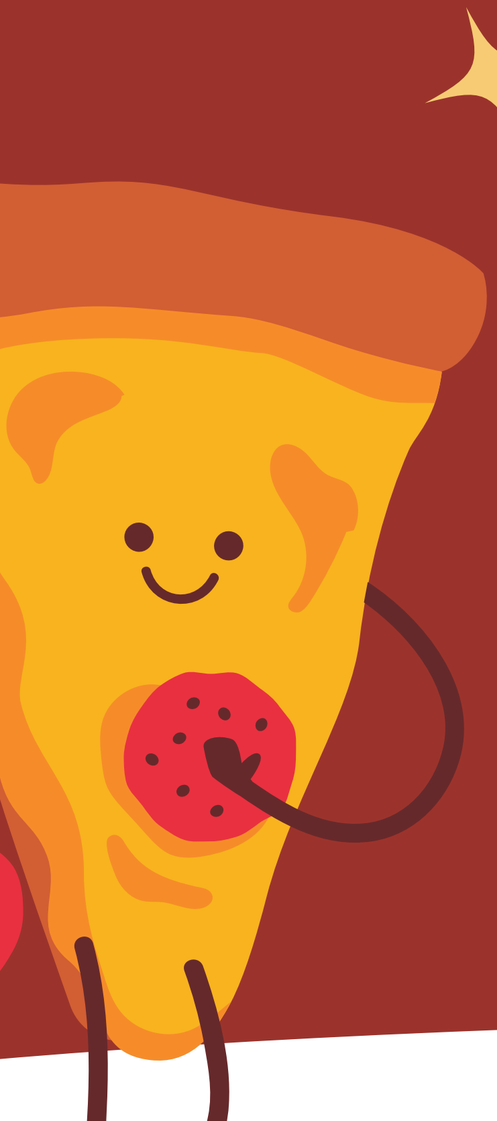
```sql
SELECT
    COUNT(order_id) AS total_orders
FROM
    pizza_sales.orders;
```

Result Grid

	total_orders
▶	21350



Calculate the total revenue generated from pizza sales



```sql
SELECT
    ROUND(SUM(pizzas.price * order_details.quantity),
            2) AS total_sales
FROM
    pizzas
        JOIN
    order_details 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 pizzas.pizza_type_id = pizza_types.pizza_type_id
ORDER BY pizzas.price DESC
LIMIT 1
```

