




Pizza Sales Analytics

*Created By : Bobby
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PIZZA SQL.sql - B...(BOBBY\bdube (52))* SQLQuery2.sql - B...(BOBBY\bdube (80))*

```
SELECT ROUND(SUM(total_price),2)AS TOTAL_REVENUE  
FROM sales
```

100 %

Results Messages

	TOTAL_REVENUE
1	817860.05

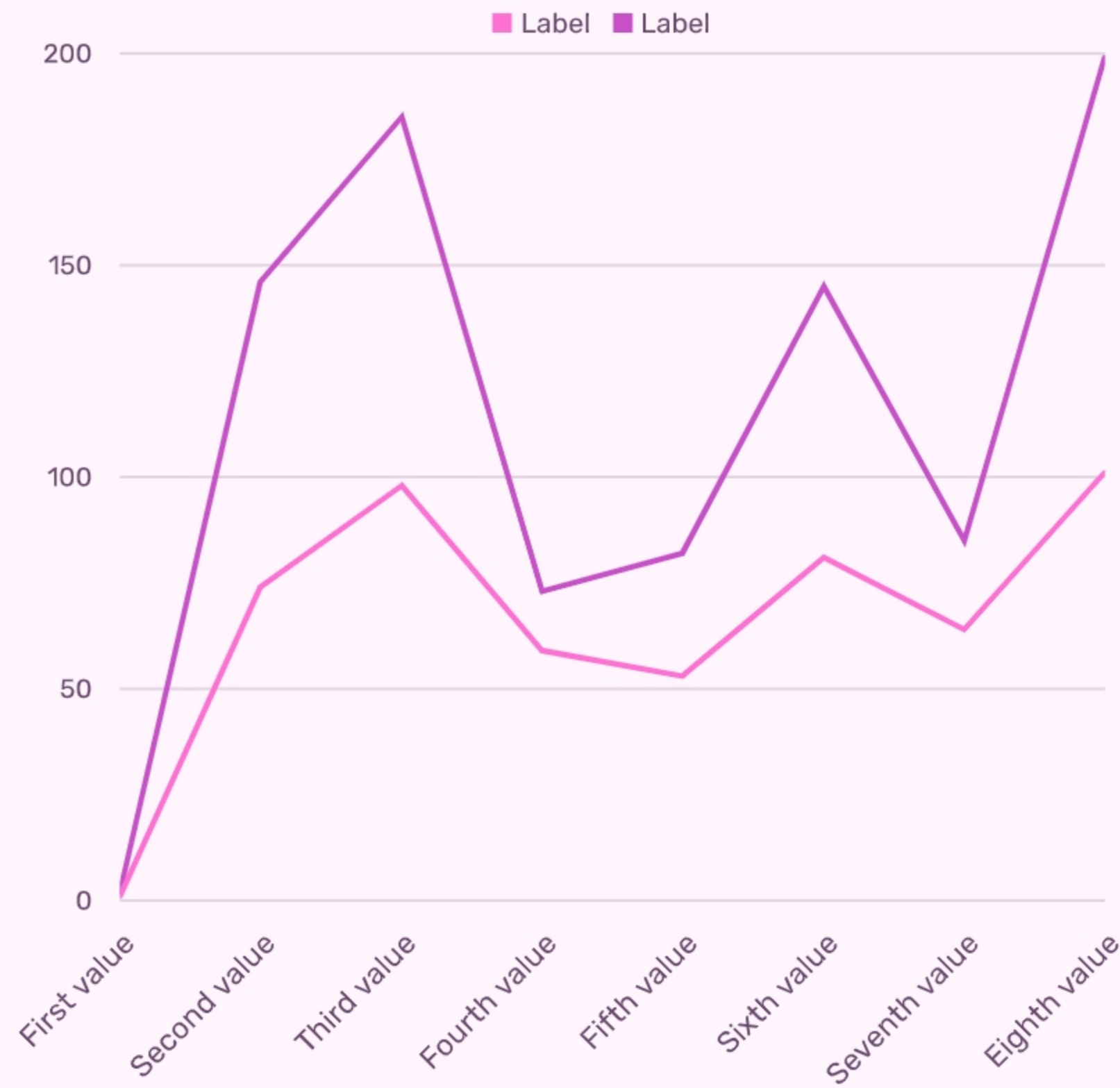
Total Revenue

