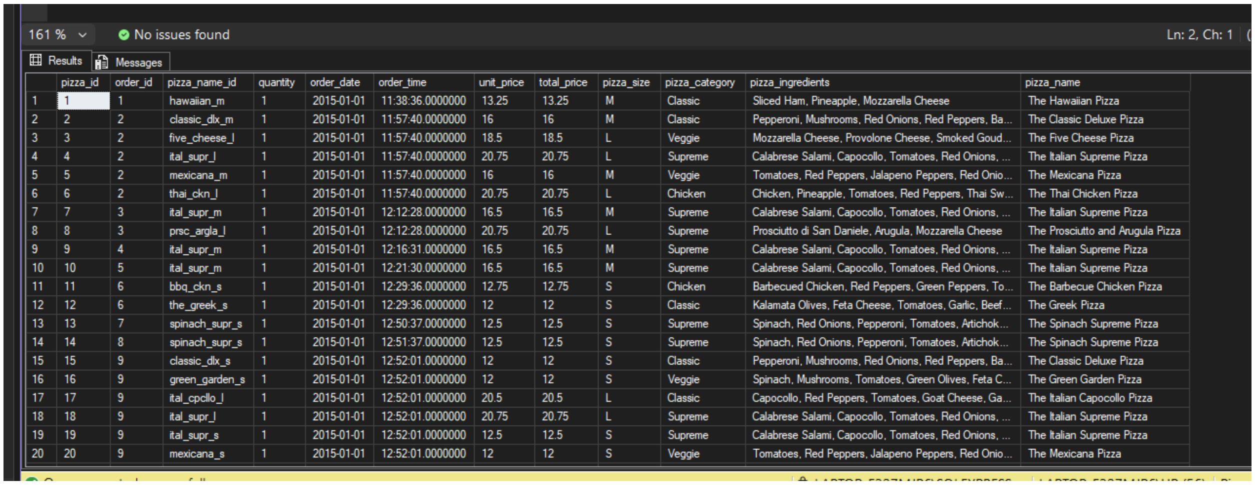
PIZZA SALES SQL QUERIES

A. KPI's

select * from pizza_sales

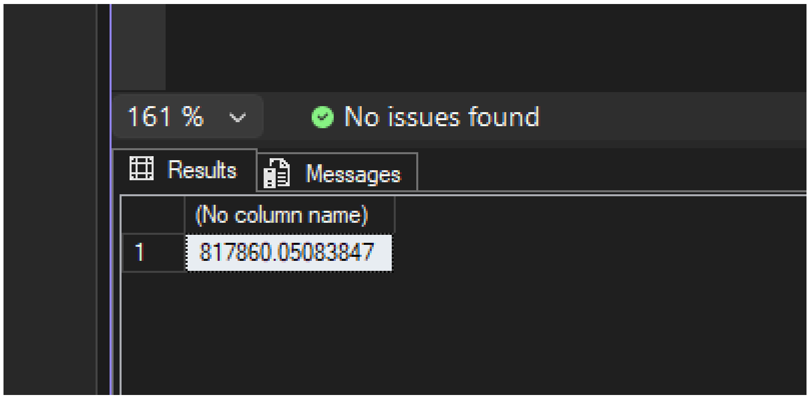


	pizza_id	order_id	pizza_name_id	quantity	order_date	order_time	unit_price	total_price	pizza_size	pizza_category	pizza_ingredients	pizza_name
1	1	1	hawaiian_m	1	2015-01-01	11:38:36.0000000	13.25	13.25	M	Classic	Sliced Ham, Pineapple, Mozzarella Cheese	The Hawaiian Pizza
2	2	2	classic_dlx_m	1	2015-01-01	11:57:40.0000000	16	16	M	Classic	Pepperoni, Mushrooms, Red Onions, Red Peppers, Ba...	The Classic Deluxe Pizza
3	3	2	five_cheese_l	1	2015-01-01	11:57:40.0000000	18.5	18.5	L	Veggie	Mozzarella Cheese, Provolone Cheese, Smoked Goud...	The Five Cheese Pizza
4	4	2	ital_supr_l	1	2015-01-01	11:57:40.0000000	20.75	20.75	L	Supreme	Calabrese Salami, Capocollo, Tomatoes, Red Onions, ...	The Italian Supreme Pizza
5	5	2	mexicana_m	1	2015-01-01	11:57:40.0000000	16	16	M	Veggie	Tomatoes, Red Peppers, Jalapeno Peppers, Red Onio...	The Mexicana Pizza
6	6	2	thai_ckn_l	1	2015-01-01	11:57:40.0000000	20.75	20.75	L	Chicken	Chicken, Pineapple, Tomatoes, Red Peppers, Thai Sw...	The Thai Chicken Pizza
7	7	3	ital_supr_m	1	2015-01-01	12:12:28.0000000	16.5	16.5	M	Supreme	Calabrese Salami, Capocollo, Tomatoes, Red Onions, ...	The Italian Supreme Pizza
8	8	3	prsc_argla_l	1	2015-01-01	12:12:28.0000000	20.75	20.75	L	Supreme	Prosciutto di San Daniele, Arugula, Mozzarella Cheese	The Prosciutto and Arugula Pizza
9	9	4	ital_supr_m	1	2015-01-01	12:16:31.0000000	16.5	16.5	M	Supreme	Calabrese Salami, Capocollo, Tomatoes, Red Onions, ...	The Italian Supreme Pizza
10	10	5	ital_supr_m	1	2015-01-01	12:21:30.0000000	16.5	16.5	M	Supreme	Calabrese Salami, Capocollo, Tomatoes, Red Onions, ...	The Italian Supreme Pizza
11	11	6	bbq_ckn_s	1	2015-01-01	12:29:36.0000000	12.75	12.75	S	Chicken	Barbecued Chicken, Red Peppers, Green Peppers, To...	The Barbecue Chicken Pizza
12	12	6	the_greek_s	1	2015-01-01	12:29:36.0000000	12	12	S	Classic	Kalamata Olives, Feta Cheese, Tomatoes, Garlic, Beef...	The Greek Pizza
13	13	7	spinach_supr_s	1	2015-01-01	12:50:37.0000000	12.5	12.5	S	Supreme	Spinach, Red Onions, Pepperoni, Tomatoes, Artichok...	The Spinach Supreme Pizza
14	14	8	spinach_supr_s	1	2015-01-01	12:51:37.0000000	12.5	12.5	S	Supreme	Spinach, Red Onions, Pepperoni, Tomatoes, Artichok...	The Spinach Supreme Pizza
15	15	9	classic_dlx_s	1	2015-01-01	12:52:01.0000000	12	12	S	Classic	Pepperoni, Mushrooms, Red Onions, Red Peppers, Ba...	The Classic Deluxe Pizza
16	16	9	green_garden_s	1	2015-01-01	12:52:01.0000000	12	12	S	Veggie	Spinach, Mushrooms, Tomatoes, Green Olives, Feta C...	The Green Garden Pizza
17	17	9	ital_cpcllo_l	1	2015-01-01	12:52:01.0000000	20.5	20.5	L	Classic	Capocollo, Red Peppers, Tomatoes, Goat Cheese, Ga...	The Italian Capocollo Pizza
18	18	9	ital_supr_l	1	2015-01-01	12:52:01.0000000	20.75	20.75	L	Supreme	Calabrese Salami, Capocollo, Tomatoes, Red Onions, ...	The Italian Supreme Pizza
19	19	9	ital_supr_s	1	2015-01-01	12:52:01.0000000	12.5	12.5	S	Supreme	Calabrese Salami, Capocollo, Tomatoes, Red Onions, ...	The Italian Supreme Pizza
20	20	9	mexicana_s	1	2015-01-01	12:52:01.0000000	12	12	S	Veggie	Tomatoes, Red Peppers, Jalapeno Peppers, Red Onio...	The Mexicana Pizza

