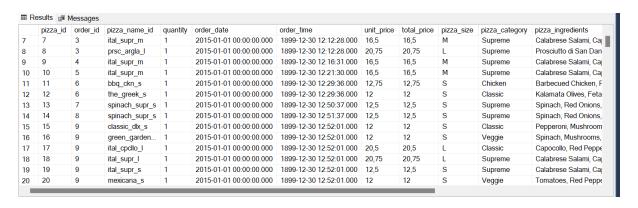
SQL DATA EXPLORATION PROJECT

In this project, the dataset from a Pizza company was explored in other to provide the solution to these 15 questions.

- 1. Total Revenue (The sum of the total price of all pizzas)
- 2. Average Order Value (The average amount spent per order, calculated by dividing the total revenue by the total number of orders)
- 3. Total Pizzas Sold (The sum of the quantities of all pizzas sold)
- 4. Total Orders (The total number of orders placed)
- 5. Average Pizzas Per Order (The average number of Pizzas sold per order, calculated by dividing the total number of pizzas sold by the total number of orders)
- 6. Daily Trend for Total orders
- 7. Hourly Trend for Total Orders
- 8. Percentage of Sales by Pizza Category
- 9. Percentage of Sales by Pizza Category (For only the Month of January)
- 10. Percentage of Sales by Pizza Size
- 11. Percentage of Sales by Pizza Size (For quarter of the year)
- 12. Total Pizza Sold by Pizza Category
- 13. Top 5 Best Sellers by Total Pizzas Sold
- 14. Bottom 5 Worst Sellers by Total Pizzas Sold
- 15. Bottom 5 Worst Sellers by Total Pizzas Sold (For only August)

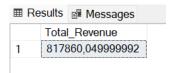
After this exploration analysis in SQL, the same data will be exported to Excel and Power BI to visualize the result.

--To check the entire file before starting the exploration SELECT * FROM pizza_sales



1--Total Revenue (The sum of the total price of all pizzas)

SELECT SUM(total_price) Total_Revenue
FROM pizza_sales



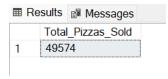
2--Average Order Value (The average amount spent per order, calculated by dividing the total revenue by the total number of orders)

SELECT SUM(total_price)/ COUNT(DISTINCT order_id) Avg_Order_Value
FROM pizza_sales



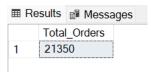
3--Total Pizzas Sold (The sum of the quantities of all pizzas sold)

SELECT SUM(quantity) Total_Pizzas_Sold
FROM pizza_sales



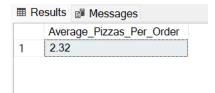
4--Total Orders (The total number of orders placed)

SELECT COUNT(DISTINCT order_id) Total_Orders
FROM pizza_sales



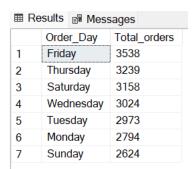
5--Average Pizzas Per Order (The average number of Pizzas sold per order, calculated by dividing the total number of pizzas sold by the total number of orders)

SELECT CAST(SUM(quantity) / COUNT(DISTINCT order_id) AS DECIMAL(10,2))
Average_Pizzas_Per_Order
FROM pizza_sales



6--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)
ORDER BY Total_orders DESC



```
7--Hourly Trend for Total 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)
```

⊞ Re	sults Mess	ages
	Order_hours	Total_orders
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

8--Percentage of Sales by Pizza Category

SELECT pizza_category, CAST(SUM(total_price)*100 / (SELECT sum(total_price) from
pizza_sales)AS DECIMAL(10)) AS Total_Sale_Percentage
FROM pizza_sales
GROUP BY pizza_category

9--Percentage of Sales by Pizza Category (For only the Month of January)

SELECT pizza_category, SUM(total_price)*100 / (SELECT sum(total_price) from pizza_sales WHERE MONTH(order_date) = 1) AS January_Sale_Percentage FROM pizza_sales

WHERE MONTH(order_date) = 1

GROUP BY pizza_category

		es
	pizza_category	January_Sale_Percentage
1	Chicken	23.20
2	Supreme	25.69
3	Classic	26.68
4	Veggie	24.44

10--Percentage of Sales by Pizza Size

```
SELECT pizza_size, CAST(SUM(total_price)*100 / (SELECT sum(total_price) from
pizza_sales) AS DECIMAL (10,2)) AS Quarter_Sale_Percentage
FROM pizza_sales
GROUP BY pizza_size
ORDER BY Quarter_Sale_Percentage DESC
```

⊞R	Results	₽ Me	ssages
	pizza	_size	Total_Sale_Percentage
1	L		45.89
2	М		30.49
3	S		21.77
4	XL		1.72
5	XXL		0.12

11--Percentage of Sales by Pizza Size (For quarter of the year)

```
SELECT pizza_size, CAST(SUM(total_price)*100 / (SELECT sum(total_price) from
pizza_sales WHERE DATEPART(QUARTER, order_date)=1) AS DECIMAL (10,2)) AS
Quarter_Sale_Percentage
FROM pizza_sales
WHERE DATEPART(QUARTER, order_date)=1
GROUP BY pizza_size
ORDER BY Quarter_Sale_Percentage DESC
```

■R	esults 📠 Me	ssages
	pizza_size	Quarter_Sale_Percentage
1	L	46.37
2	М	29.78
3	S	22.10
4	XL	1.60
5	XXL	0.14

12--Total Pizza Sold by Pizza Category

SELECT pizza_category, SUM(quantity) AS Total_Pizzas_Sold FROM pizza_sales
GROUP BY pizza_category
ORDER BY Total_Pizzas_Sold DESC

■ R	esults 📑 Messag	es
	pizza_category	Total_Pizzas_Sold
1	Classic	14888
2	Supreme	11987
3	Veggie	11649
4	Chicken	11050

```
13--Top 5 Best Sellers by Total Pizzas Sold
SELECT TOP 5 pizza_name, SUM(quantity) as Top5_Pizzas_Sold
FROM pizza_sales
GROUP BY pizza_name
ORDER BY Top5_Pizzas_Sold DESC
```

	pizza_name	Top5_Pizzas_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

14--Bottom 5 Worst Sellers by Total Pizzas Sold

SELECT TOP 5 pizza_name, SUM(quantity) as Bottom5_Pizzas_Sold

FROM pizza_sales

GROUP BY pizza_name

ORDER BY Bottom5_Pizzas_Sold ASC

	pizza	_name	Bottom5_Pizzas_Sold
1	The B	Brie Carre Pizza	490
2	The M	lediterranean Pizza	934
3	The C	alabrese Pizza	937
4	The S	Spinach Supreme F	izza 950
5	The S	Soppressata Pizza	961

15--Bottom 5 Worst Sellers by Total Pizzas Sold (For only August)

```
SELECT TOP 5 pizza_name, SUM(quantity) as August_Bottom5_Pizzas_Sold
FROM pizza_sales
WHERE MONTH(order_date) = 8
GROUP BY pizza_name
ORDER BY August_Bottom5_Pizzas_Sold ASC
```

■ R	esults 🗐 Messages	
	pizza_name	August_Bottom5_Pizzas_Sold
1	The Brie Carre Pizza	43
2	The Calabrese Pizza	73
3	The Mediterranean Pizza	77
4	The Italian Vegetables Pizza	78
5	The Soppressata Pizza	79