**Overview of overall income
from sales is \$8,17,860**



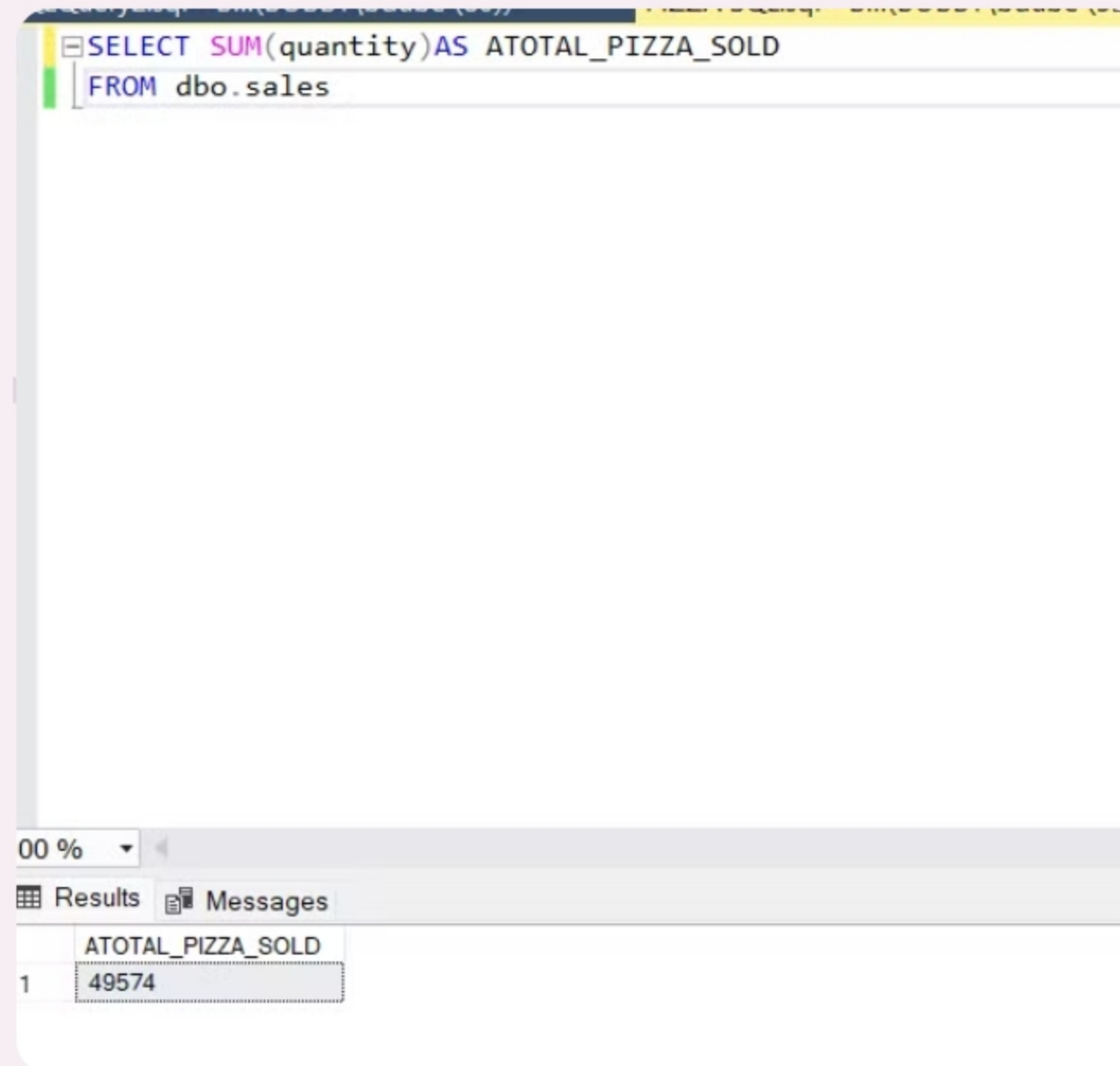
Average Order Value is \$38.30

Mean value of each customer order



Total Pizzas Sold is 49574 year

Explore the cumulative number of pizzas sold to understand demand trends and customer preferences in your pizza sales analytics.



```
SELECT SUM(quantity) AS ATOTAL_PIZZA_SOLD
FROM dbo.sales
```