A. KPI's

#.Total Revenue

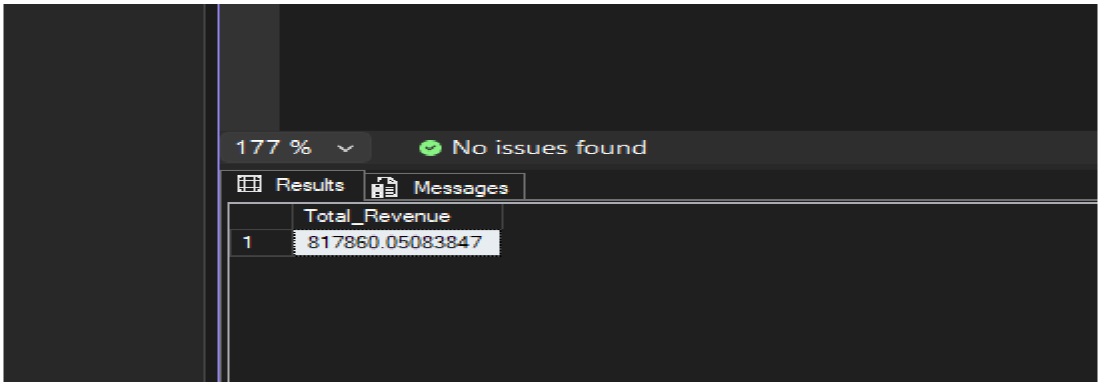
select sum(total_price) from pizza_sales



	(No column name)
1	817860.05083847

#. Add Column Name

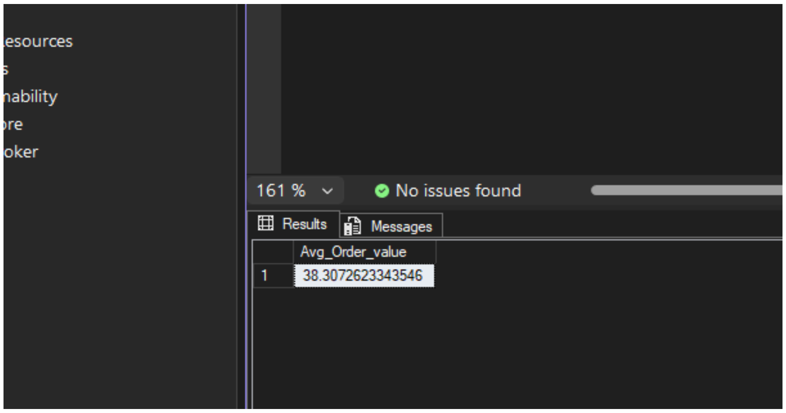
select sum(total_price) as Total_Revenue from pizza_sales



	Total_Revenue
1	817860.05083847

#. Average Order Value

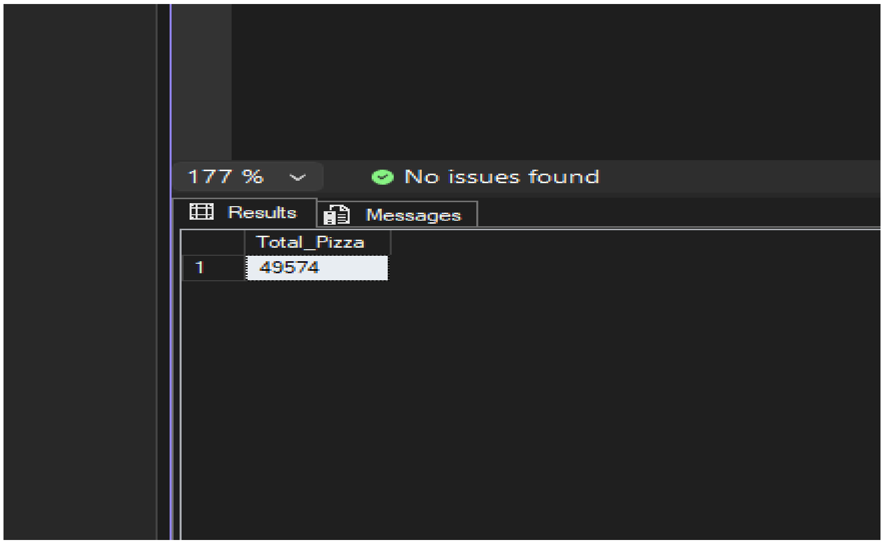
select sum(total_price) / count(DISTINCT order_id) as Avg_Order_value from pizza_sales



```
   Avg_Order_value
1  38.3072623343546
```

#. **Total Pizza Sold**

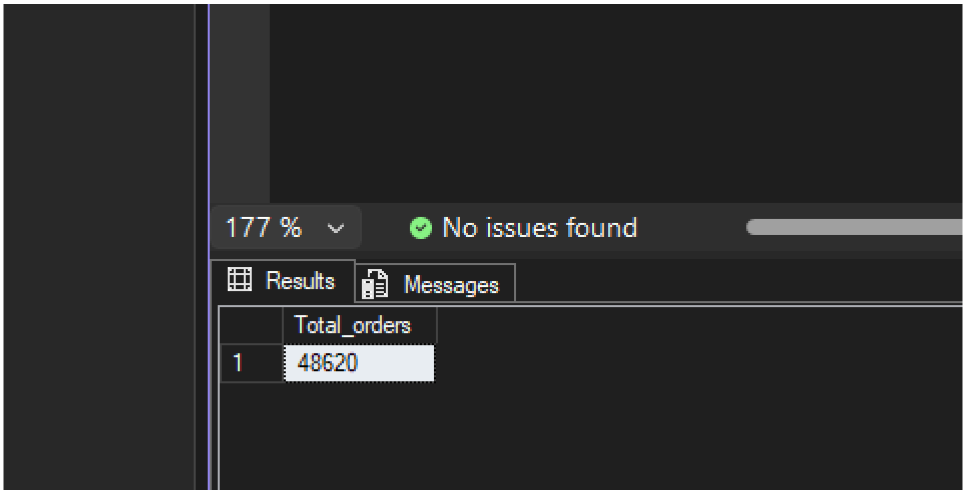
select sum(Quantity)as Total_Pizza from pizza_sales



```
   Total_Pizza
1  49574
```

