



# PIZZA PALACE

Welcome to Pizza Palace! As the proud owner, I am excited to share insights from our comprehensive analysis of pizza sales data. Our goal is to continually enhance our customer experience and business performance by leveraging data-driven strategies. This presentation will showcase key findings from our recent SQL-based project, providing valuable insights into our sales trends and customer preferences.

Delicious pizza, delivered hot to your doorstep every time!

# Retrieve the total number of orders placed



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

Result Grid |

	COUNT(order_id)
▶	21350

# 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

	name	price
▶	The Greek Pizza	35.95

# 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;
```

Result Grid | Filter

	size	order_count
▶	L	18526
	M	15385
	S	14137
	XL	544
	XXL	28

# 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;
```

Result Grid		
	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.



**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;

Result Grid | Filter

	category	quantity
▶	Classic	14888
	Supreme	11987
	Veggie	11649
	Chicken	11050

# 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
	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

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



```
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.

```
SELECT  
    ROUND(AVG(quantity), 0) as avg_pizza_ordered_per_day  
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 Rows:

	avg_pizza_ordered_per_day
▶	138

# 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;
```

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.



```
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

# 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;
```

	order_date	cum_revenue
▶	2015-01-01	2713.850000000004
	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

# 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;
```

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



# Thank You!

Thank you for your time and attention. I hope this presentation has provided valuable insights into the analysis of our pizza sales. Your feedback and suggestions are always welcome as we strive to improve and grow Pizza Palace.

Sincerely,  
VIKAS KATHAT