Pizza Restaurant Sales

Order & Revenue Analysis:

1. For each order, what is their total price?

```
SELECT  order_id,
sum(total_price) AS order_total_price
FROM pizza_sales_analysis
GROUP BY order_id;
```

2. What's our average order value?

```
SELECT SUM(total_price)/COUNT(DISTINCT order_id) AS average_order_value
FROM pizza_sales_analysis;
```

3. What is the total revenue up to the latest order date?

```
SELECT sum(total_price) AS total_revenue
FROM pizza_sales_analysis;
```

4. What is the total number of orders up to the latest order date?

```
SELECT COUNT(distinct order_id) AS TTL_ORDERS
FROM pizza_sales_analysis
WHERE order_date <=(
                    SELECT MAX(order_date)
                    FROM pizza_sales_analysis    );
                );
```

5. Visualize the number of orders per day

```
SELECT order_date, COUNT(DISTINCT order_id) AS ORDERS_PER_DAY
FROM pizza_sales_analysis
GROUP BY order_date
ORDER BY order_date;
```

6. Visualize revenue earned per day

```
SELECT order_date, SUM(total_price) as Total_revenue
FROM pizza_sales_analysis
GROUP BY order_date
ORDER BY order_date;
```

7. Which month was revenue earned the highest?

```
SELECT
   EXTRACT(YEAR FROM order_date) AS year,
   EXTRACT(MONTH FROM order_date) AS month,
   SUM(total_price) AS total_revenue
FROM pizza_sales_analysis
GROUP BY year, month
ORDER BY total_revenue DESC
LIMIT 1;
```

Sales Performance Analysis

1. What are our best-selling pizzas?

```
SELECT     pizza_name,
   SUM(quantity) AS total_quantity_sold,
   SUM(total_price) AS total_revenue
FROM pizza_sales_analysis
GROUP BY pizza_name
ORDER BY total_quantity_sold DESC;
```

2. What are our worst-selling pizzas?

```
SELECT pizza_name,
   SUM(quantity) AS total_quantity_sold,
   SUM(total_price) AS total_revenue
FROM pizza_sales_analysis
GROUP BY pizza_name
ORDER BY total_quantity_sold ASC
LIMIT 5;
```

3. What is the average unit price and revenue of pizza across different categories?

```
SELECT     pizza_category,
   ROUND(AVG(unit_price), 2) AS avg_unit_price,
   ROUND(AVG(total_price), 2) AS avg_revenue
FROM pizza_sales_analysis
GROUP BY pizza_category
ORDER BY avg_revenue DESC;
```

4. What is the average unit price and revenue of pizza across different sizes?

```
SELECT pizza_size,
   ROUND(AVG(unit_price), 2) AS avg_unit_price,
   ROUND(AVG(total_price), 2) AS avg_revenue
FROM pizza_sales_analysis
GROUP BY pizza_size
ORDER BY avg_revenue DESC;
```

5. What is the average unit price and revenue of the top 3 most sold pizzas?

```
WITH top_3 AS (
   SELECT pizza_name
   FROM pizza_sales_analysis
   GROUP BY pizza_name
   ORDER BY SUM(quantity) DESC
   LIMIT 3
)
```

Time & Peak Period Analysis

1. What days and times do we tend to be busiest?

```
SELECT
   DAYNAME(order_date) AS day_name,
   COUNT(DISTINCT order_id) AS total_orders
FROM pizza_sales_analysis
GROUP BY day_name
ORDER BY total_orders DESC;
```

2. How many pizzas are we making during peak periods?

```
SELECT
   HOUR(order_time) AS order_hour,
   SUM(quantity) AS pizzas_made
FROM pizza_sales_analysis
GROUP BY order_hour
ORDER BY pizzas_made DESC;
```

3. Which days of the week have the highest number of orders?

```
SELECT
   DAYNAME(order_date) AS day_name,
   COUNT(DISTINCT order_id) AS total_orders
FROM pizza_sales_analysis
GROUP BY day_name
ORDER BY total_orders DESC
LIMIT 1;
```

4. At what time do most orders occur?

```
SELECT
   HOUR(order_time) AS order_hour,
   COUNT(DISTINCT order_id) AS total_orders
FROM pizza_sales_analysis
GROUP BY order_hour
ORDER BY total_orders DESC
LIMIT 1;
```

Seasonal Analysis

1. Which month has the highest revenue?

```
SELECT
   MONTH(order_date) AS month,
   SUM(total_price) AS total_revenue
FROM pizza_sales_analysis
GROUP BY month
ORDER BY total_revenue DESC
LIMIT 1;
```

2. Which season has the highest revenue?

```
SELECT
   CASE
      WHEN MONTH(order_date) IN (12,1,2) THEN 'Winter'
      WHEN MONTH(order_date) IN (3,4,5) THEN 'Spring'
      WHEN MONTH(order_date) IN (6,7,8) THEN 'Summer'
      ELSE 'Fall'
   END AS season,
   SUM(total_price) AS total_revenue
FROM pizza_sales_analysis
GROUP BY season
ORDER BY total_revenue DESC;
```

Customer Behavior Analysis

1. Which pizza is the favorite of customers (most ordered)?

```
SELECT
   pizza_name,
   SUM(quantity) AS total_quantity
FROM pizza_sales_analysis
GROUP BY pizza_name
ORDER BY total_quantity DESC
LIMIT 1;
```

2. Which pizza is ordered the most number of times?

```
SELECT
   pizza_name,
   COUNT(order_id) AS times_ordered
FROM pizza_sales_analysis
GROUP BY pizza_name
ORDER BY times_ordered DESC
LIMIT 1;
```

3. Which pizza size is preferred by customers?

```
SELECT
   pizza_size,
   SUM(quantity) AS total_quantity
FROM pizza_sales_analysis
GROUP BY pizza_size
ORDER BY total_quantity DESC
LIMIT 1;
```

4. Which pizza category is preferred by customers?

```
SELECT
   pizza_category,
   SUM(quantity) AS total_quantity
FROM pizza_sales_analysis
GROUP BY pizza_category
ORDER BY total_quantity DESC
LIMIT 1;
```

Pizza Analysis

1. Which size of pizza is ordered the most?

```
SELECT
   pizza_size,
   SUM(quantity) AS total_quantity
FROM pizza_sales_analysis
GROUP BY pizza_size
ORDER BY total_quantity DESC;
```

2. Which category of pizza is ordered the most?

```
SELECT
   pizza_category,
   SUM(quantity) AS total_quantity
FROM pizza_sales_analysis
GROUP BY pizza_category
ORDER BY total_quantity DESC;
```

3. The pizza with the least price and highest price

```
SELECT pizza_name, unit_price
FROM pizza_sales_analysis
ORDER BY unit_price ASC
LIMIT 1;

SELECT pizza_name, unit_price
FROM pizza_sales_analysis
ORDER BY unit_price DESC
LIMIT 1;
```

4. Number of pizzas per category

```
SELECT
   pizza_category,
   COUNT(DISTINCT pizza_name) AS total_pizzas
FROM pizza_sales_analysis
GROUP BY pizza_category;
```

5. Number of pizzas per size

```
SELECT
   pizza_size,
   COUNT(DISTINCT pizza_name) AS total_pizzas
FROM pizza_sales_analysis
GROUP BY pizza_size;
```

6. Pizzas with more than one category

```
SELECT
   pizza_name,
   COUNT(DISTINCT pizza_category) AS category_count
FROM pizza_sales_analysis
GROUP BY pizza_name
HAVING COUNT(DISTINCT pizza_category) > 1;
```