



SQL

PIZZA SALES ANALYSIS

BY - YUVRAJ RATHORE

YUVRAJRATHORES48@GMAIL.COM



WELCOME TO PIZZA SALES ANALYSIS

This presentation will explore Pizzas sales data to uncover actionable insights and guide strategic decisions. We'll delve into key metrics and analyze trends using SQL queries to extract and interpret relevant data



YUVRAJ RATHORE





INTRODUCTION

OBJECTIVES

ANALYZE PIZZA SALES

DATA USING SQL QUERIES TO
ANSWER 13 KEY BUSINESS
QUESTIONS AND DERIVE
INSIGHTS FOR BETTER
DECISION-MAKING.

GOALS

- IDENTIFY AND UNDERSTAND THE 13 QUESTIONS FROM THE "REFERENCE FILE."
- WRITE SQL QUERIES TO ACCURATELY EXTRACT AND ANALYZE DATA.
- PRESENT THE FINDINGS IN A POWERPOINT PRESENTATION WITH A CLEAR STRUCTURE

Q1) RETRIEVE THE TOTAL NUMBER OF ORDERS PLACED.

```
SELECT COUNT(order_id) AS No_of_orders  
FROM pizza_hut.orders;
```

No_of_orders
21350

Q2) CALCULATE THE TOTAL REVENUE GENERATED FROM PIZZA SALES.

```
SELECT ROUND(SUM(order_detail.quantity * pizzas.price),2) AS total_revenue
FROM pizza_hut.order_detail
JOIN
pizza_hut.pizzas ON order_detail.pizza_id = pizzas.pizza_id;
```

total_revenue
817860.05

Q3) IDENTIFY THE HIGHEST-PRICED PIZZA

```
SELECT pizza_types.name, pizzas.price
FROM pizza_hut.pizza_types
JOIN pizza_hut.pizzas ON pizzas.pizza_type_id = pizza_types.pizza_type_id
ORDER BY pizzas.price DESC
LIMIT 1;
```

name	price
The Greek Pizza	35.95

Q4) IDENTIFY THE MOST COMMON PIZZA SIZE ORDERED.

```
SELECT pizzas.size,COUNT(order_detail.order_detail_id) AS order_count
FROM pizzas
JOIN order_detail ON pizzas.pizza_id = order_detail.pizza_id
GROUP BY pizzas.size
ORDER BY order_count DESC;
```

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

Q5) LIST THE TOP 5 MOST ORDERED PIZZA TYPES ALONG WITH THEIR QUANTITIES.

```
SELECT pizza_types.name, SUM(order_detail.quantity) AS quanti
FROM pizza_hut.pizza_types
JOIN pizzas ON pizza_types.pizza_type_id = pizzas.pizza_type_id
JOIN order_detail ON order_detail.pizza_id = pizzas.pizza_id
GROUP BY name
ORDER BY quanti DESC
LIMIT 5;
```

name	quanti
The Classic Deluxe Pizza	2453
The Barbecue Chicken Pizza	2432
The Hawaiian Pizza	2422
The Pepperoni Pizza	2418
The Thai Chicken Pizza	2371

Q6) JOIN THE NECESSARY TABLES TO FIND THE TOTAL QUANTITY OF EACH PIZZA CATEGORY ORDERED.

```
SELECT pizza_types.category, SUM(order_detail.quantity)
FROM pizza_hut.pizza_types
JOIN pizza_hut.pizzas ON pizza_types.pizza_type_id = pizzas.pizza_type_id
JOIN order_detail ON pizzas.pizza_id = order_detail.pizza_id
GROUP BY category;
```

category	SUM(order_detail.quantity)
Classic	14888
Veggie	11649
Supreme	11987
Chicken	11050

Q7) DETERMINE THE DISTRIBUTION OF ORDERS BY HOUR OF THE DAY.

