SQL QUERY USED

Pizza Sales Analysis

This is a project of pizza sales analysis on the basis of quanity, order, name, category, size etc. The following metrics or query performed will be finally visualized in PowerBI Dashboard.

Project Details

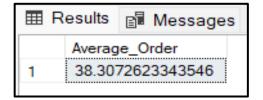
KPIs

→ Total Revenue

SELECT SUM(total_price) AS Total_Revenue FROM pizza_sales;

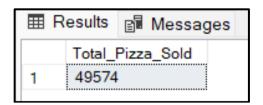


Average Order Value



♦ Total Pizza Sold

SELECT SUM(quantity) AS Total_Pizza_Sold from pizza_sales;



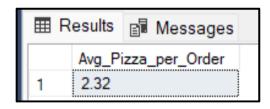
◆ Total Order

SELECT COUNT(DISTINCT order_id) as Total_Order from pizza_sales;



◆ 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 Avg_Pizza_per_Order from pizza_sales;



Daily Trend for Total Order

```
SELECT DATENAME(DW,order_date) AS Order_Day ,
COUNT(DISTINCT order_id) AS Total_Orders
FROM pizza_sales
GROUP BY DATENAME(DW,order_date);
```

■ Results		
	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

Daily trend for monthly order

```
SELECT DATENAME(MONTH, order_date) AS Order_Month ,
COUNT(DISTINCT order_id) AS Total_Orders
FROM pizza_sales
GROUP BY DATENAME(MONTH, order_date);
```

■ Results		
	Order_Month	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

♦ % Sales of pizza by Category

```
SELECT pizza_category,CAST(SUM(total_price) AS decimal(10,2)) AS 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;
```

⊞ Results			
	pizza_category	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

♦ % Sales of pizza by Size

```
SELECT pizza_size,CAST(SUM(total_price) AS decimal(10,2)) AS 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;
```

⊞ F	■ Results			
	pizza_size	Revenue	PCT	
1	L	375318.70	45.89	
2	XXL	1006.60	0.12	
3	M	249382.25	30.49	
4	XL	14076.00	1.72	
5	S	178076.50	21.77	

◆ Total pizza sold by Category

```
SELECT pizza_category,SUM(quantity) AS Total_Pizza_Sold
FROM pizza_saleS
GROUP BY pizza_category;
```

■ Results		
	pizza_category	Total_Pizza_Sold
1	Classic	14888
2	Chicken	11050
3	Veggie	11649
4	Supreme	11987

◆ Top 5 best selling pizza by Revenue

```
SELECT TOP 5 pizza_name, CAST(SUM(total_price) AS decimal(10,2)) AS Revenue
FROM pizza_sales
GROUP BY pizza_name
ORDER BY Revenue DESC;
```

⊞ Results		
	pizza_name	Revenue
1	The Thai Chicken Pizza	43434.25
2	The Barbecue Chicken Pizza	42768.00
3	The California Chicken Pizza	41409.50
4	The Classic Deluxe Pizza	38180.50
5	The Spicy Italian Pizza	34831.25

◆ Bottom 5 best selling pizza by Revenue

```
SELECT TOP 5 pizza_name, CAST(SUM(total_price) AS decimal(10,2)) AS Revenue
FROM pizza_sales
GROUP BY pizza_name
ORDER BY Revenue ASC;
```

⊞ Results		
	pizza_name	Revenue
1	The Brie Carre Pizza	11588.50
2	The Green Garden Pizza	13955.75
3	The Spinach Supreme Pizza	15277.75
4	The Mediterranean Pizza	15360.50
5	The Spinach Pesto Pizza	15596.00

◆ Top 5 best selling pizza by Quantity

```
SELECT TOP 5 pizza_name, CAST(SUM(quantity) AS decimal(10,0)) AS
Total_Quantity
FROM pizza_sales
GROUP BY pizza_name
ORDER BY Total_Quantity DESC;
```

⊞ R	⊞ Results		
	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	

Bottom 5 best selling pizza by quantity

```
SELECT TOP 5 pizza_name, CAST(SUM(quantity) AS decimal(10,0)) AS
Total_Quantity
FROM pizza_sales
GROUP BY pizza_name
ORDER BY Total_Quantity ASC;
```

⊞ Results		
	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

◆ Top 5 best selling pizza by Total order

```
SELECT TOP 5 pizza_name, CAST(COUNT(DISTINCT order_id) AS decimal(10,0)) AS Total_Order FROM pizza_sales GROUP BY pizza_name ORDER BY Total_Order DESC;
```



◆ Bottom 5 best selling pizza by Total order

```
SELECT TOP 5 pizza_name, CAST(COUNT(DISTINCT order_id) AS decimal(10,0)) AS Total_Order FROM pizza_sales GROUP BY pizza_name ORDER BY Total_Order ASC;
```

■ R	■ Results		
	pizza_name	Total_Order	
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	