**PIZZA SALES ANALYSIS**

**SQL Project**

**KPI’s**

1**.** Total Revenue**:**

SELECT SUM(total\_price) AS Total\_Revenue FROM pizza\_sales;



2. Average Order Value

SELECT (SUM(total\_price) / COUNT(DISTINCT order\_id)) AS Avg\_order\_Value

FROM pizza\_sales



3. Total Pizzas Sold

SELECT SUM(quantity) AS Total\_pizza\_sold FROM pizza\_sales



**4.** Total Orders

SELECT COUNT(DISTINCT order\_id) AS Total\_Orders FROM pizza\_sales



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



B. 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)

***Output:***

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C. Hourly Trend for Orders

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)

***Output***

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D. % 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

***Output***

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E. % 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

***Output***

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F. Total Pizzas Sold by Pizza Category

SELECT pizza\_category, SUM(quantity) as Total\_Quantity\_Sold

FROM pizza\_sales

WHERE MONTH(order\_date) = 2

GROUP BY pizza\_category

ORDER BY Total\_Quantity\_Sold DESC

***Output***

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G. Top 5 Best Sellers 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

***Output***

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H. Bottom 5 Sellers 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

***Output***

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