

Pizza Sales Report



Hello!

A close-up photograph of a slice of pizza resting on a wooden surface. The pizza has a golden-brown crust and is topped with green bell peppers and onions. In the background, there are more slices of pizza and some blurred lights, suggesting a restaurant or pizzeria setting.

My name is Vinay Parashar, and in this project, I have leveraged SQL queries to analyze and solve business questions related to Pizza Sales.

A large, round pizza is the central focus, resting on a dark wooden surface. The pizza is topped with melted cheese, pepperoni, green bell peppers, and red onions. The crust is golden-brown and slightly charred. In the background, there are blurred lights and other pizzas, suggesting a restaurant or pizzeria setting.

"Data Insights for Pizza Lovers: A Sales Analysis Project"

✓ Retrieve the total number of orders placed.

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
```



Result Grid	
	total_sales
▶	817860.05

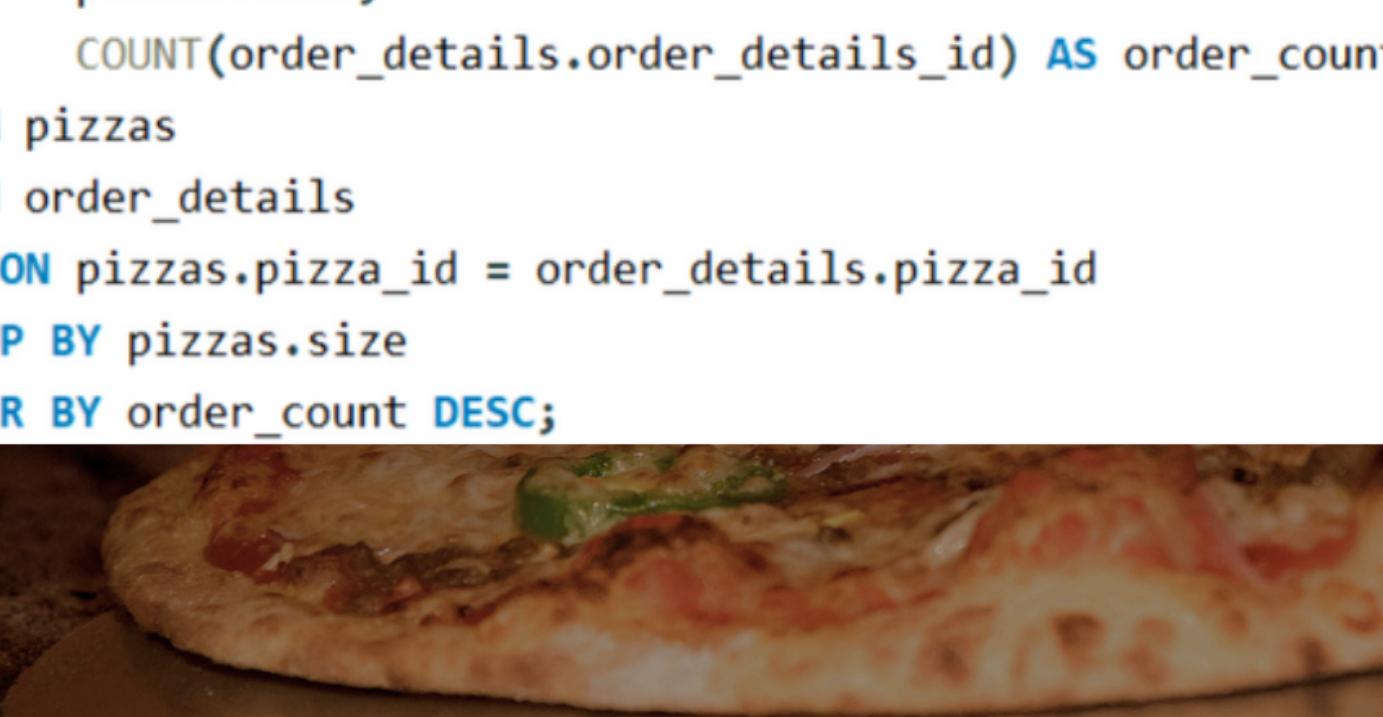
✓ Identify the highest-priced pizza.

