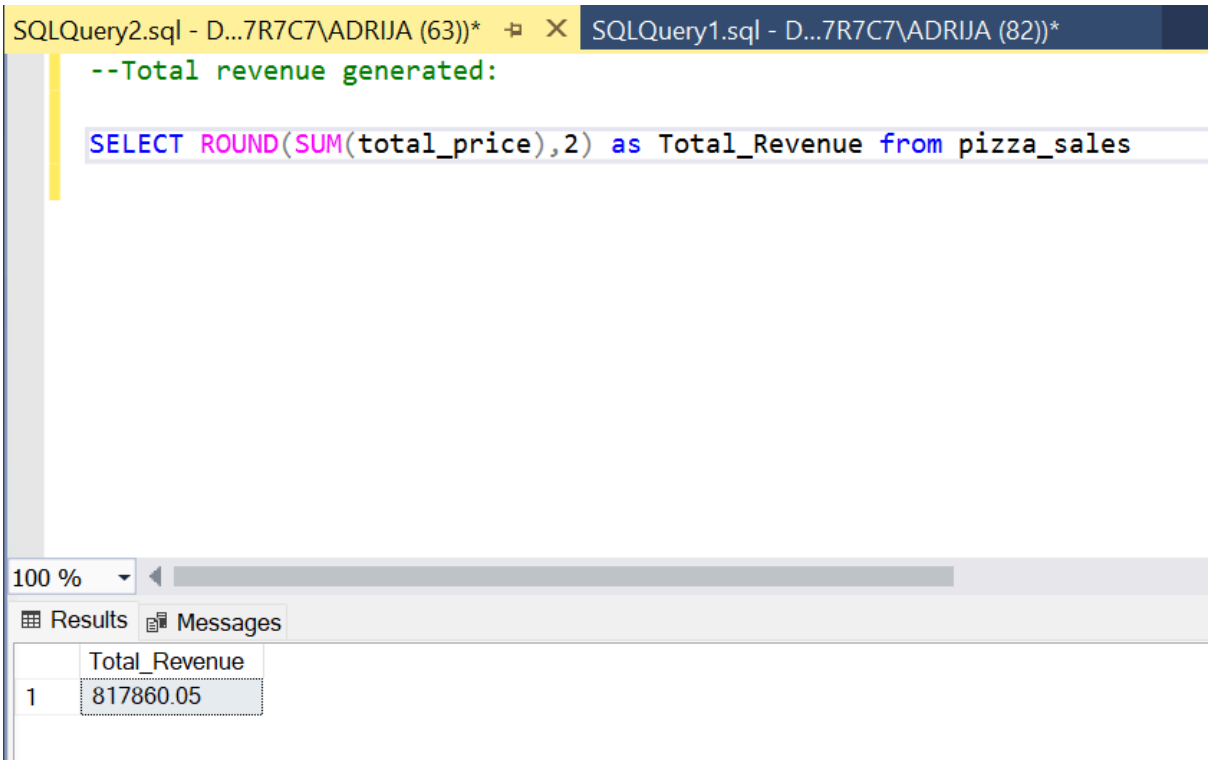
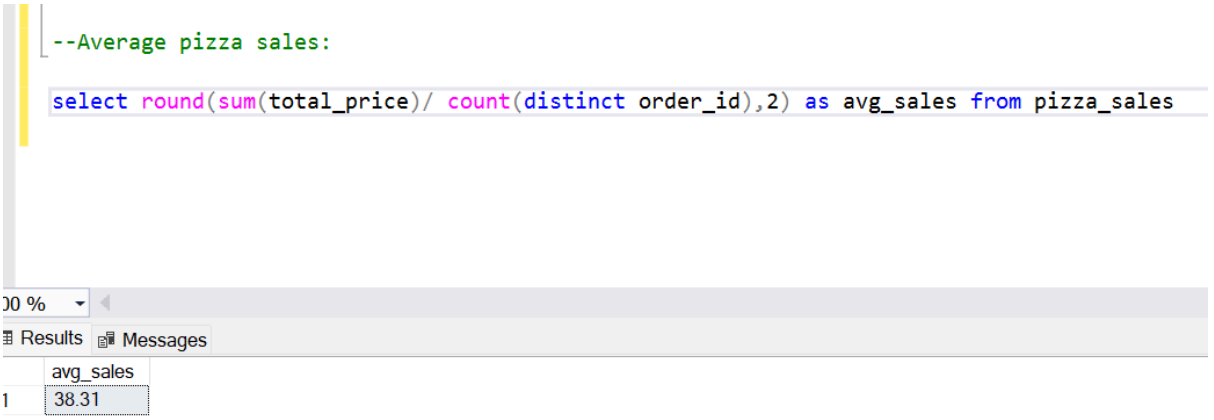
Raw data link : C:\Users\ADRIJA\OneDrive\Desktop\pizza_sales.csv

- **GENERAL OBSERVATIONS:**

1. Total revenue generated :



2. Average pizza sales:



3. Total pizzas sold:

```sql
--total pizzas sold

select sum(quantity) as total_pizzas_sold from pizza_sales
```

00 %

Results | Messages

	total_pizzas_sold
1	49574

4. Total orders placed:

```sql
--total orders placed:

select count(distinct order_id) as total_orders from pizza_sales
```

100 %

Results | Messages

	total_orders
1	21350

5. Average pizzas per order:

```sql
--Average pizzas per order:

select CAST((cast(sum(quantity) as decimal(10,2))) / (cast(count(distinct order_id) as decimal(10,2))) as decimal(10,2))
as avg_pizza_per_order from pizza_sales
```

