



PIZZAS SALES ANALYSIS.

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ABSTRACT

The pizza industry is highly competitive, and pizza businesses are constantly seeking ways to improve their sales and customer satisfaction. Analyzing sales data can provide valuable insights into customer preferences, popular pizza types, peak ordering times, and more. This abstract outlines a pizza sales analysis project using MySQL queries to extract meaningful information from a database of pizza sales transactions.

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🍕 PIZZAS SALES SQL QUERIES

Total Revenue

```
SELECT SUM(total_price) AS  
Total_Revenue FROM  
`pizza_sales (1)`;
```

	Total_Revenue
▶	817860.0499999993

Average order value

```
SELECT  
cast(SUM(total_price)/  
COUNT(distinct order_id) as  
decimal(10,2)) AS  
Average_order_value from  
`pizza_sales (1)`;
```

Average_order_value
38.31

Total Pizzas Sold

```
SELECT SUM(quantity) AS  
Total_Quantity FROM  
`pizza_sales (1)`;
```

Total_Quantity
49574

Total Orders

```
SELECT COUNT(distinct  
order_id) AS Total_orders  
FROM `pizza_sales (1)`;
```

Total_orders
21350

Average Pizzas Per Order

```
select  
cast(SUM(quantity)/COUNT(  
distinct order_id)as  
decimal(10,2))  
Average_pizzas_per_order  
from `pizza_sales (1)`;
```

	Average_pizzas_per_order
▶	2.32

Daily Trend For Total Orders

```
SELECT day(order_date) AS  
Order_day, count(distinct  
order_id) FROM `pizza_sales  
(1)`
```

group by Order_day;

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

Monthly Trend For Total Orders

```
SELECT month(order_date)  
AS Order_month,  
count(distinct order_id)  
FROM `pizza_sales (1)`  
group by Order_month;
```

	Month_Name	(No column name)
1	February	1685
2	June	1773
3	August	1841
4	April	1799
5	May	1853
6	December	1680
7	January	1845
8	September	1661
9	October	1646
10	July	1935
11	November	1792
12	March	1840

Percentage of Sales by Pizza Category

**SELECT pizza_category ,
sum(total_price) as
Total_sales,cast(sum(total_p
rice)*100/ (select**

```
sum(total_price) from  
`pizza_sales (1)` as  
decimal(10,2)) as  
Percentage_of_sales from  
`pizza_sales (1)`  
group by pizza_category;
```

	pizza_category	Total_sales	Percentage_of_sales
▶	Classic	220053.1000000001	26.91
	Veggie	193690.45000000298	23.68
	Supreme	208196.99999999822	25.46
	Chicken	195919.5	23.96

Percentage of Sales by Pizza Size

```
select pizza_size  
,sum(total_price) as  
Total_sales,
```

```
cast(sum(total_price)*100/  
(select sum(total_price)  
from `pizza_sales (1)`) as  
decimal(10,3))  
Percentage_of_sales from  
`pizza_sales (1)`  
group by pizza_size;
```

	pizza_size	Total_sales	Percentage_of_sales
▶	M	249382.25	30.492
	L	375318.70000000087	45.890
	S	178076.49999999843	21.773
	XL	14076	1.721
	XXL	1006.6000000000005	0.123

Result 78 ✕

Total Pizzas Sold by Pizza Category


```
select pizza_category ,  
sum(quantity) as  
Total_pizzas_sold from  
`pizza_sales (1)`  
group by pizza_category;
```

	pizza_category	Total_pizzas_sold
▶	Classic	14888
	Veggie	11649
	Supreme	11987
	Chicken	11050

**Top 5 Best Sellers by
Revenue , Total Quantity ,
Total Orders**

By Revenue

```
SELECT pizza_name ,  
sum(total_price) as
```

**Total_Revenue FROM
`pizza_sales (1)`
group by pizza_name
order by Total_Revenue
desc
limit 5;**

	pizza_name	Total_Revenue
▶	The Thai Chicken Pizza	43434.25
	The Barbecue Chicken Pizza	42768
	The California Chicken Pizza	41409.5
	The Classic Deluxe Pizza	38180.5
	The Spicy Italian Pizza	34831.25

By Total Quantity

**SELECT pizza_name ,
sum(quantity) as**

**Total_Quantity FROM
`pizza_sales (1)`
group by pizza_name
order by Total_Quantity
desc
limit 5;**

	pizza_name	Total_Quantity
▶	The Classic Deluxe Pizza	2453
	The Barbecue Chicken Pizza	2432
	The Hawaiian Pizza	2422
	The Pepperoni Pizza	2418
	The Thai Chicken Pizza	2371

By Total Orders

**SELECT pizza_name ,
count(distinct order_id) as**

**Total_Orders FROM
`pizza_sales (1)`
group by pizza_name
order by Total_orders desc
limit 5;**

	pizza_name	Total_Orders
►	The Classic Deluxe Pizza	2329
	The Hawaiian Pizza	2280
	The Pepperoni Pizza	2278
	The Barbecue Chicken Pizza	2273
	The Thai Chicken Pizza	2225

**Bottom 5 Best Sellers by
Revenue , Total Quantity ,
Total Orders
By Revenue**

```
SELECT pizza_name ,  
sum(total_price) as  
Total_Revenue FROM  
`pizza_sales (1)`  
group by pizza_name  
order by Total_Revenue  
limit 5;
```

	pizza_name	Total_Revenue
▶	The Brie Carre Pizza	11588.49999999999
	The Green Garden Pizza	13955.75
	The Spinach Supreme Pizza	15277.75
	The Mediterranean Pizza	15360.5
	The Spinach Pesto Pizza	15596

By Quantity

```
SELECT pizza_name ,  
sum(quantity) as
```

**Total_Quantity FROM
`pizza_sales (1)`
group by pizza_name
order by Total_Quantity
limit 5;**

	pizza_name	Total_Quantity
▶	The Brie Carre Pizza	490
	The Mediterranean Pizza	934
	The Calabrese Pizza	937
	The Spinach Supreme Pizza	950
	The Soppressata Pizza	961

By Total Orders

**SELECT pizza_name ,
count(distinct order_id) as
Total_Orders FROM
`pizza_sales (1)`**

group by pizza_name
order by Total_orders
limit 5;

	pizza_name	Total_Orders
▶	The Brie Carre Pizza	480
	The Mediterranean Pizza	912
	The Calabrese Pizza	918
	The Spinach Supreme Pizza	918
	The Chicken Pesto Pizza	938