PIZZA SALES ANALYSIS SQL QUERY

```sql
-- KPI 1: Total Revenue
SELECT SUM(total_price) AS Total_Revenue
FROM pizza_sales;
```

	Total_Revenue
1	817860.05083847

```sql
-- KPI 2: Average Order Value
SELECT (SUM(total_price) / COUNT(DISTINCT order_id)) AS Avg_order_Value
FROM pizza_sales;
```

	Avg_order_Value
1	38.3072623343546

```sql
-- KPI 3: Total Pizzas Sold
SELECT SUM(quantity) AS Total_pizza_sold
FROM pizza_sales;
```

	Total_pizza_sold
1	49574

```sql
-- KPI 4: Total Orders
SELECT COUNT(DISTINCT order_id) AS Total_Orders
FROM pizza_sales;
```

	Total_Orders
1	21350

```sql
-- KPI 5: 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_Pizzas_per_order
FROM pizza_sales;
```

	Avg_Pizzas_per_order
1	2.32

```sql
-- Daily Trend: Total Orders by Day of Week
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

```sql
-- Monthly Trend: Total Orders by Month
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

```sql
-- Hourly Trend: Total Orders by Hour
SELECT
    DATEPART(HOUR, order_time) AS order_hours,
    COUNT(DISTINCT order_id) AS total_orders
FROM pizza_sales
GROUP BY DATEPART(HOUR, order_time)
ORDER BY DATEPART(HOUR, order_time) DESC;
```

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

```sql
-- Percentage of Sales by Pizza Category
SELECT
    pizza_category,
    CAST(SUM(total_price) AS DECIMAL(10,2)) AS total_revenue,
    CAST(
        SUM(total_price) * 100 /
        (SELECT SUM(total_price) FROM pizza_sales)
    AS DECIMAL(10,2)) AS PCT
FROM pizza_sales
GROUP BY pizza_category;
```

	pizza_category	total_revenue	PCT
1	Classic	220053.10	26.91
2	Chicken	195919.50	23.96
3	Veggie	193690.45	23.68
4	Supreme	208197.00	25.46

```sql
-- Percentage of Sales by Pizza Size
SELECT
    pizza_size,
    CAST(SUM(total_price) AS DECIMAL(10,2)) AS total_revenue,
    CAST(
        SUM(total_price) * 100 /
        (SELECT SUM(total_price) FROM pizza_sales)
    AS DECIMAL(10,2)) AS PCT
FROM pizza_sales
GROUP BY pizza_size
ORDER BY pizza_size;
```

	pizza_size	total_revenue	PCT
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

```sql
-- Top 5 Pizzas by Total Revenue
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

```sql
-- Bottom 5 Pizzas by Total Revenue
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

```sql
-- Top 5 Pizzas by Total Pizzas Sold

SELECT TOP 5
    pizza_name,
    SUM(quantity) AS Total_Pizza_Sold
FROM pizza_sales
GROUP BY pizza_name
ORDER BY Total_Pizza_Sold DESC;
```

	pizza_name	Total_Pizza_Sold
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

```sql
-- Bottom 5 Pizzas by Total Pizzas Sold

SELECT TOP 5
    pizza_name,
    SUM(quantity) AS Total_Pizza_Sold
FROM pizza_sales
GROUP BY pizza_name
ORDER BY Total_Pizza_Sold ASC;
```

	pizza_name	Total_Pizza_Sold
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

```sql
-- Top 5 Pizzas by 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;
```

	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

```sql
-- Bottom 5 Pizzas by 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;
```

	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