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

hr	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

Q8) JOIN RELEVANT TABLES TO FIND CATEGORY-WISE DISTRIBUTION OF PIZZAS.

```
SELECT category, COUNT(name)  
FROM pizza_hut.pizza_types  
GROUP BY category;
```

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

QS) DETERMINE THE TOP 3 MOST ORDERED PIZZA TYPES BASED ON REVENUE FOR EACH PIZZA CATEGORY.

```
select category, name, revenue
from
(select category, name, revenue, rank()
over(partition by category order by revenue desc) as ranking
from
(select pizza_types.category, pizza_types.name, round(sum(pizzas.price * order_detail.quantity), 0) as revenue
from pizza_types
join pizzas on pizzas.pizza_type_id = pizza_types.pizza_type_id
join order_detail on pizzas.pizza_id = order_detail.pizza_id
group by category, name) as a) as b
where ranking <= 3;
```

category	name	revenue
Chicken	The Thai Chicken Pizza	43434
Chicken	The Barbecue Chicken Pizza	42768
Chicken	The California Chicken Pizza	41410
Classic	The Classic Deluxe Pizza	38180
Classic	The Hawaiian Pizza	32273
Classic	The Pepperoni Pizza	30162
Supreme	The Spicy Italian Pizza	34831
Supreme	The Italian Supreme Pizza	33477
Supreme	The Sicilian Pizza	30940
Veggie	The Four Cheese Pizza	32266
Veggie	The Mexicana Pizza	26781
Veggie	The Five Cheese Pizza	26066

Q10) ANALYZE THE CUMULATIVE REVENUE GENERATED OVER TIME.

```
select date, round(sum(revenue) over(order by date),0) as cum_revenue from
(select orders.order_date as date , sum(pizzas.price* order_detail.quantity) as revenue
from order_detail
join orders on orders.order_id = order_detail.order_id
join pizzas on order_detail.pizza_id = pizzas.pizza_id
group by date) as sales;
```

date	cum_revenue
2015-01-01	2714
2015-01-02	5446
2015-01-03	8108
2015-01-04	9864
2015-01-05	11930
2015-01-06	14358
2015-01-07	16561
2015-01-08	19399
2015-01-09	21526
2015-01-10	23990
2015-01-11	25863
2015-01-12	27782
2015-01-13	29831
2015-01-14	32359
2015-01-15	34344

Q11) CALCULATE THE PERCENTAGE CONTRIBUTION OF EACH PIZZA TYPE TO TOTAL REVENUE

```
SELECT pizza_types.category,  
    ROUND(SUM(pizzas.price * order_detail.quantity) / (SELECT ROUND(SUM(pizzas.price * order_detail.quantity),2)  
    FROM order_detail  
    JOIN pizzas ON pizzas.pizza_id = order_detail.pizza_id) * 100,2) AS contri  
    FROM pizza_types  
    JOIN pizzas ON pizzas.pizza_type_id = pizza_types.pizza_type_id  
    JOIN order_detail ON order_detail.pizza_id = pizzas.pizza_id  
    GROUP BY category;
```

category	contri
Classic	26.91
Veggie	23.68
Supreme	25.46
Chicken	23.96

Q12) GROUP THE ORDERS BY DATE AND CALCULATE AVERAGE NUMBER OF PIZZAS ORDER PER DAY.

```
SELECT AVG(quantity) AS average_order_perday
FROM
  (SELECT orders.order_date AS date,
  SUM(order_detail.quantity) AS quantity
  FROM orders
  JOIN order_detail ON orders.order_id = order_detail.order_id
  GROUP BY date) AS orders_by_date;
```

average_order_perday
138.4749

Q13) DETERMINE THE TOP 3 MOST ORDERED PIZZA TYPES BASED ON REVENUE.

```
SELECT pizza_types.name,ROUND(SUM(pizzas.price * order_detail.quantity),0) AS revenue
FROM pizza_types
JOIN pizzas ON pizzas.pizza_type_id = pizza_types.pizza_type_id
JOIN order_detail ON order_detail.pizza_id = pizzas.pizza_id
GROUP BY name
ORDER BY revenue DESC
LIMIT 3;
```

name	revenue
The Thai Chicken Pizza	43434
The Barbecue Chicken Pizza	42768
The California Chicken Pizza	41410

THANK YOU!

BY - YUVRAJ RATHORE

