*Pizza store analysis*

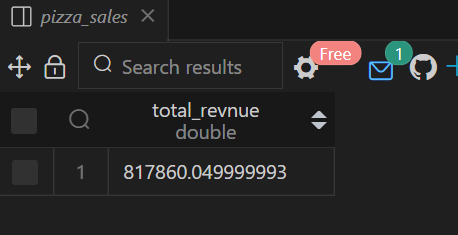
*We were askes to extract some insights from the data provided by the client*

*Firstly we will start with the KPI cards.*

* *Total revenue :*

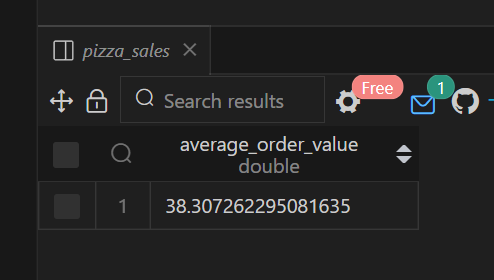
*By using this query we calculated the total revenue of the store*

select sum(total\_price) as total\_revnue from pizza\_sales ;

**

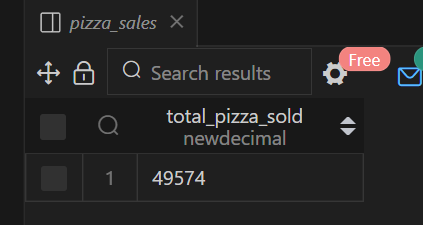
* *Average amount of each order*

select sum(total\_price)/ COUNT(DISTINCT order\_id) as  average\_order\_value FROM pizza\_sales;

**

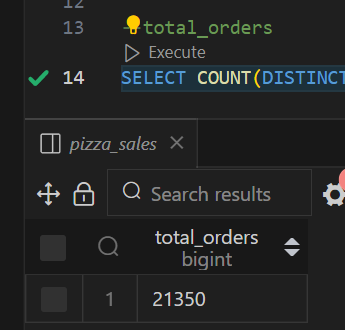
* *Number of pizza sold:*

SELECT SUM(quantity) as total\_pizza\_sold from pizza\_sales;

**

* *Total number of orders :*

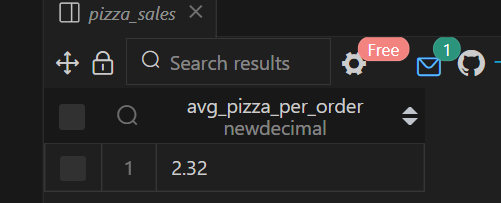
SELECT COUNT(DISTINCT order\_id) as total\_orders from pizza\_sales;



* *Average pizza ordered per order :*

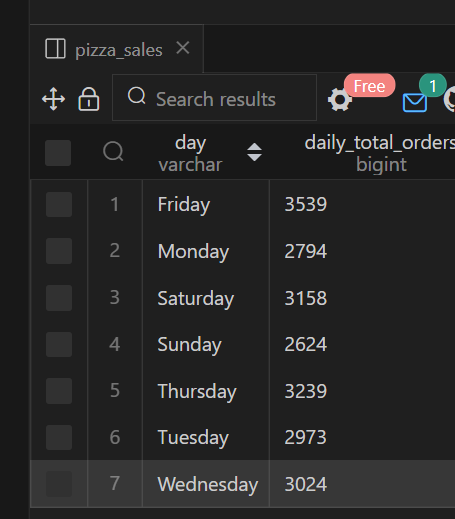
*NOTE : we used the CAST function in this query to find the accurate average (to dodge that the quantity will be floored to the nearest integer)*

* 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 ;

**

***“From here we will start our calculation used to draw charts on power bi”***

* *Daily trend (amount sold per each day:*
* *We used the dayname function to extract the name of the day from the date column (make sure that the date column is in the right format)*
* *As we can see the most active days are (Friday-Thursday-Saturday) which are holidays in the client country*
* SELECT DAYNAME(order\_date) as 'day' , COUNT(distinct order\_id) as daily\_total\_orders FROM pizza\_sales
* GROUP BY DAYNAME(order\_date);

**

*Monthly trend:*

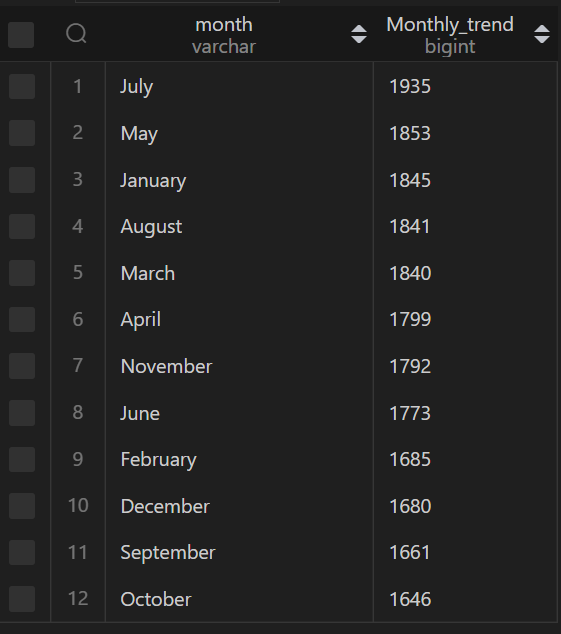
*As we can see that the sales of the store per month is close and that means that his business is not seasonal and doesn’t depend on seasonal activities*

SELECT MONTHNAME(order\_date) as 'month' , COUNT(DISTINCT order\_id) as Monthly\_trend

FROM pizza\_sales

group by MONTHNAME(order\_date)

order BY Monthly\_trend desc;