```
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

✓ 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;
```



A large pizza with various toppings like pepperoni, cheese, and green peppers, resting on a wooden surface.

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

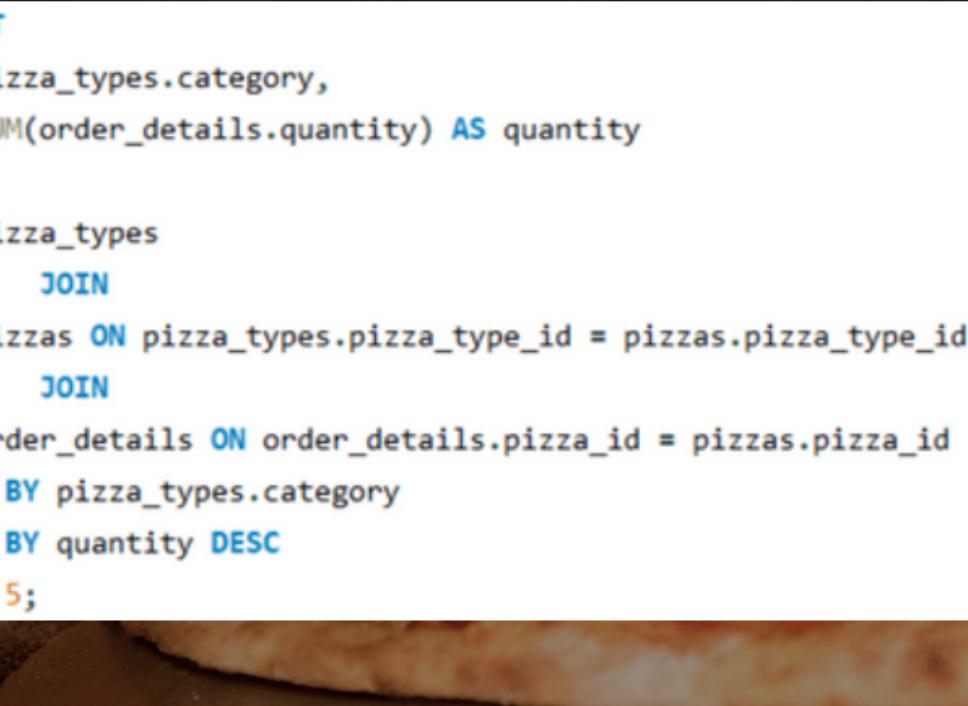
✓ List the top 5 most ordered pizza types along with their quantities.

```
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;
```

	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  
LIMIT 5;
```



Result Grid	
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

✓ 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

 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
```

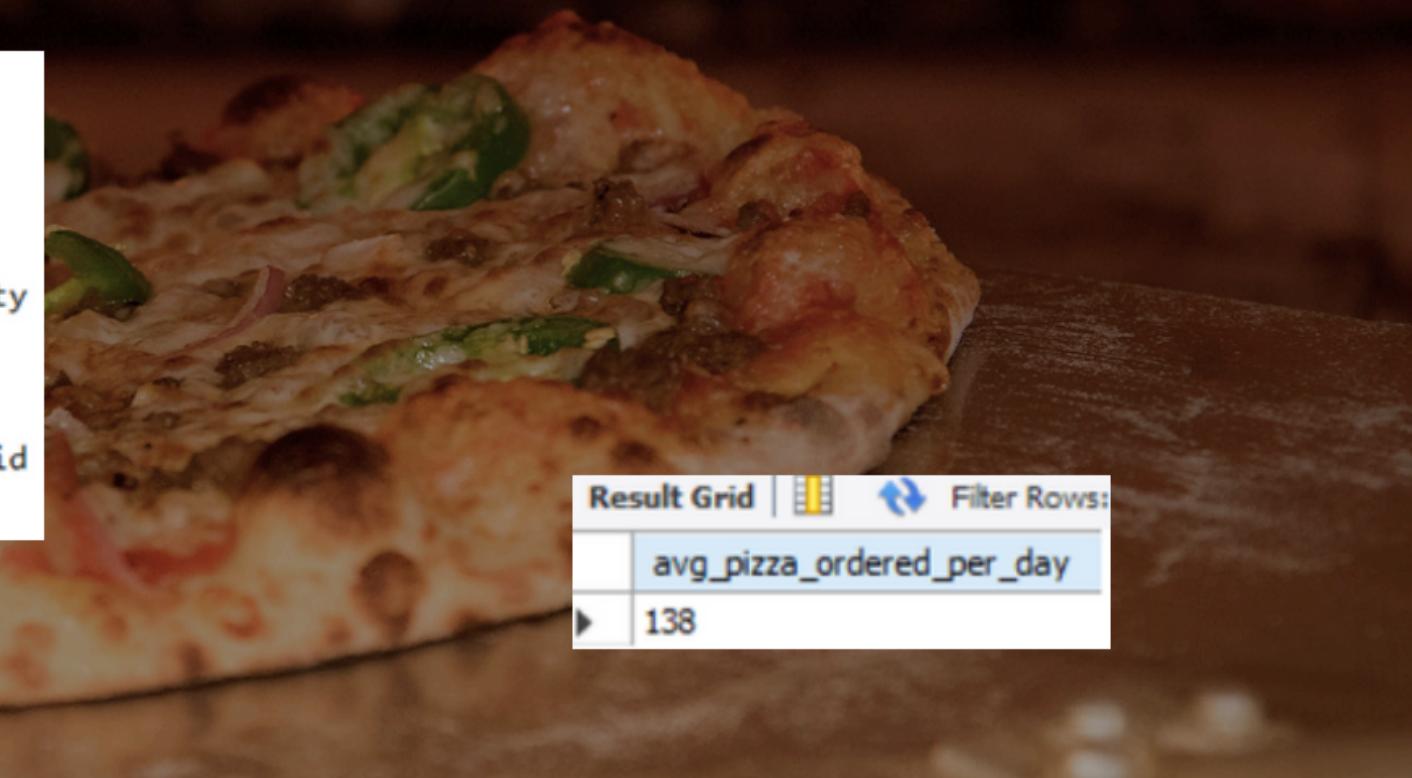
```
    orders.order_date, SUM(order_details.quantity) AS quantity
```

FROM