100 %

Results | Messages

	avg_pizza_per_order
1	2.32

- **FOR VISUALIZATION:**

1) Daily trend for Total Orders:
   (highest to lowest)

```sql
--Daily trends:

SELECT DATENAME(DW, order_date) as order_day,
count(distinct order_id) as Total_orders
from pizza_sales
group by DATENAME(DW, order_date)
order by DATENAME(DW, order_date) desc
```

100 %

Results | Messages

	order_day	Total_orders
1	Wednesday	3024
2	Tuesday	2973
3	Thursday	3239
4	Sunday	2624
5	Saturday	3158
6	Monday	2794
7	Friday	3538

2) Monthly trends:
(highest to lowest)

```sql
--Monthly trends:

select DATENAME(month, order_date) as Month_Name,
count(distinct order_id) as Quantity
from pizza_sales
group by  DATENAME(month, order_date)
order by  count(distinct order_id) desc
```

100 %

Results | Messages

	Month_Name	Quantity
1	July	1935
2	May	1853
3	January	1845
4	August	1841
5	March	1840
6	April	1799
7	November	1792
8	June	1773
9	February	1685
10	December	1680
11	September	1661
12	October	1646

3) Hourly trends:
(highest to lowest)

```sql
--Hourly trends:

select DATENAME(HOUR, order_time) as Hour_of_day,
count(distinct order_id) as Total_orders
from pizza_sales
group by  DATENAME(HOUR, order_time)
order by count(distinct order_id)  desc
```

100 %

Results | Messages

	Hour_of_day	Total_orders
1	12	2520
2	13	2455
3	18	2399
4	17	2336
5	19	2009
6	16	1920
7	20	1642
8	14	1472
9	15	1468
10	11	1231
11	21	1198
12	22	663
13	23	28
14	10	8
15	9	1

4) Percentage sales for each category of pizza:
(highest to lowest)

```sql
--Percentage sales of each pizza category:

select pizza_category,  round(sum(total_price),2) as Total_Sales,
round(
(sum(total_price)*100/ (select sum(total_price) from pizza_sales)),2)
as percentage_sales
from pizza_sales
group by pizza_category
order by percentage_sales desc
```

00 %

Results | Messages

	pizza_category	Total_Sales	percentage_sales
1	Classic	220053.1	26.91
2	Supreme	208197	25.46
3	Chicken	195919.5	23.96
4	Veggie	193690.45	23.68

5. Percentage Sales based on Pizza size:

```sql
--Percentage Sales based on Pizza size:

select pizza_size, round(sum(total_price),2) as Total_Sales,
round(
(sum(total_price)*100/ (select sum(total_price) from pizza_sales)),2)
as percentage_sales
from pizza_sales
group by pizza_size
order by percentage_sales desc
```

100 %

Results | Messages

	pizza_size	Total_Sales	percentage_sales
1	L	375318.7	45.89
2	M	249382.25	30.49
3	S	178076.5	21.77
4	XL	14076	1.72
5	XXL	1006.6	0.12

6. TOP 5 Bestselling pizzas:

A. Based on sales:

```
select TOP 5 pizza_name, round(sum(total_price),2) as Sales from pizza_sales
group by pizza_name
order by Sales desc
```

100 %

Results | Messages

	pizza_name	Sales
1	The Thai Chicken Pizza	43434.25
2	The Barbecue Chicken Pizza	42768
3	The California Chicken Pizza	41409.5
4	The Classic Deluxe Pizza	38180.5
5	The Spicy Italian Pizza	34831.25

B. Based on total quantity:

```
select TOP 5 pizza_name, round(sum(quantity),2) as Quantity from pizza_sales
group by pizza_name
order by Quantity desc
```

100 %

Results | Messages

	pizza_name	Quantity
1	The Classic Deluxe Pizza	2453
2	The Barbecue Chicken Pizza	2432
3	The Hawaiian Pizza	2422
4	The Pepperoni Pizza	2418
5	The Thai Chicken Pizza	2371

C. Based on total orders:

```
select TOP 5 pizza_name, count(distinct order_id) as Total_orders from pizza_sales
group by pizza_name
order by Total_orders desc
```

100 %

Results | Messages

	pizza_name	Total_orders
1	The Classic Deluxe Pizza	2329
2	The Hawaiian Pizza	2280
3	The Pepperoni Pizza	2278
4	The Barbecue Chicken Pizza	2273
5	The Thai Chicken Pizza	2225

7. TOP 5 worst selling pizzas:
   A. Based on Sales:

```
select TOP 5 pizza_name, round(sum(total_price),2) as Sales from pizza_sales
group by pizza_name
order by Sales ASC
```

100 %

Results | Messages

	pizza_name	Sales
1	The Brie Carre Pizza	11588.5
2	The Green Garden Pizza	13955.75
3	The Spinach Supreme Pizza	15277.75
4	The Mediterranean Pizza	15360.5
5	The Spinach Pesto Pizza	15596

B. Based on total quantity:

```
select TOP 5 pizza_name, round(sum(quantity),2) as Quantity from pizza_sales
group by pizza_name
order by Quantity ASC
```

100 %

Results | Messages

	pizza_name	Quantity
1	The Brie Carre Pizza	490
2	The Mediterranean Pizza	934
3	The Calabrese Pizza	937
4	The Spinach Supreme Pizza	950
5	The Soppressata Pizza	961

C. Based on total orders:

```
select TOP 5 pizza_name, count(distinct order_id) as Total_orders from pizza_sales
group by pizza_name
order by Total_orders asc
```

100 %

Results | Messages

	pizza_name	Total_orders
1	The Brie Carre Pizza	480
2	The Mediterranean Pizza	912
3	The Spinach Supreme Pizza	918
4	The Calabrese Pizza	918
5	The Chicken Pesto Pizza	938