#. **Total Count of Pizza**

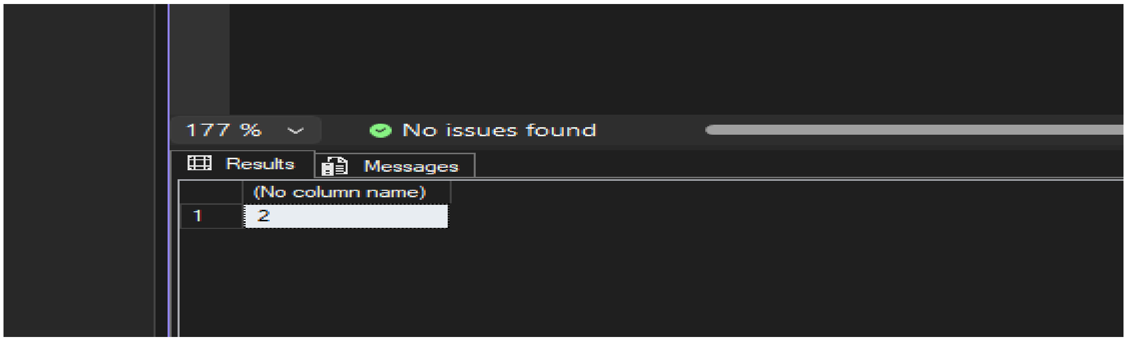
select COUNT(order_id) as Total_orders from pizza_sales



```
   Total_orders
1  48620
```

#. **Total quantity of sales**

select sum(quantity) / count(distinct order_id) from pizza_sales

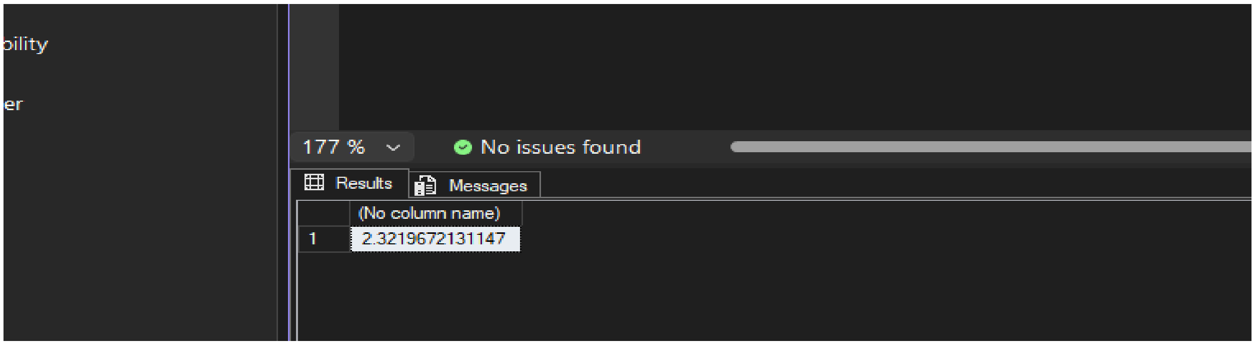


```
   (No column name)
1  2
```

#. Using the CAST function to mention the (10,2) decimal Number

select cast(sum(quantity)as decimal(10,2)) /

cast(count(distinct order_id) as decimal(10,2)) from pizza_sales

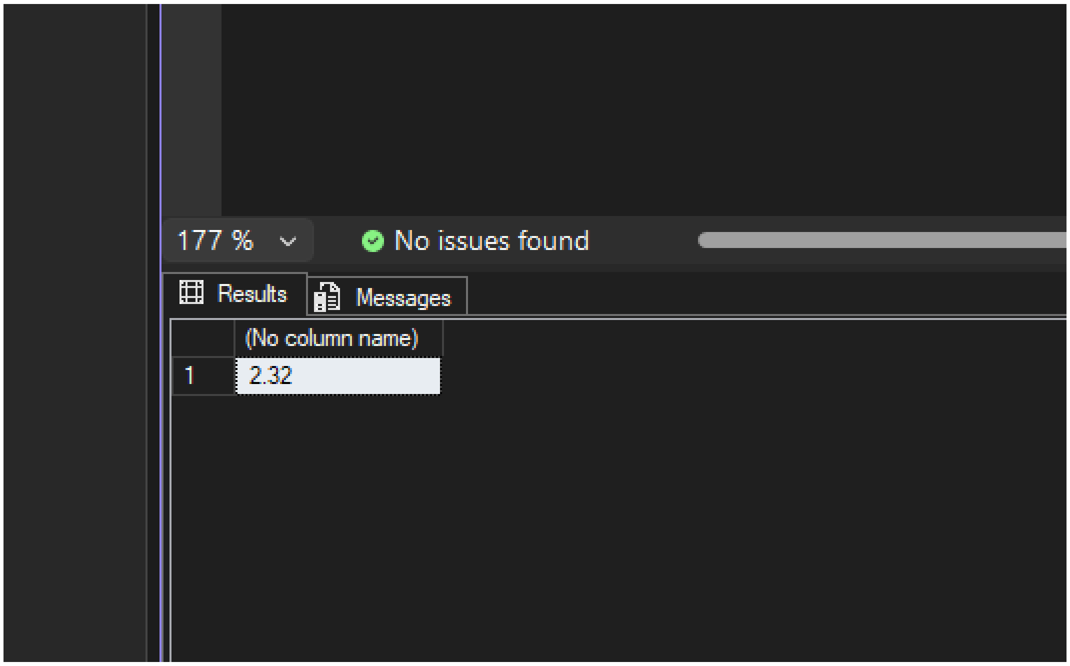


```
   (No column name)
1  2.3219672131147
```

#. Using the CAST function to mention the (2) decimal Number

select cast(cast(sum(quantity)as decimal(10,2)) /

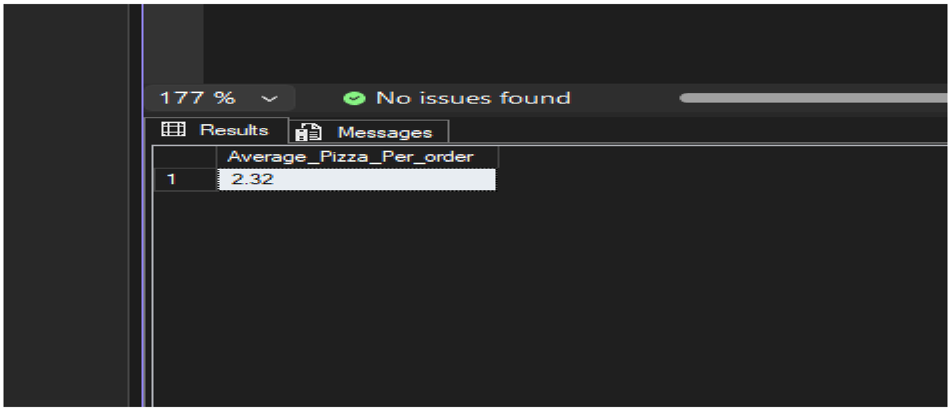
cast(count(distinct order_id) as decimal(10,2)) as decimal(10,2)) from pizza_sales



```
   (No column name)
1  2.32
```