Result Grid | Filter Ro

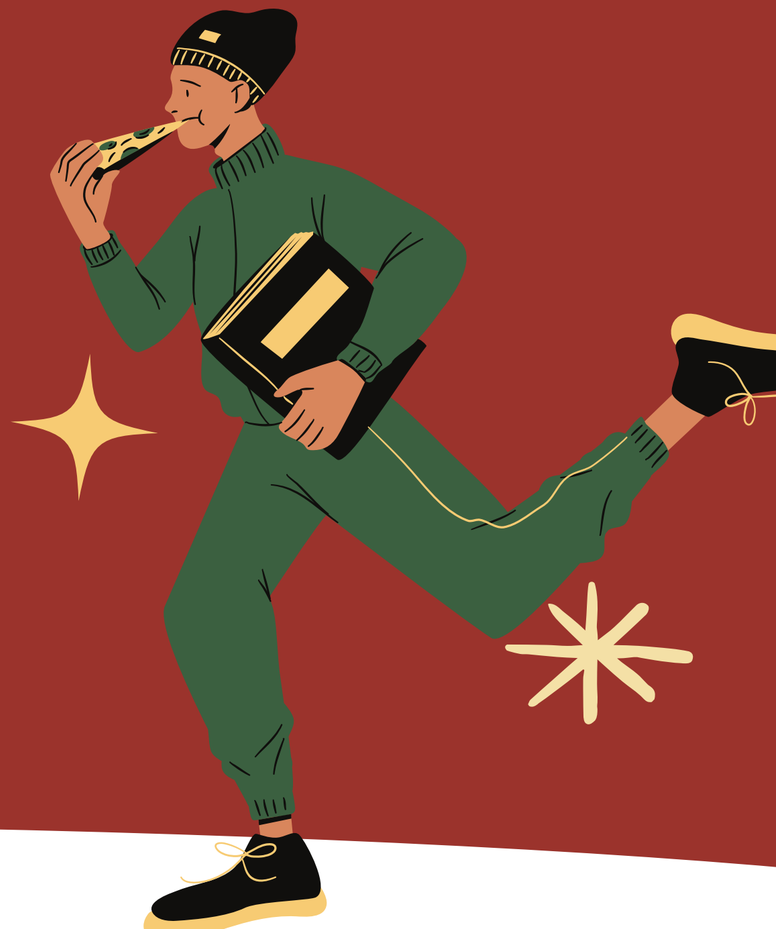
name	price
The Greek Pizza	35.95

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

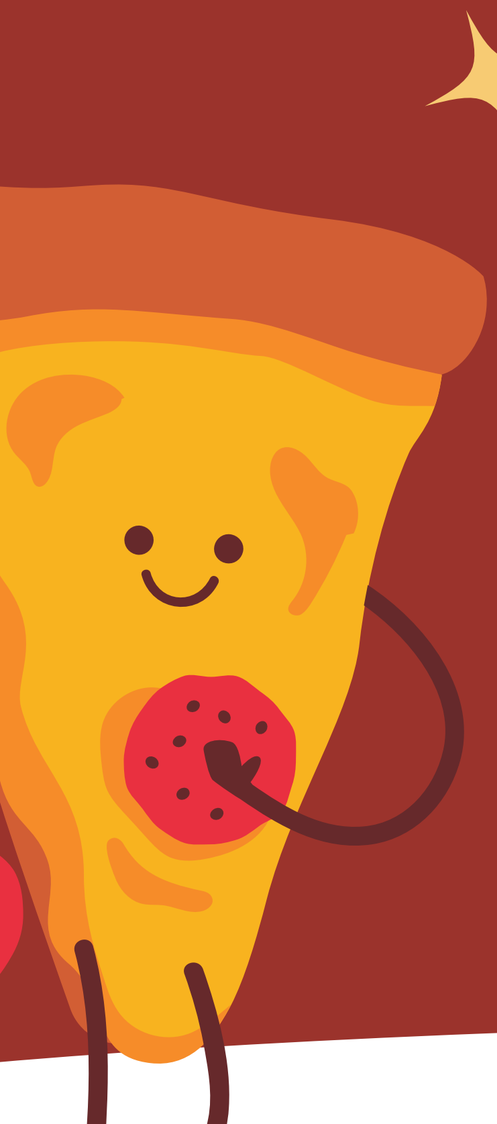
```sql
SELECT
    COUNT(order_details.quantity) AS quantity,
    pizza_types.category
FROM
    order_details
        JOIN
    pizzas ON order_details.pizza_id = pizzas.pizza_id
        JOIN
    pizza_types ON pizza_types.pizza_type_id = pizzas.pizza_type_id
GROUP BY pizza_types.category
ORDER BY quantity DESC
```

Result Grid | Filter

quantity	category
14579	Classic
11777	Supreme
11449	Veggie
10815	Chicken



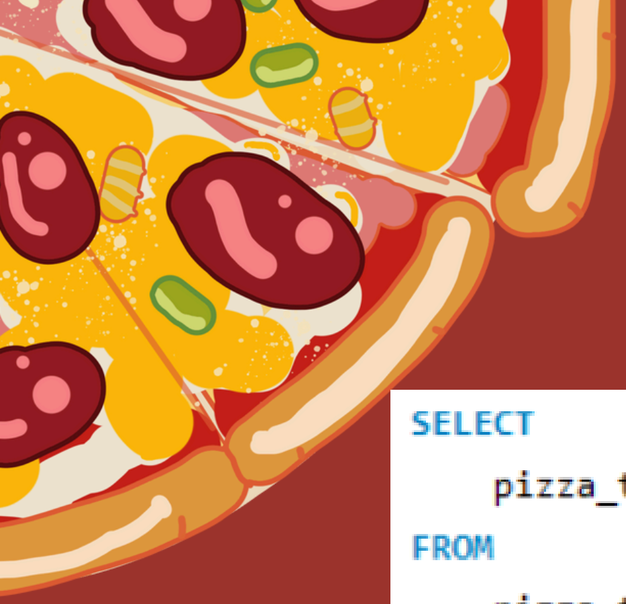
Identify the most common pizza size ordered



```sql
SELECT
    pizzas.size, COUNT(order_details.quantity) 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
LIMIT 1;
```