```
    orders
```

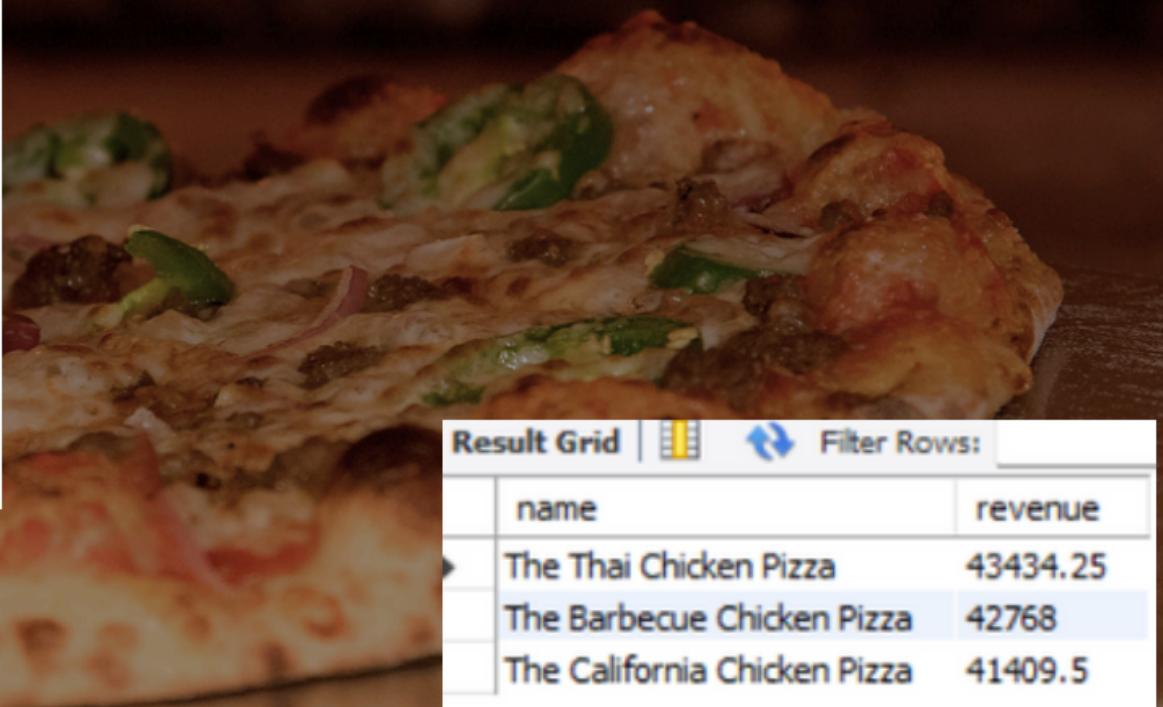
```
JOIN order_details ON orders.order_id = order_details.order_id
```