**

*Rush hours :*

*These are the hours that a rush is occuring so we have to sort them from the rushest hour*

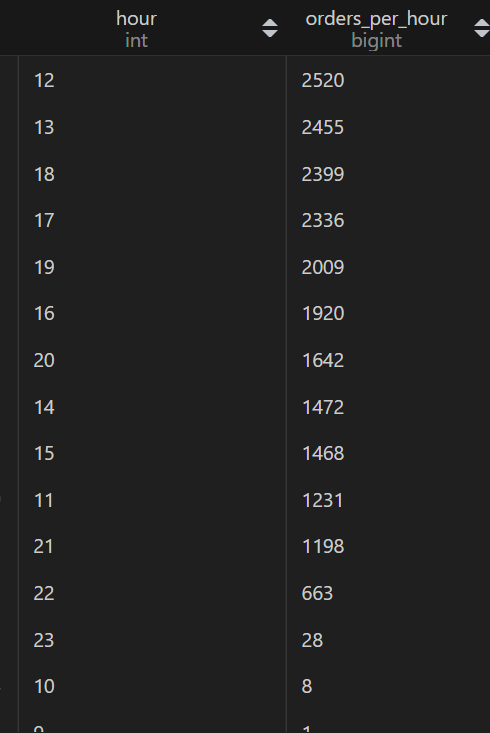
*The rushest 3 hours are 12,1,6 pm which makes sense as those are times of lunch and dinner*

SELECT HOUR(order\_time) as "hour" , COUNT(DISTINCT order\_id) as orders\_per\_hour

from pizza\_sales

group by HOUR(order\_time)

order by orders\_per\_hour desc;



* *Percentage of sales per category:*

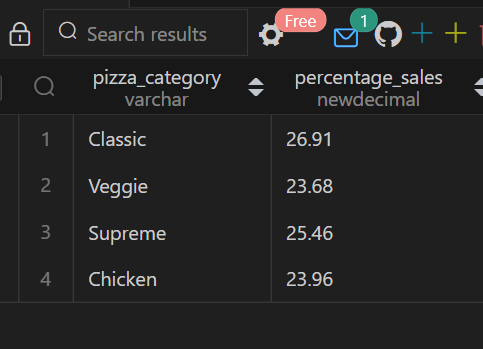
*Here we calculated the percentage of sales based on each category they sell in the store*

SELECT pizza\_category , cast(SUM(total\_price)\*100 / (SELECT sum(total\_price) from pizza\_sales)as decimal(10,2))

as percentage\_sales

FROM pizza\_sales

group BY pizza\_category;

**

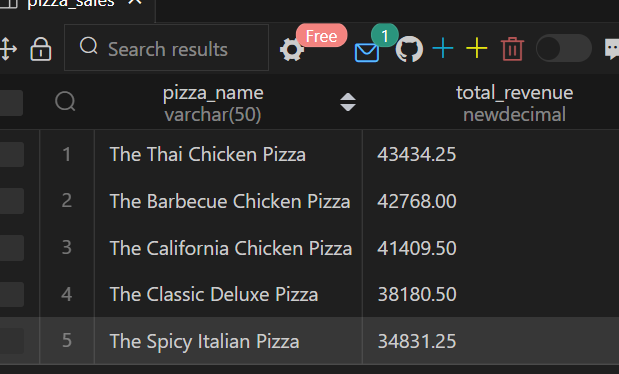
* *Percentage of sales per pizza name:*

SELECT  pizza\_name , CAST(SUM(total\_price)\*100/ (SELECT sum(total\_price)

from pizza\_sales)as DECIMAL(10,2)) as percentage\_sales

FROM pizza\_sales;

group BY pizza\_name;

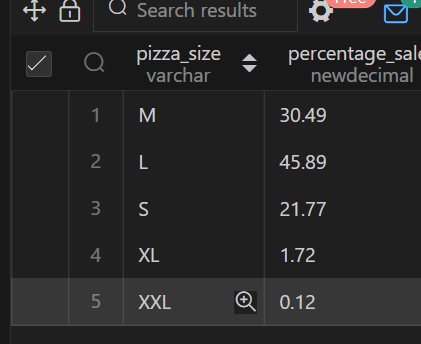
* ;
* *Percentage of sales over pizza size:*

SELECT  pizza\_size , CAST(SUM(total\_price)\*100/ (SELECT sum(total\_price)

from pizza\_sales)as DECIMAL(10,2)) as percentage\_sales

FROM pizza\_sales

group BY pizza\_size;

**

* *top 5 pizza per revenue and lowest 5:*

*here we used the function limit to determine only the top 5 and the lowest 5*

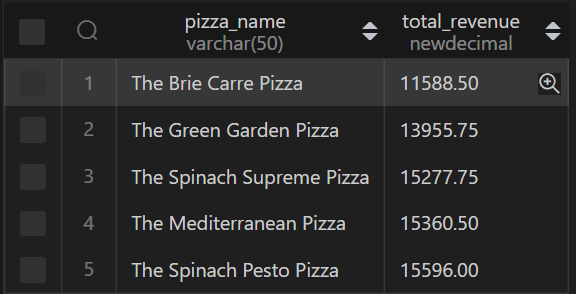
*--note that you only need to change the order by from asc to desc to determine the top 5*

SELECT pizza\_name , cast(sum(total\_price) as decimal(10,2)) as total\_revenue FROM pizza\_sales

group by pizza\_name

order by total\_revenue asc

limit 5;

**

* Top and lowest 5 per quantity ordered:

SELECT pizza\_name , count(distinct order\_id) as total\_orders FROM pizza\_sales

group by pizza\_name

order by total\_orders asc

limit 5;