Result Grid | Filte

	size	order_count
▶	L	18526



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

```sql
SELECT
    pizza_types.name, COUNT(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;
```

Result Grid | Filter Rows:

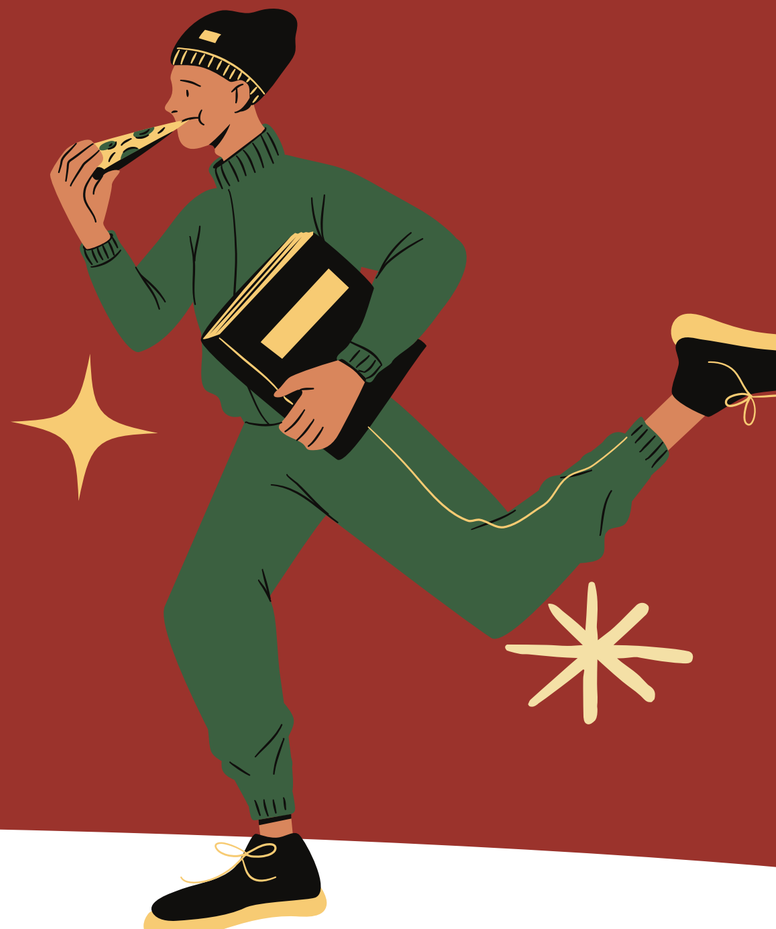
name	quantity
The Classic Deluxe Pizza	2416
The Barbecue Chicken Pizza	2372
The Hawaiian Pizza	2370
The Pepperoni Pizza	2369
The Thai Chicken Pizza	2315

Determine the distribution of orders by hour of the day.

