

SQL
Project



DATA ANALYSIS PROJECT ON PIZZA HUT SALES

Uncovering Business Insights from
Real-World Data

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2025 Project



THIS PROJECT INVOLVES ANALYZING PIZZA HUT ORDER DATA USING SQL

- Identify sales trends across locations and time
- Understand customer preferences and order patterns
- Find peak hours, top-selling items, and low-performing categories
- Generate insights that can support better decision-making in marketing, inventory, and customer service



SQL
Project

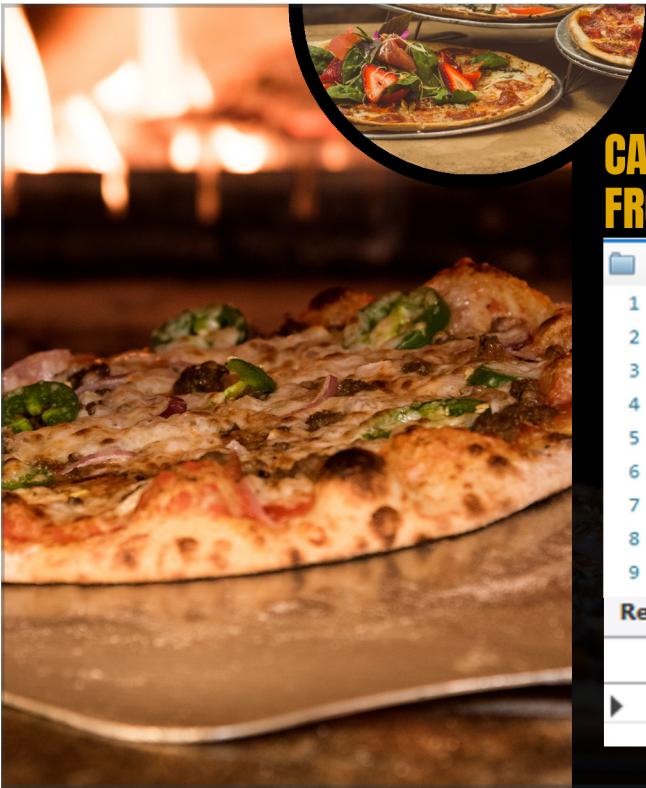
RETRIVE THE TOTAL NUMBER OF ORDER PLACED

```
1 -- Retrive the total number of order placed.  
2 • use pizzahut;  
3 • select * from orders;  
4 • select count(order_id) as Total_order from orders;
```

Result Grid | 

Total_order
21350





CALCULATE THE TOTAL REVENUE GENERATED FROM PIZZA SALES

```
1 -- Calculate the total revenue generated from pizza sales
2
3 • SELECT
4     ROUND(SUM(orders_details.quantity * pizzas.price),
5           2) AS Total_sales
6
7     FROM
8         orders_details
9     JOIN
10        pizzas ON pizzas.pizza_id = orders_details.pizza_id;
```

Result Grid |

Total_sales
817860.05



IDENTIFY THE HIGHEST-PRICE PIZZA

```
1 -- identify the highest-price pizza.  
2  
3 •  SELECT  
4      pizza_types.name, pizzas.price  
5  FROM  
6      pizza_types  
7     JOIN  
8      pizzas ON pizza_types.pizza_type_id = pizzas.pizza_type_id  
9  ORDER BY pizzas.price DESC  
10 LIMIT 5;
```

Result Grid | Filter Rows:

name	price
The Greek Pizza	35.95
The Greek Pizza	25.5
The Brie Carre Pizza	23.65
The Italian Vegetables Pizza	21
The Barbecue Chicken Pizza	20.75

IDENTIFY THE MOST COMMON PIZZAS SIZE ORDER

8 9 10

```
1 -- identify the most common pizzas size order
2
3 • SELECT
4     pizzas.size, COUNT(orders_details.order_id) AS order_count
5  FROM
6     pizzas
7     JOIN
8     orders_details ON pizzas.pizza_id = orders_details.Pizza_id
9  GROUP BY pizzas.size
10 ORDER BY order_count DESC;
```

