披萨收入 SQL 数据分析报告

一、总收入分析

1.1 总收入

查询公式：

SELECT SUM(total_price) AS 总收入 FROM pizza_sales;

查询结果： 总收入：817,860.05

1.2 平均每单价格

查询公式：

SELECT SUM(total_price) / COUNT(DISTINCT order_id) AS 平均每单价格 FROM pizza_sales;

查询结果： 30.31

二、订单与披萨销售情况

2.1 卖出披萨总数量

查询公式：

SELECT SUM(quantity) FROM pizza_sales;

查询结果： 49,574

2.2 订单总数

查询公式：

SELECT COUNT(DISTINCT order_id) FROM pizza_sales;

查询结果： 21,356

2.3 平均每单披萨数量

查询公式：

```
SELECT CAST(SUM(quantity) AS DECIMAL(10,2)) /

       CAST(COUNT(DISTINCT       order_id)       AS

DECIMAL(10,2)) AS 平均每单披萨数量

FROM pizza_sales;
```

查询结果： 2.32

三、订单时间分析

3.1 每周订单数量

查询公式：

```
SELECT   DATENAME(DW,   order_date)   AS   order_day,

COUNT(DISTINCT order_id) AS total_orders

FROM pizza_sales

GROUP BY DATENAME(DW, order_date);
```

查询结果（示例）：

星期	订单总数
Friday	3,538
Thursday	3,239
Saturday	3,158
Wednesday	3,024
Monday	2,794
Sunday	2,624
Tuesday	2,973

3.2 每月订单数量

查询公式：

```
SELECT  DATENAME(MONTH,  order_date)  AS  Month_name,
COUNT(DISTINCT order_id) AS 订单数量
FROM pizza_sales
GROUP BY DATENAME(MONTH, order_date)
ORDER BY 订单数量 DESC;
```

查询结果（示例）：

月份	订单数量
July	1,935
May	1,853
January	1,845
August	1,841
March	1,840

四、披萨销售情况分析

4.1 披萨类别的销售额占比

查询公式：

```
SELECT   pizza_category,   SUM(total_price)   AS
total_sales,
      SUM(total_price)   *   100   /   (SELECT
SUM(total_price) FROM pizza_sales) AS PCT
```

```
FROM pizza_sales

GROUP BY pizza_category;
```

查询结果：

披萨类别 总销售额   占比（%）

```
Classic  220,053.10  26.91

Supreme  208,197.00  25.46

Chicken  195,919.50  23.96

Veggie   193,690.45  23.68
```

4.2 按披萨尺寸的销售占比

查询公式：

```
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 PCT

FROM pizza_sales

GROUP BY pizza_size;
```

查询结果：

披萨尺寸 总销售额   占比（%）

```
L        375,318.70  45.89

M        249,382.25  30.49

S        178,076.50  21.77
```

披萨尺寸	总销售额	占比（%）
XL	14,076.00	1.72
XXL	1,006.60	0.12

五、销量排名

5.1 销售额排名前五的披萨

查询公式：

```
SELECT pizza_name, SUM(total_price) AS TOTAL_REVENUE
FROM pizza_sales
GROUP BY pizza_name
ORDER BY TOTAL_REVENUE DESC
LIMIT 5;
```

查询结果：

披萨名称	总销售额
The Thai Chicken Pizza	43,434.25
The Barbecue Chicken Pizza	42,768.00
The California Chicken Pizza	41,409.50
The Classic Deluxe Pizza	38,180.50
The Spicy Italian Pizza	34,831.25

5.2 销量最低的五款披萨

查询公式：

```
SELECT pizza_name, SUM(total_price) AS TOTAL_REVENUE
```

```
FROM pizza_sales

GROUP BY pizza_name

ORDER BY TOTAL_REVENUE ASC

LIMIT 5;
```

查询结果：

披萨名称	总销售额
The Brie Carre Pizza	11,588.50
The Green Garden Pizza	13,955.75
The Spinach Supreme Pizza	15,277.75
The Mediterranean Pizza	15,360.50
The Spinach Pesto Pizza	15,596.00