```
GROUP BY orders.order_date) AS order_quantity;
```



✓ 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;
```

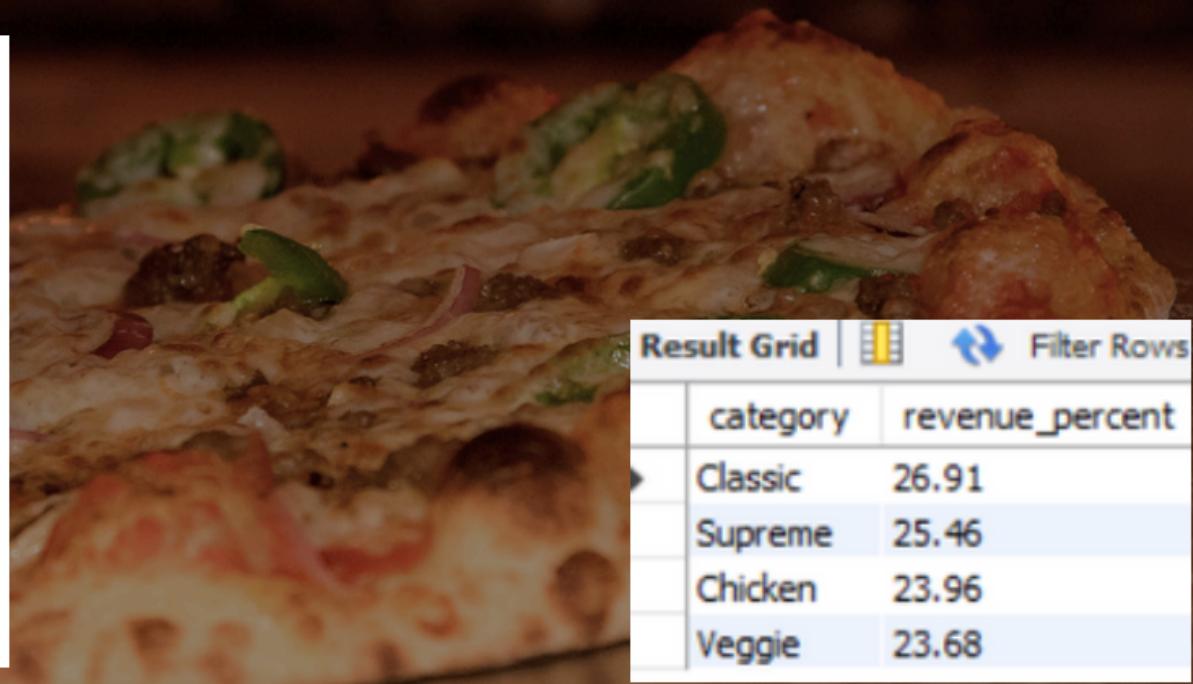


A close-up photograph of a pizza with various toppings like chicken, vegetables, and cheese.

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) * 100.0) /
        (SELECT SUM(order_details.quantity * pizzas.price)
         FROM order_details
         JOIN pizzas ON pizzas.pizza_id = order_details.pizza_id),
        2) AS revenue_percent
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_percent DESC;
```



Result Grid		Filter Rows
category	revenue_percent	
Classic	26.91	
Supreme	25.46	
Chicken	23.96	
Veggie	23.68	

✓ Analyze the cumulative revenue generated over time.

```
SELECT
    o.order_date,
    ROUND(SUM(SUM(od.quantity * p.price)) OVER (
        ORDER BY o.order_date
    ), 2) AS cum_revenue
FROM orders o
JOIN order_details od
    ON o.order_id = od.order_id
JOIN pizzas p
    ON od.pizza_id = p.pizza_id
GROUP BY o.order_date
ORDER BY o.order_date;
```

Result Grid	
order_date	cum_revenue
2015-01-01	2713.85
2015-01-02	5445.75
2015-01-03	8108.15
2015-01-04	9863.6
2015-01-05	11929.55