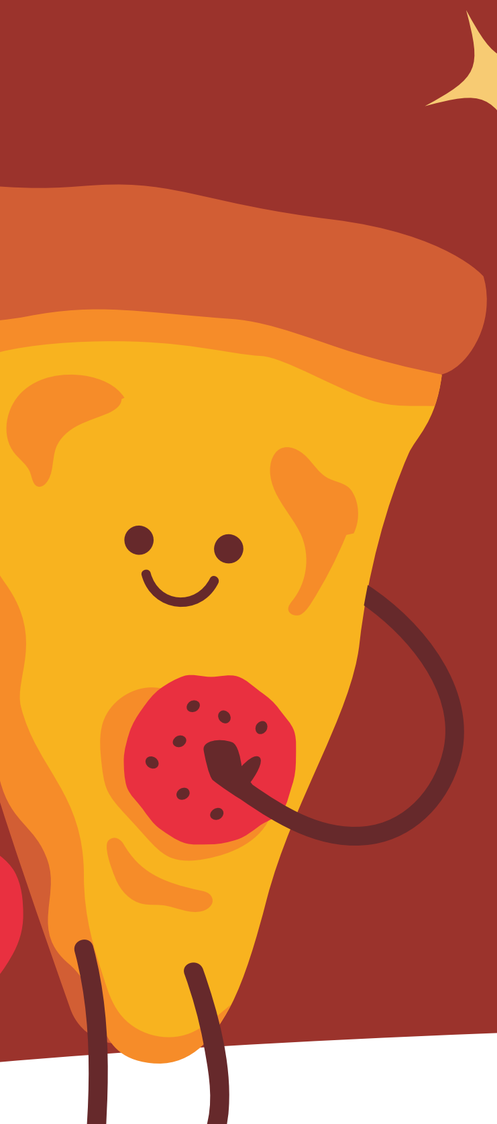
```sql
SELECT
    HOUR(order_time), COUNT(order_id)
FROM
    orders
GROUP BY HOUR(order_time);
```

Result Grid | Filter Rows:

HOUR(order_time)	COUNT(order_id)
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
```

Result Grid | Filter Row

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
    AVG(quantity)
FROM
    (SELECT
        orders.order_date AS order_quantity,
            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

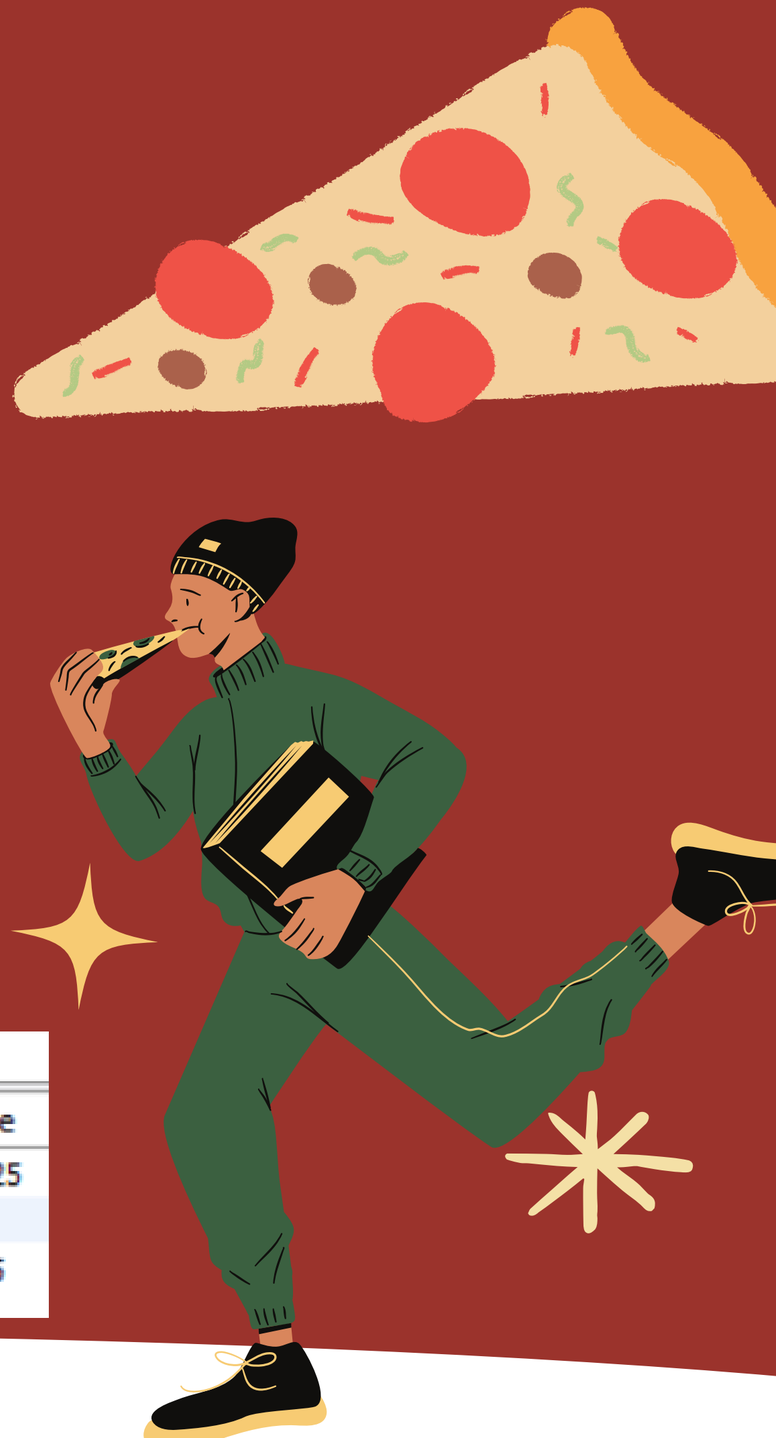
	AVG(quantity)
▶	138.4749

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

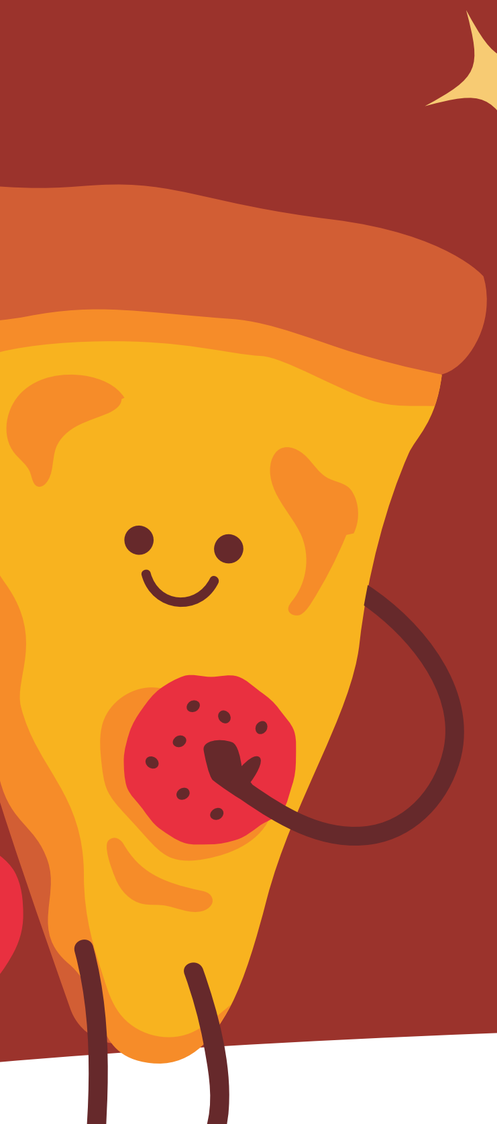
```sql
SELECT
    pizza_types.name,
    SUM(order_details.quantity * pizzas.price) AS revenue
FROM
    pizza_types
        JOIN
    pizzas ON pizzas.pizza_type_id = pizza_types.pizza_type_id
        JOIN
    order_details ON order_details.pizza_id = pizzas.pizza_id
GROUP BY pizza_types.name
ORDER BY revenue DESC
LIMIT 3;
```

Result Grid | Filter Rows:

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



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 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;
```

Result Grid | Filte

	category	revenue
▶	Classic	26.91
	Supreme	25.46
	Chicken	23.96
	Veggie	23.68

THANK YOU