

The background features four stylized, abstract shapes in the corners, representing pizza toppings like mushrooms and pepperoni in shades of brown and orange. The main text is centered on a light blue background.

PIZZA SALES

SQL Project

INSIGHTS

- Over 95% of orders come from three popular pizza sizes, with XXL and XS sizes contributing to less than 2%. Focusing on high-demand sizes can reduce waste by 20% and free up storage space, optimizing operations.
- The top 5 pizzas, out of 32 options, account for 24% of total sales, indicating strong customer preference for a limited selection. Focusing marketing on these top pizzas could increase revenue by 10-15% and reduce costs tied to less popular options.
- The four pizza categories—Classic, Veggie, Supreme, and Chicken—each contribute 23-27% to revenue, supporting a well-balanced menu that drives revenue stability.

SHOW NUMBER OF PIZZA ORDERED AS PER THEIR SIZE

```
select
    o2.size as 'Size of Pizza' ,
    count(o2.size) as 'Total Pizza Ordered'
from
    order_details o1
join pizzas o2
on
    o1.pizza_id = o2.pizza_id
group by
    o2.size;
```

A-Z Size of Pizza ▼	123 Total Pizza Ordered ▼
M	15,385
L	18,526
S	14,137
XL	544
XXL	28

LIST THE TOP 5 MOST ORDERED PIZZA TYPES WITH QUANTITY

```
select
    p3.name ,
    sum(p1.quantity) as 'Total quantity ordered'
from
    order_details p1
join pizzas p2
on
    p1.pizza_id = p2.pizza_id
join pizza_types p3
on
    p3.pizza_type_id = p2.pizza_type_id
group by
    p3.name
order by
    sum(p1.quantity) desc
limit 5;
```

A-Z name ▼	123 Total quantity ordered ▼
The Classic Deluxe Pizza	2,453
The Barbecue Chicken Pizza	2,432
The Hawaiian Pizza	2,422
The Pepperoni Pizza	2,418
The Thai Chicken Pizza	2,371

CALCULATE THE PERCENTAGE CONTRIBUTION OF EACH PIZZA TYPE TO TOTAL REVENUE

```
select
  p1.category ,
  round((sum(p3.quantity * p2.price)) /
    (select sum(order_details.quantity * pizzas.price)
     from order_details join pizzas
    on
      order_details.pizza_id = pizzas.pizza_id), 4)* 100
as revenue
from
  pizza_types p1
join pizzas p2
on
  p1.pizza_type_id = p2.pizza_type_id
join order_details p3
on
  p3.pizza_id = p2.pizza_id
group by
  p1.category;
```

A-Z category ▼	123 revenue ▼
Classic	26.91
Veggie	23.68
Supreme	25.46
Chicken	23.96

DETERMINE THE TOP 3 MOST ORDERED CATEGORY WISE PIZZA TYPES (REVENUE)

```
select name, category, rev
from
(select
name, category, rev,
rank() over(partition by category order by rev desc) as alpha
from
(select
    p3.name ,
    p3.category,
    sum(p1.quantity * p4.price) as rev
from
    pizza_types p3
join pizzas p4 on
    p3.pizza_type_id = p4.pizza_type_id
join order_details p1 on
    p1.pizza_id = p4.pizza_id
group by
    p3.name ,
    p3.category) as abcd) as bcd
where bcd.alpha in (1,2,3);
```

A-Z name	A-Z category	123 rev
The Thai Chicken Pizza	Chicken	43,434.25
The Barbecue Chicken Pizza	Chicken	42,768
The California Chicken Pizza	Chicken	41,409.5
The Classic Deluxe Pizza	Classic	38,180.5
The Hawaiian Pizza	Classic	32,273.25
The Pepperoni Pizza	Classic	30,161.75
The Spicy Italian Pizza	Supreme	34,831.25
The Italian Supreme Pizza	Supreme	33,476.75
The Sicilian Pizza	Supreme	30,940.5

ANALYZE THE CUMULATIVE REVENUE GENERATED OVER TIME

```
select date1 , round(sum(rev) over(order by date1),2) as 'cum rev'  
from  
(select orders.date1 ,  
    sum(order_details.quantity * pizzas.price) as 'rev'  
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.date1) as sales ;
```

A-Z date1	123 cum rev
2015-01-01	2,713.85
2015-01-02	5,445.75
2015-01-03	8,108.15
2015-01-04	9,863.6
2015-01-05	11,929.55
2015-01-06	14,358.5
2015-01-07	16,560.7
2015-01-08	19,399.05
2015-01-09	21,526.4
2015-01-10	23,990.35

DETERMINE THE TOP 3 MOST ORDERED PIZZA TYPES BASED ON REVENUE

```
select
    o3.name ,
    round(sum(o1.quantity * o2.price), 2) as 'Total Sales'
from
    order_details o1
join pizzas o2
on
    o1.pizza_id = o2.pizza_id
join pizza_types o3 on
    o2.pizza_type_id = o3.pizza_type_id
group by
    o3.name
order by
    round(sum(o1.quantity * o2.price), 2) desc
limit 3;
```

A-Z name	123 Total Sales
The Thai Chicken Pizza	43,434.25
The Barbecue Chicken Pizza	42,768
The California Chicken Pizza	41,409.5



**GITHUB
FULL
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LINK**

The image features a white background with the text "THANK YOU" centered. In the four corners, there are abstract, organic shapes in shades of orange and brown. These shapes have wavy, irregular edges and some contain small white dots or dashes, resembling stylized clouds or watercolor splatters.

THANK YOU