#. Average Pizza Per Order

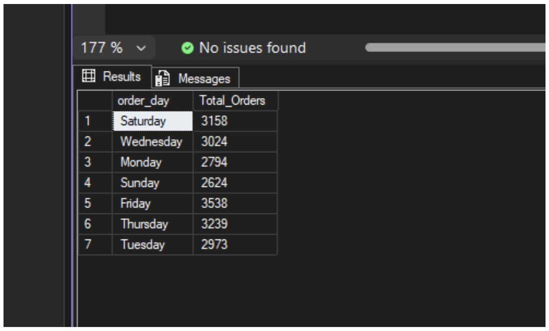
```
select cast(cast(sum(quantity)as decimal(10,2)) /

cast(count(distinct order_id) as decimal(10,2)) as decimal(10,2))

as Average_Pizza_Per_order from pizza_sales
```



	Average_Pizza_Per_order
1	2.32

#.Daily Trend for Total Orders

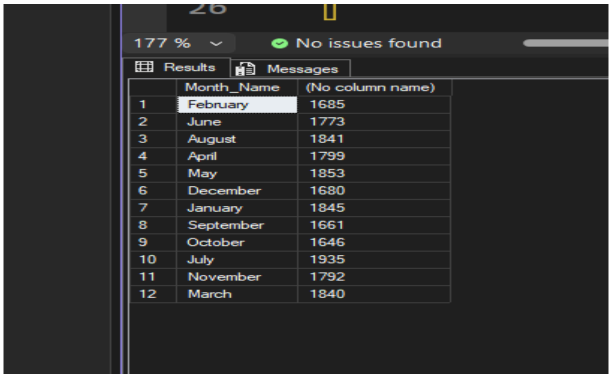
```
select DATENAME(DW,order_date) as order_day, count(distinct order_id) as Total_Orders

from pizza_sales

group by DATENAME(DW,order_date)
```



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

#.Hourly Trend For Total Orders

```
select DATENAME(MONTH,order_date) as Month_Name, count(distinct order_id)

from pizza_sales

group byDATENAME(MONTH,order_date)
```



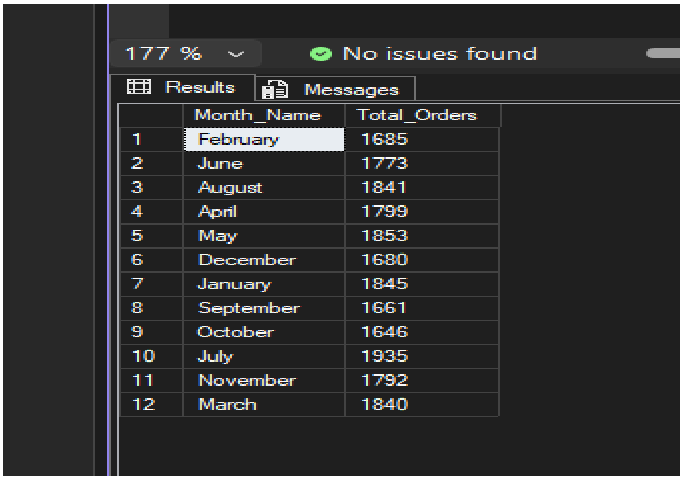
	Month_Name	(No column name)
1	February	1685
2	June	1773
3	August	1841
4	April	1799
5	May	1853
6	December	1680
7	January	1845
8	September	1661
9	October	1646
10	July	1935
11	November	1792
12	March	1840

#.Hourly Trend For Total Orders(column name)

```
select DATENAME(MONTH,order_date) as Month_Name, count(distinct order_id) as Total_Orders
```

from pizza_sales

group by DATENAME(MONTH,order_date)



	Month_Name	Total_Orders
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

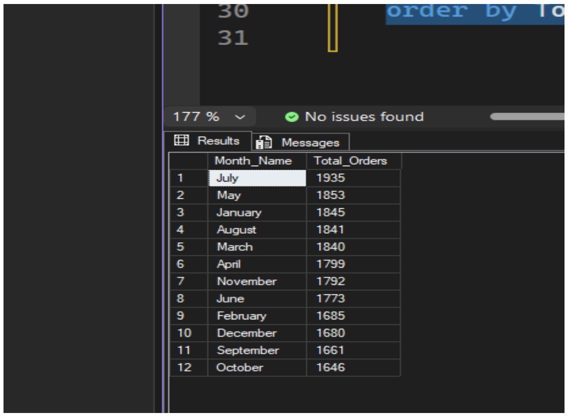
#.Hourly Trend For Total Orders(Decending order)

select DATENAME(MONTH,order_date) as Month_Name, count(distinct order_id) as Total_Orders

from pizza_sales

group by DATENAME(MONTH,order_date)

order by Total_Orders desc


```
order by To
```

	Month_Name	Total_Orders
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

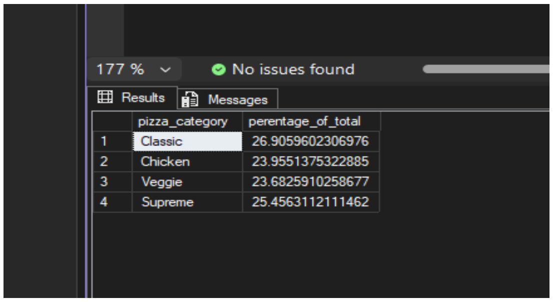
#.Percentage of sales by pizza category

select pizza_category, sum(total_price)*100/ (select sum(total_price)from pizza_sales)

as percentage_of_total

from pizza_sales

group by pizza_category



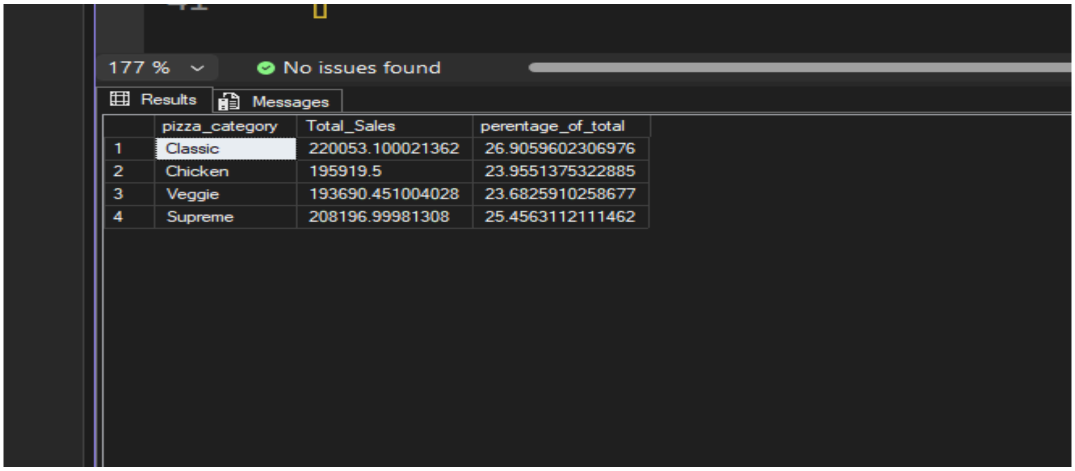
	pizza_category	perentage_of_total
1	Classic	26.9059602306976
2	Chicken	23.9551375322885
3	Veggie	23.6825910258677
4	Supreme	25.4563112111462

