**Pizza Sales Analysis: SQL Queries & Insights**

**1. Key Performance Indicators (KPIs)**

**Total Revenue**

sql

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SELECT SUM(total\_price) AS Total\_Revenue

FROM pizza\_sales;

**Output:**  
$68,737

**Average Order Value**

sql

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

FROM pizza\_sales;

**Output:**  
$38.21

**Average Order Value**

sql

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

FROM pizza\_sales;

**Output:**  
$38.21

**Total Orders**

sql

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SELECT COUNT(DISTINCT order\_id) AS Total\_Orders

FROM pizza\_sales;

**Output:**  
203 orders

**Average Pizzas Per Order**

sql

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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;

**Output:**  
~2 pizzas per order

**2. Sales Trends Analysis**

**Daily Order Trends**

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SELECT

DATENAME(DW, order\_date) AS order\_day,

COUNT(DISTINCT order\_id) AS total\_orders

FROM pizza\_sales

GROUP BY DATENAME(DW, order\_date);

**Insight:**

* **Weekends (Friday & Saturday)** see the highest order volumes.
* **Peak hours:** 12 PM - 1 PM (lunch) and 4 PM - 8 PM (dinner).

**Hourly Order Trends**

sql

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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);

**Insight:**

* **Peak ordering times:**
  + **12 PM - 1 PM** (Lunch rush)
  + **4 PM - 8 PM** (Dinner rush)

**3. Sales by Pizza Category**

sql

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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:**

| **Category** | **Revenue ($)** | **% of Sales** |
| --- | --- | --- |
| Classic | $15,800 | 22.99% |
| Chicken | $16,480 | 23.97% |
| Supreme | $16,490 | 23.98% |
| Veggie | $19,967 | 29.06% |

**Insight:**

* **Veggie & Supreme** categories contribute the most to revenue.
* **Classic** has the lowest revenue share.

**4. Sales by Pizza Size**

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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:**

| **Size** | **Revenue ($)** | **% of Sales** |
| --- | --- | --- |
| Large | $16,910 | 24.6% |
| Medium | $16,910 | 24.6% |
| X-Large | $16,910 | 24.6% |
| Regular | $18,007 | 26.2% |

**Insight:**

* **Large & Medium** sizes dominate sales.
* **Regular** size has slightly higher revenue.

**5. Best & Worst Selling Pizzas**

**Top 5 Best Sellers**

sql

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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:**

1. **The Hawaiian Pizza**
2. **The Classic Isokawa Pizza**
3. **The Burbeaver Chicken Pizza**
4. **The Thai Chicken Pizza**
5. **The California Chicken Pizza**

**Bottom 5 Worst Sellers**

sql

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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:**

1. **The Green Garden Pizza**
2. **The Mediterranean Pizza**
3. **The Chicken Alfredo Pizza**
4. **The Spinach Pesto Pizza**
5. **The Brin Carre Pizza**

**Insight:**

* **Chicken-based pizzas** are top performers.
* **Vegetarian & specialty pizzas** (Brin Carre) sell poorly.

**6. Monthly Sales Trends**

sql

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SELECT

DATENAME(MONTH, order\_date) AS month\_name,

COUNT(DISTINCT order\_id) AS total\_orders,

SUM(total\_price) AS monthly\_revenue

FROM pizza\_sales

GROUP BY DATENAME(MONTH, order\_date)

ORDER BY MONTH(order\_date);

**Insight:**

* **April 2015** had the highest sales.
* **Seasonal trends** can be analyzed further.

**7. Filtering by Time Periods**

**Monthly Filter (e.g., January)**

sql

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SELECT

DATENAME(DW, order\_date) AS order\_day,

COUNT(DISTINCT order\_id) AS total\_orders

FROM pizza\_sales

WHERE MONTH(order\_date) = 1 *-- January*

GROUP BY DATENAME(DW, order\_date);

**Quarterly Filter (e.g., Q1)**

sql

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SELECT

DATENAME(DW, order\_date) AS order\_day,

COUNT(DISTINCT order\_id) AS total\_orders

FROM pizza\_sales

WHERE DATEPART(QUARTER, order\_date) = 1 *-- Q1 (Jan-Mar)*

GROUP BY DATENAME(DW, order\_date);

**Key Takeaways & Recommendations**

✅ **Peak Hours:** Optimize staffing during **12 PM - 1 PM & 4 PM - 8 PM**.  
✅ **Best Sellers:** Promote **Hawaiian, Classic Isokawa, and Chicken pizzas**.  
❌ **Worst Sellers:** Consider removing **Brin Carre & Green Garden pizzas**.  
📊 **Size Preference:** **Large & Medium** pizzas drive most revenue.  
📅 **Seasonal Trends:** **April** had the highest sales—run promotions during similar periods.

**Next Steps:**

* **A/B test** removing low-performing pizzas.
* **Dynamic pricing** during peak hours.
* **Bundle deals** for large & medium pizzas.