Pizza SQL Project

Tools Used: SQL Server Management, MS Excel

A. KPIs

1. **Total Revenue generated**

```
SELECT SUM(total_price) AS total_revenue FROM pizza_sales;
```

	total_revenue
1	817860.05083847

2. **Average Order Value**

```
SELECT CAST(SUM(total_price)/COUNT(DISTINCT order_id) AS DECIMAL(10,2)) AS
Avg_Order_Value
FROM pizza_sales;
```

	Avg_Order_Value
1	38.31

3. **Total Pizza Sold**

```
SELECT CAST(SUM(quantity) AS DECIMAL(10,0)) AS Total_Pizza_Sold
FROM pizza_sales;
```

	Total_Pizza_Sold
1	49574

4. **Total Orders**

```
SELECT COUNT(DISTINCT order_id) AS Total_Orders
FROM pizza_sales;
```

	Total_Orders
1	21350

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 UPT
FROM pizza_sales;
```

	UPT
1	2.32

B. Daily Trends for Orders

```
SELECT DATENAME(DW,order_date) AS Week_Day, COUNT(DISTINCT(order_id)) AS
Total_orders
FROM pizza_sales
GROUP BY DATENAME(DW,order_date), DATEPART(DW,order_date)
ORDER BY DATEPART(DW,order_date);
```

	Week_Day	Total_orders
1	Sunday	2624
2	Monday	2794
3	Tuesday	2973
4	Wednesd...	3024
5	Thursday	3239
6	Friday	3538
7	Saturday	3158

C. Hourly Trend of Orders

```
SELECT DATEPART(HOUR,order_time) AS No_of_Orders, COUNT(DISTINCT(order_id)) AS
Total_orders
FROM pizza_sales
GROUP BY DATEPART(HOUR,order_time)
ORDER BY DATEPART(HOUR,order_time);
```

	No_of_Orders	Total_orders
1	9	1
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

D. Percentage of Sales by Category

```
SELECT pizza_category,CAST(SUM(total_price) AS DECIMAL(10,2)) AS Total_Sales,
CAST(SUM(total_price)*100/(SELECT SUM(total_price) FROM pizza_sales) AS
DECIMAL(10,2)) AS Sales_Percentage
FROM pizza_sales
GROUP BY pizza_category;
```

	pizza_category	Total_Sales	Sales_Percentage
1	Classic	220053.10	26.91
2	Chicken	195919.50	23.96
3	Veggie	193690.45	23.68
4	Supreme	208197.00	25.46

E. Percentage of Sales by Pizza Sales

```
SELECT pizza_size,CAST(SUM(total_price) AS DECIMAL(10,2)) AS Total_Sales,
CAST(SUM(total_price)*100/(SELECT SUM(total_price) FROM pizza_sales) AS
DECIMAL(10,2)) AS Sales_Percentage
FROM pizza_sales
GROUP BY pizza_size;
```

	pizza_size	Total_Sales	Sales_Percentage
1	L	375318.70	45.89
2	XXL	1006.60	0.12
3	M	249382.25	30.49
4	XL	14076.00	1.72
5	S	178076.50	21.77

F. Total Pizzas Sold by Pizza Category

```
SELECT pizza_category,SUM(quantity) AS Quantity_Sold
FROM pizza_sales
GROUP BY pizza_category;
```

	pizza_category	Quantity_Sold
1	Classic	14888
2	Chicken	11050
3	Veggie	11649
4	Supreme	11987

G. Top 5 Best Sellers by Total Pizzas Sold

```
SELECT TOP 5 pizza_name,SUM(quantity) AS Quantity_Sold
FROM pizza_sales
GROUP BY pizza_name
ORDER BY Quantity_Sold DESC;
```

	pizza_name	Quantity_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

H. Bottom 5 Best Sellers by Total Pizzas Sold

```
SELECT TOP 5 pizza_name,SUM(quantity) AS Quantity_Sold
FROM pizza_sales
GROUP BY pizza_name
ORDER BY Quantity_Sold ASC;
```

	pizza_name	Quantity_Sold
1	The Brie Carre Pizza	490
2	The Mediterranean Pizza	934
3	The Calabrese Pizza	937
4	The Spinach Supreme ...	950
5	The Soppressata Pizza	961