Results	
	ATOTAL_PIZZA_SOLD
1	49574

Average Pizzas Sold by order id is 2

Mean pizzas purchased per customer order

```
SQLQuery2.sql - B...(BOBBY\bdube (80))* PIZZA SQL.sql - B...(BOBBY\bdube (52))*  
SELECT SUM(quantity)/COUNT(DISTINCT order_id)AS AVG_ORDER_VALUE  
FROM dbo.sales  
--SELECT * FROM sales
```

100 %

Results Messages

	AVG_ORDER_VALUE
1	2



Daily Trend

Order are Highest on Weekends, Friday/
saturday Evenings

```
SELECT DATENAME(DW,order_date) DATE_NAME, COUNT(DISTINCT order_id )AS TOTAL_ORDER
FROM sales
GROUP BY DATENAME(DW,order_date)
```

.00 %

Results Messages

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

Pattern of daily order volume changes

Hourly Trend for Orders

```
SELECT DATEPART(HOUR, order_time) as order_hours,  
COUNT(DISTINCT order_id) as total_orders  
FROM sales  
GROUP BY DATEPART(HOUR, order_time)  
ORDER BY DATEPART(HOUR, order_time)
```

100 %

Results Messages

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



Peak Times

Identify peak ordering times is 12 to 01 pm & 05 to 08 pm

Hourly Trend for Orders



Patterns Analysis

Analyze sales patterns by hour

```
SELECT DATEPART(HOUR, order_time) as order_hours,  
COUNT(DISTINCT order_id) as total_orders  
FROM sales  
GROUP BY DATEPART(HOUR, order_time)  
ORDER BY DATEPART(HOUR, order_time)
```

100 %

Results

Messages

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



```
SELECT pizza_category AS PIZZA_CATEGORY,  
SUM(total_price * 100 )/  
(SELECT SUM(total_price) FROM sales) AS PIZZA_CATEGORY_PERCENT  
FROM sales  
GROUP BY pizza_category
```

100 %

Results Messages

	PIZZA_CATEGORY	PIZZA_CATEGORY_PERCENT
1	Classic	26.9059602306976
2	Chicken	23.9551375322885
3	Veggie	23.6825910258677
4	Supreme	25.4563112111462

Percentage of Sales

Proportion of revenue generated from each category

Perseentage of Sales by Pizza Size

```
SELECT pizza_size AS PIZZA_SIZE, SUM(total_price) AS TOTAL_REVENUE,
SUM(total_price * 100)/
(SELECT SUM(total_price) FROM sales) AS PIZZA_CATEGORY_PERSENTAGE
FROM sales
GROUP BY pizza_size
ORDER BY pizza_size
```

% ▾

Results Messages

PIZZA_SIZE	TOTAL_REVENUE	PIZZA_CATEGORY_PERSENTAGE
L	375318.701004028	45.8903330244889
M	249382.25	30.492044420599
S	178076.49981308	21.7734684107037
XL	14076	1.72107684995364
XXL	1006.6000213623	0.123077294254725



Sizes

Engage audience with interactive visuals.

Large Size Pizza Contribute To Maximum Sales

Total Pizzas Sold by Pizza Category



Analysis

Analyze pizza category sales

```
SELECT pizza_category,  
       SUM(quantity) AS TOTAL_SOLD  
FROM sales  
GROUP BY pizza_category  
ORDER BY TOTAL_SOLD DESC
```

100 %

Results Messages

	pizza_category	TOTAL_SOLD
1	Classic	14888
2	Supreme	11987
3	Veggie	11649
4	Chicken	11050



Thank You

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