**Pizza Sales Data Analysis**

**Key Performance Indicators (KPI)**

**1. Total Revenue**

sql

SELECT SUM(total\_price) AS total\_revenue FROM pizza\_sales;

**Result:** 817860.049999993

**2. Average Order Value**

sql

SELECT SUM(total\_price)/COUNT(DISTINCT order\_id) AS AVG\_Order\_value FROM pizza\_sales;

**Result:** 38.307262295081635

**3. Total Pizzas Sold**

sql

SELECT SUM(quantity) AS Total\_Pizza\_Sold FROM pizza\_sales;

**Result:** 49574

**4. Total Number of Orders**

sql

SELECT COUNT(DISTINCT order\_id) AS Total FROM pizza\_sales;

**Result:** 21350

**5. Average Quantity of Pizzas per Order**

sql

SELECT CAST( CAST(SUM(quantity) AS DECIMAL(10,2))/CAST(COUNT(DISTINCT order\_id) AS DECIMAL(10,2)) AS DECIMAL(10,2)) AS AVERAGE FROM pizza\_sales;

**Result:** 2.32

**Exploratory Data Analysis (EDA)**

**1. Total Orders by Day of the Week**

sql

SELECT DAYNAME(STR\_TO\_DATE(order\_date, '%d-%m-%Y')) AS order\_day, COUNT(DISTINCT order\_id) AS total\_orders FROM pizza\_sales GROUP BY order\_day;

**Results:**

* Friday: 3538
* Monday: 2794
* Saturday: 3158
* Sunday: 2624
* Thursday: 3239
* Tuesday: 2973
* Wednesday: 3024

**2. Hourly Trend of Orders**

sql

SELECT HOUR(order\_time) AS order\_hours, COUNT(DISTINCT order\_id) AS total\_orders FROM pizza\_sales GROUP BY order\_hours ORDER BY order\_hours;

**Results:**

* 9: 1
* 10: 8
* 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

**3. Percentage of Orders by Pizza Category**

sql

SELECT DISTINCT(pizza\_category), SUM(total\_price) \* 100 / (SELECT SUM(total\_price) FROM pizza\_sales) FROM pizza\_sales GROUP BY pizza\_category;

**Results:**

* Classic: 26.9059602556699%
* Veggie: 23.682590927384783%
* Supreme: 25.45631126009884%
* Chicken: 23.955137556847493%

**4. Percentage of Orders by Pizza Size**

sql

SELECT DISTINCT(pizza\_size), SUM(total\_price) \* 100 / (SELECT SUM(total\_price) FROM pizza\_sales) FROM pizza\_sales GROUP BY pizza\_size;

**Results:**

* M: 30.492044451859723%
* L: 45.8903329487743%
* S: 21.773468455880682%
* XL: 1.7210768517181052%
* XXL: 0.12307729176892906%

**5. Sum of Quantity by Pizza Category**

sql

SELECT DISTINCT(pizza\_category), SUM(quantity) FROM pizza\_sales GROUP BY pizza\_category;

**Results:**

* Classic: 14888
* Veggie: 11649
* Supreme: 11987
* Chicken: 11050

**6. Top 5 Best-Selling Pizzas**

sql

SELECT pizza\_name, SUM(quantity) FROM pizza\_sales GROUP BY pizza\_name ORDER BY SUM(quantity) DESC LIMIT 5;

**Results:**

* The Classic Deluxe Pizza: 2453
* The Barbecue Chicken Pizza: 2432
* The Hawaiian Pizza: 2422
* The Pepperoni Pizza: 2418
* The Thai Chicken Pizza: 2371