#. Add Total Sales

select pizza_category,sum(total_price) as Total_Sales, sum(total_price)*100/ (select sum(total_price)from pizza_sales) as percentage_of_total

from pizza_sales

group by pizza_category



	pizza_category	Total_Sales	perentage_of_total
1	Classic	220053.100021362	26.9059602306976
2	Chicken	195919.5	23.9551375322885
3	Veggie	193690.451004028	23.6825910258677
4	Supreme	208196.99981308	25.4563112111462

#.Filtering Row by Row

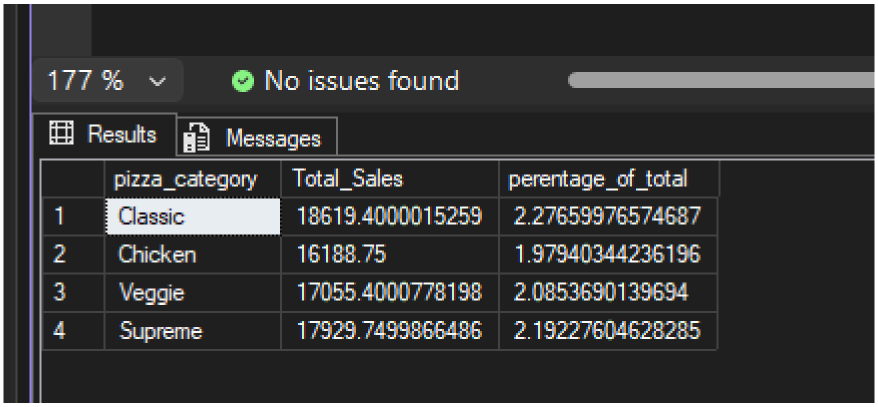
select pizza_category,sum(total_price) as Total_Sales, sum(total_price)*100/ (select sum(total_price)from pizza_sales)

as percentage_of_total

from pizza_sales

where MONTH (order_date)=1

group by pizza_category



	pizza_category	Total_Sales	perentage_of_total
1	Classic	18619.4000015259	2.27659976574687
2	Chicken	16188.75	1.97940344236196
3	Veggie	17055.4000778198	2.0853690139694
4	Supreme	17929.7499866486	2.19227604628285

#.Filtering Row by Row(using where clause is also write in sub query)

select pizza_category,sum(total_price) as Total_Sales, sum(total_price)*100/

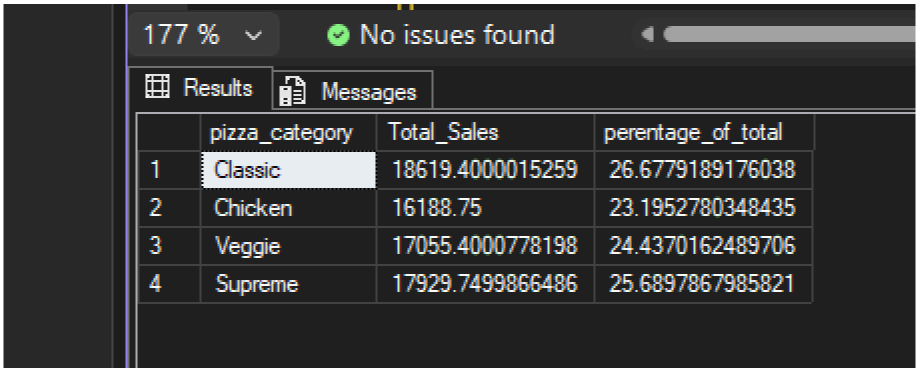
(select sum(total_price)from pizza_sales where MONTH (order_date)=1)

as percentage_of_total

from pizza_sales

where MONTH (order_date)=1

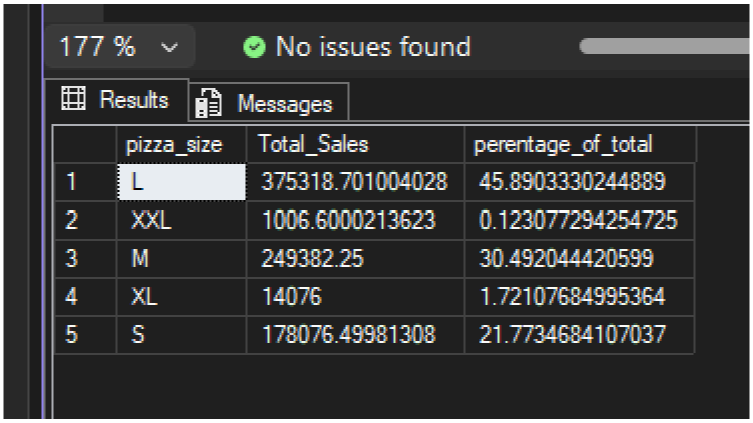
group by pizza_category



	pizza_category	Total_Sales	perentage_of_total
1	Classic	18619.4000015259	26.6779189176038
2	Chicken	16188.75	23.1952780348435
3	Veggie	17055.4000778198	24.4370162489706
4	Supreme	17929.7499866486	25.6897867985821

#. Percentage of sales by Pizza size

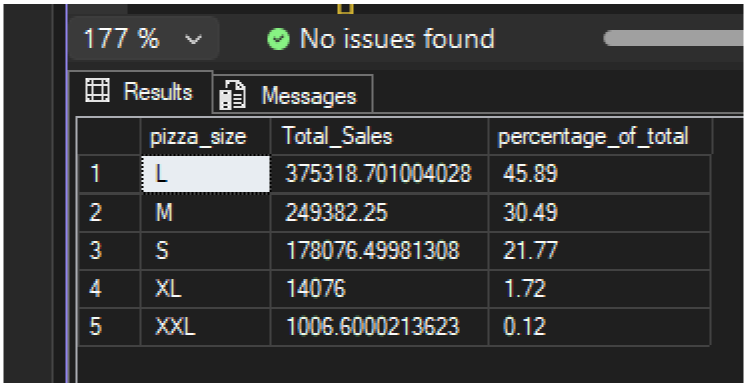
```
select pizza_size,sum(total_price) as Total_Sales, sum(total_price)*100/

(select sum(total_price)from pizza_sales)

as percentage_of_total

from pizza_sales

group by pizza_size
```



	pizza_size	Total_Sales	perentage_of_total
1	L	375318.701004028	45.8903330244889
2	XXL	1006.6000213623	0.123077294254725
3	M	249382.25	30.492044420599
4	XL	14076	1.72107684995364
5	S	178076.49981308	21.7734684107037