Result Grid | Filter

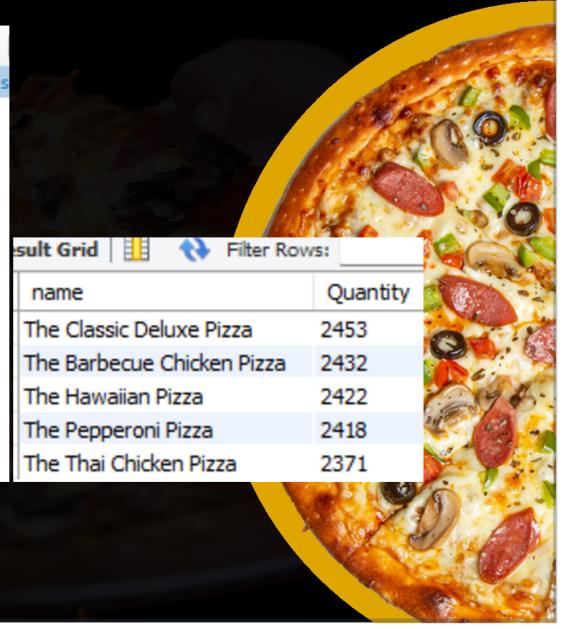
size	order_count
L	18526
M	15385
S	14137
XL	544
XXL	28



LIST THE TOP 5 MOST ORDERED PIZZA_TYPE, ALONG WITH QUANTITIES

```
1 -- list the Top 5 most ordered pizza_type, along with Quantities
2
3 • SELECT
4     pizza_types.name, SUM(orders_details.Quantity) AS Quantity
5 FROM
6     pizza_types
7     JOIN
8         pizzas ON pizza_types.pizza_type_id = pizzas.pizza_type_id
9     JOIN
10        orders_details ON orders_details.pizza_id = pizzas.pizza_id
11 GROUP BY pizza_types.name
12 ORDER BY Quantity DESC
13 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 QUANTITIES OF EACH PIZZA CATEGORY ORDERED.

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```
-- join the necessary tables to find the Total
-- quantities of each pizza category ordered.

SELECT
    pizza_types.category,
    SUM(orders_details.quantity) AS Quantity
FROM
    pizza_types
    JOIN
    pizzas ON pizza_types.pizza_type_id = pizzas.pizza_type_id
    JOIN
    orders_details ON orders_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



DETERMINE THE DISTRIBUTION OF ORDERS BY HOUR OF THE DAY.

-- determine the Distribution of orders by hour of the day.

```
SELECT  
    HOUR(order_time) AS Hours, COUNT(order_id) AS order_count  
FROM  
    orders  
GROUP BY HOUR(order_time);
```



JOIN RELEVANT TABLES TO FIND THE CATEGORY WISE DISTRIBUTION OF PIZZAS.

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```
Result Grid | Filter Row  
category count(name)  
▶ Chicken 6  
Classic 8  
Supreme 9  
Veggie 9  
Limit to 10  
-- join relevant tables to find the  
-- category wise distribution of pizzas.  
• SELECT  
    category, COUNT(name)  
FROM  
    pizza_types  
GROUP BY category;
```

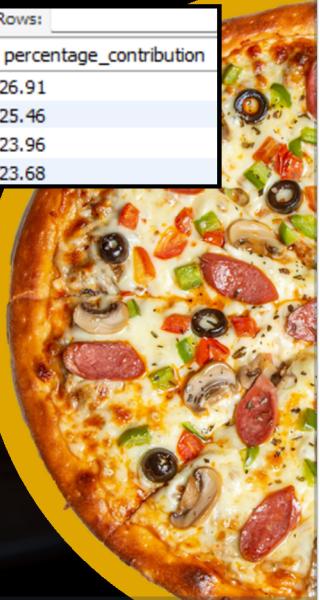
category	count(name)
Chicken	6
Classic	8
Supreme	9
Veggie	9



CALCULATE THE PERCENTAGE CONTRIBUTION OF EACH PIZZA TYPE TO TOTAL REVENUE

```
2
3 •  SELECT
4     pizza_types.category,
5        ROUND(SUM(orders_details.quantity * pizzas.price),
6              2) AS revenue,
7        ROUND(SUM(orders_details.quantity * pizzas.price) / (SELECT
8                  SUM(orders_details.quantity * pizzas.price)
9                  FROM
10                 orders_details
11                JOIN
12                   pizzas ON orders_details.pizza_id = pizzas.pizza_id) * 100,
13              2) AS percentage_contribution
14
15    FROM
16      orders_details
17    JOIN
18      pizzas ON orders_details.pizza_id = pizzas.pizza_id
19    JOIN
20      pizza_types ON pizzas.pizza_type_id = pizza_types.pizza_type_id
21  GROUP BY pizza_types.category
22  ORDER BY revenue DESC;
```

Result Grid		
category	revenue	percentage_contribution
Classic	220053.1	26.91
Supreme	208197	25.46
Chicken	195919.5	23.96
Veggie	193690.45	23.68



THANK YOU

THANK YOU FOR YOUR TIME AND ATTENTION

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