#. Percentage of sales by Pizza size(2) decimal values

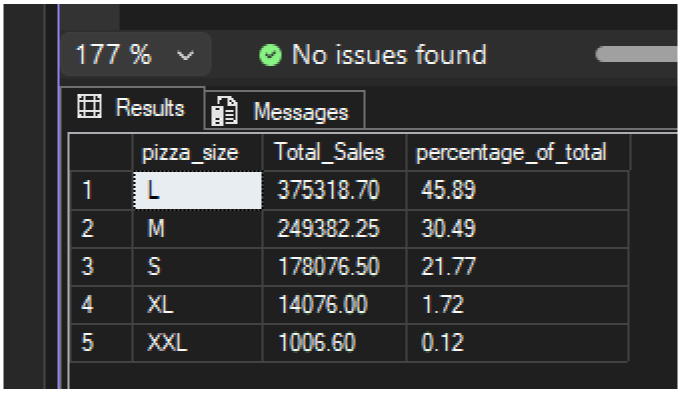
```
select pizza_size,sum(total_price) as Total_Sales,cast( sum(total_price)*100/

(select sum(total_price)from pizza_sales)as decimal(10,2)) as percentage_of_total

from pizza_sales

group by pizza_size

order by percentage_of_total desc
```



	pizza_size	Total_Sales	percentage_of_total
1	L	375318.701004028	45.89
2	M	249382.25	30.49
3	S	178076.49981308	21.77
4	XL	14076	1.72
5	XXL	1006.6000213623	0.12

#. Percentage of sales by Pizza size (decending order)

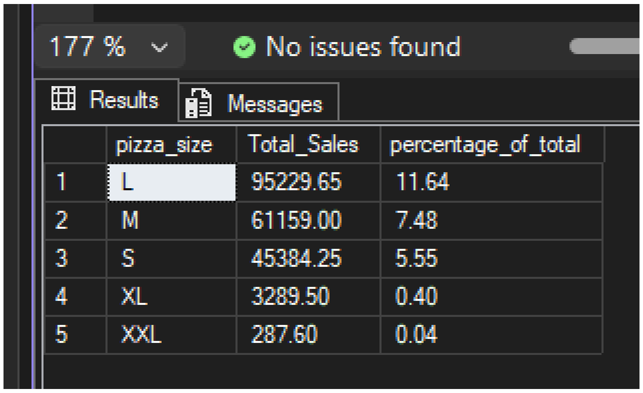
```
select pizza_size,cast (sum(total_price)as decimal(10,2)) as Total_Sales,cast( sum(total_price)*100/

(select sum(total_price)from pizza_sales)as decimal(10,2)) as percentage_of_total

from pizza_sales

group by pizza_size

order by percentage_of_total desc
```



	pizza_size	Total_Sales	percentage_of_total
1	L	375318.70	45.89
2	M	249382.25	30.49
3	S	178076.50	21.77
4	XL	14076.00	1.72
5	XXL	1006.60	0.12

#. Percentage of sales by Pizza size (by using where clause)

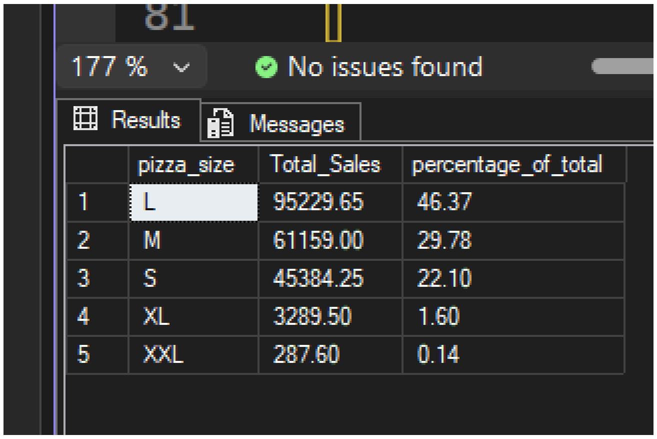
```
select pizza_size,cast (sum(total_price)as decimal(10,2)) as Total_Sales,cast( sum(total_price)*100/

(select sum(total_price)from pizza_sales)as decimal(10,2)) as percentage_of_total

from pizza_sales

where DATEPART(quarter,order_date)=1

group by pizza_size

order by percentage_of_total desc
```



	pizza_size	Total_Sales	percentage_of_total
1	L	95229.65	11.64
2	M	61159.00	7.48
3	S	45384.25	5.55
4	XL	3289.50	0.40
5	XXL	287.60	0.04

#. Percentage of sales by Pizza size (by using where clause in sun query)

```
select pizza_size,cast (sum(total_price)as decimal(10,2)) as Total_Sales,cast( sum(total_price)*100/

(select sum(total_price)from pizza_sales where DATEPART(quarter,order_date)=1)as decimal(10,2)) as
percentage_of_total

from pizza_sales

where DATEPART(quarter,order_date)=1

group by pizza_size

order by percentage_of_total desc
```

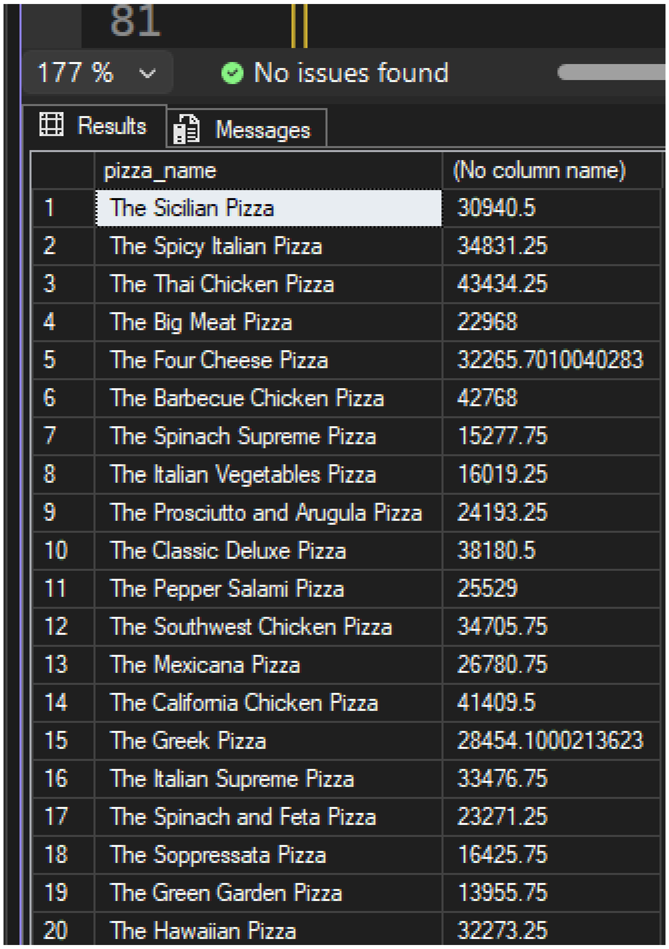


	pizza_size	Total_Sales	percentage_of_total
1	L	95229.65	46.37
2	M	61159.00	29.78
3	S	45384.25	22.10
4	XL	3289.50	1.60
5	XXL	287.60	0.14

#. Top 5 Best sellers by revenue (find total)

select pizza_name, sum(total_price) from pizza_sales

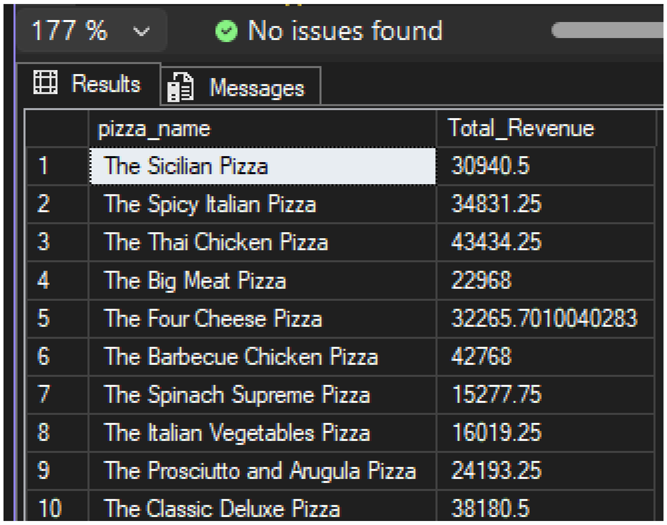
group by pizza_name



	pizza_name	(No column name)
1	The Sicilian Pizza	30940.5
2	The Spicy Italian Pizza	34831.25
3	The Thai Chicken Pizza	43434.25
4	The Big Meat Pizza	22968
5	The Four Cheese Pizza	32265.7010040283
6	The Barbecue Chicken Pizza	42768
7	The Spinach Supreme Pizza	15277.75
8	The Italian Vegetables Pizza	16019.25
9	The Prosciutto and Arugula Pizza	24193.25
10	The Classic Deluxe Pizza	38180.5
11	The Pepper Salami Pizza	25529
12	The Southwest Chicken Pizza	34705.75
13	The Mexicana Pizza	26780.75
14	The California Chicken Pizza	41409.5
15	The Greek Pizza	28454.1000213623
16	The Italian Supreme Pizza	33476.75
17	The Spinach and Feta Pizza	23271.25
18	The Soppressata Pizza	16425.75
19	The Green Garden Pizza	13955.75
20	The Hawaiian Pizza	32273.25

#. Top 5 Best sellers by revenue (Add column name)

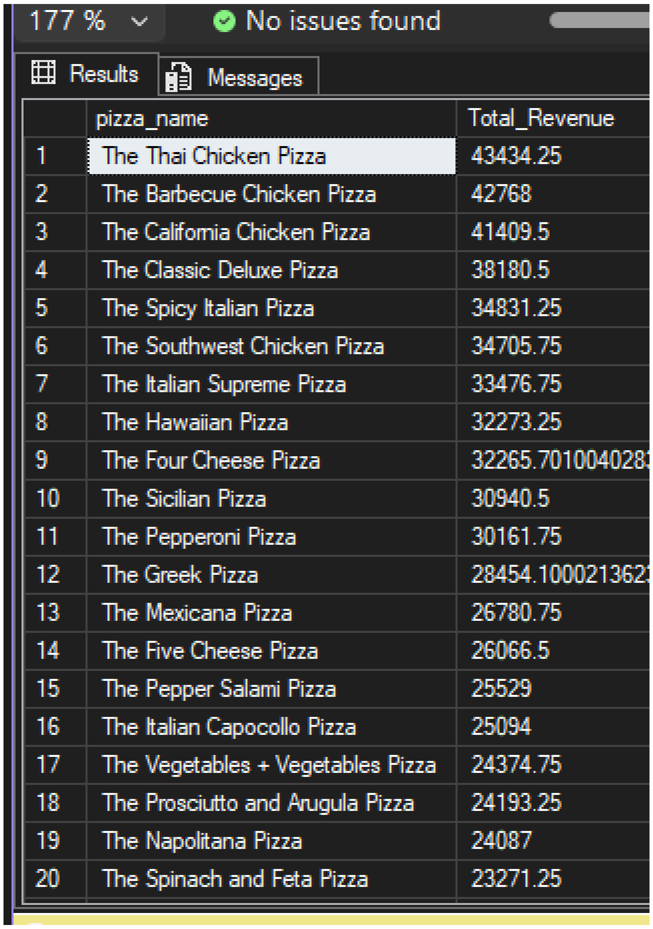
```
select pizza_name, sum(total_price) as Total_Revenue from pizza_sales

group by pizza_name
```



	pizza_name	Total_Revenue
1	The Sicilian Pizza	30940.5
2	The Spicy Italian Pizza	34831.25
3	The Thai Chicken Pizza	43434.25
4	The Big Meat Pizza	22968
5	The Four Cheese Pizza	32265.7010040283
6	The Barbecue Chicken Pizza	42768
7	The Spinach Supreme Pizza	15277.75
8	The Italian Vegetables Pizza	16019.25
9	The Prosciutto and Arugula Pizza	24193.25
10	The Classic Deluxe Pizza	38180.5

#. Top 5 Best sellers by revenue (Decending order)

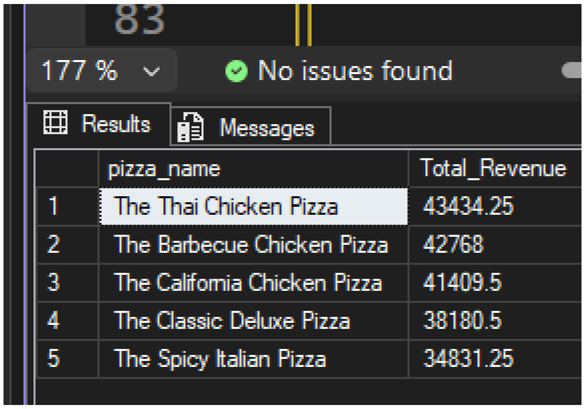
```
select pizza_name, sum(total_price) as Total_Revenue from pizza_sales

group by pizza_name

order by Total_Revenue desc
```



	pizza_name	Total_Revenue
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
6	The Southwest Chicken Pizza	34705.75
7	The Italian Supreme Pizza	33476.75
8	The Hawaiian Pizza	32273.25
9	The Four Cheese Pizza	32265.7010040283
10	The Sicilian Pizza	30940.5
11	The Pepperoni Pizza	30161.75
12	The Greek Pizza	28454.1000213622
13	The Mexicana Pizza	26780.75
14	The Five Cheese Pizza	26066.5
15	The Pepper Salami Pizza	25529
16	The Italian Capocollo Pizza	25094
17	The Vegetables + Vegetables Pizza	24374.75
18	The Prosciutto and Arugula Pizza	24193.25
19	The Napolitana Pizza	24087
20	The Spinach and Feta Pizza	23271.25

#. Top 5 Best sellers by revenue (Top 5 in decending order)

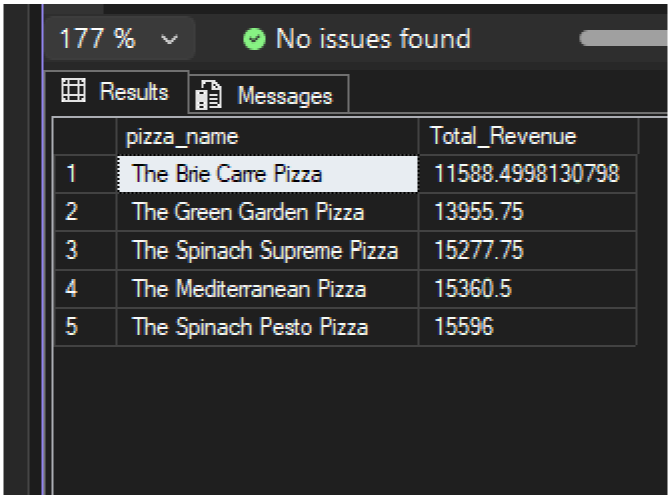
```
select  Top 5 pizza_name, sum(total_price) as Total_Revenue from pizza_sales

group by pizza_name

order by Total_Revenue desc
```



	pizza_name	Total_Revenue
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

#. Top 5 Best sellers by revenue (Ascending order)

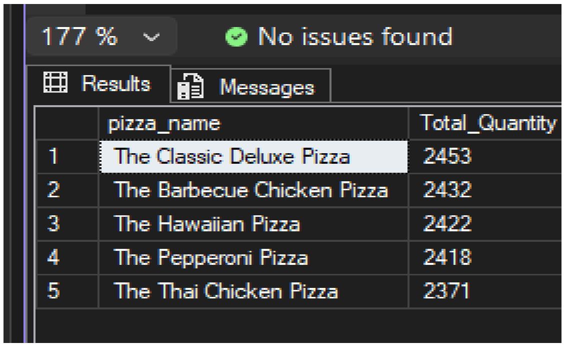
```
select  Top 5 pizza_name, sum(total_price) as Total_Revenue from pizza_sales

group by pizza_name

order by Total_Revenue Asc
```



	pizza_name	Total_Revenue
1	The Brie Carre Pizza	11588.4998130798
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

#. Top 5 Best sellers by quantity (Top 5 in Ascending order)

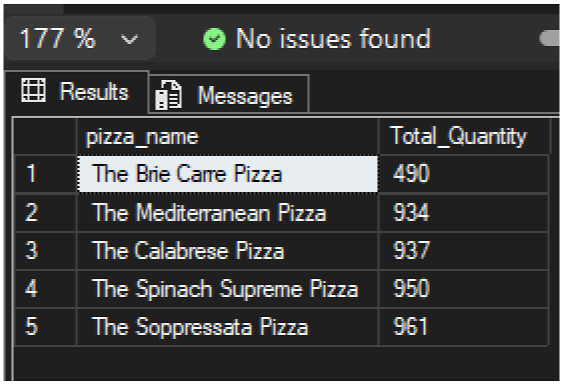
```
select  Top 5 pizza_name, sum(quantity) as Total_Quantity from pizza_sales

group by pizza_name

order by Total_Quantity desc
```



	pizza_name	Total_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

#. Top 5 Best sellers by revenue (Top 5 in Ascending order)

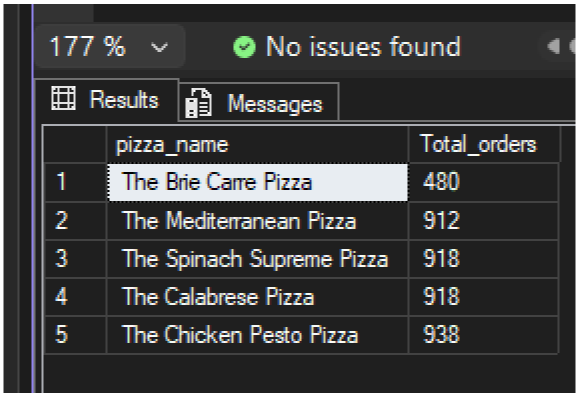
```
select  Top 5 pizza_name, sum(quantity) as Total_Quantity from pizza_sales

group by pizza_name

order by Total_Quantity Asc
```



	pizza_name	Total_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

#. Total orders Top 5 (Ascending order)

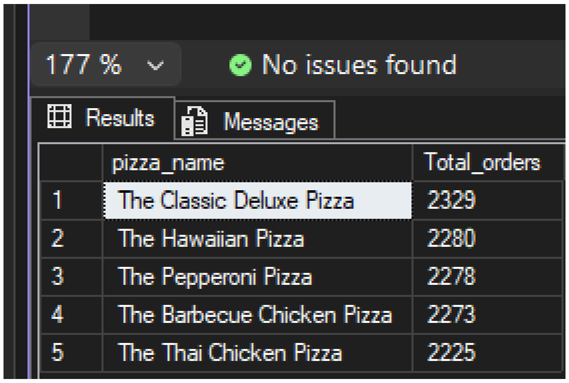
```
select  Top 5 pizza_name, count(distinct order_id) as Total_orders from pizza_sales

group by pizza_name

order by Total_orders Asc
```



	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

#. Total orders Top 5 (decending order)

```
select  Top 5 pizza_name, count(distinct order_id) as Total_orders from pizza_sales

group by pizza_name

order by Total_orders desc
```



	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

Pizza Sales SQL Analysis – Short Summary

In this project, SQL queries were used to analyze the *pizza_sales* dataset and extract key business insights. The main KPIs calculated include **Total Revenue, Average Order Value, Total Pizzas Sold, Total Orders, and Average Pizzas per Order**.

The analysis also identifies **daily and monthly order trends**, helping to understand customer buying patterns over time. Sales performance was further evaluated by **pizza category and pizza size**, along with their respective **percentage contribution to total revenue**, including filtered analysis by month and quarter.

Finally, the **Top 5 best-selling pizzas** were determined based on **revenue, quantity sold, and number of orders**. These insights can help the business optimize its menu, improve inventory planning, and increase overall profitability.