PIZZA SALES ANALYSIS

SQL Project

Database: Pizza

Tool: SQL Server

Q1. Total Revenue

```sql
SELECT CAST(SUM(total_price) AS DECIMAL(10,2)) AS Total_Revenue
FROM Pizza.dbo.pizza_sales;
```

	Total_Revenue
1	817860.05

Q2. Average Order Value

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

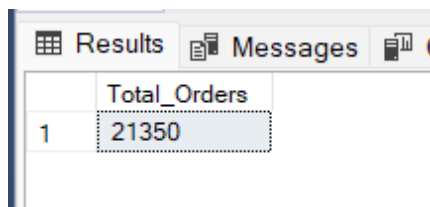|	Avg_Order_Value
1	38.31

Q3. Total Pizza Sold

```sql
SELECT SUM(quantity) AS Total_Pizza_Sold
FROM Pizza.dbo.pizza_sales ;
```

	Total_Pizza_Sold
1	49574

Q4. Total Orders

```sql
SELECT COUNT(DISTINCT order_id) AS Total_Orders
```
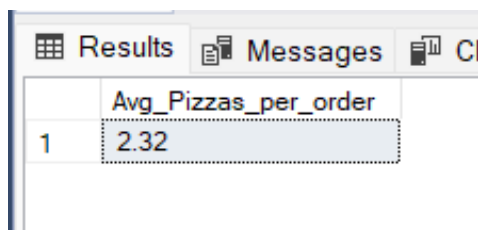
```
FROM Pizza.dbo.pizza_sales ;
```

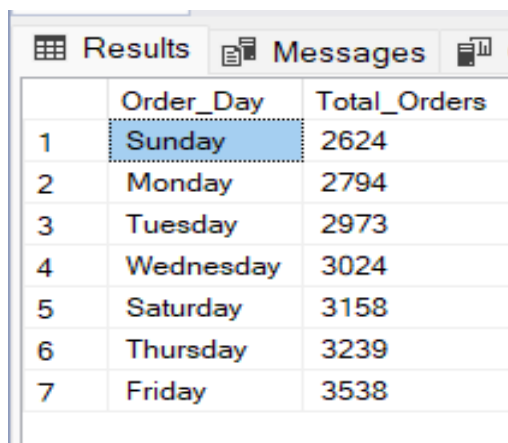|	Total_Orders
1	21350

Q5. Avg Pizza Per Order

```sql
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.dbo.pizza_sales
```

	Avg_Pizzas_per_order
1	2.32

Q6. Daily Trend for Total Orders

```sql
SELECT DATENAME(DW,order_date) AS Order_Day , COUNT(DISTINCT
order_id) AS Total_Orders
FROM Pizza.dbo.pizza_sales
GROUP BY DATENAME(DW,order_date)
ORDER BY Total_Orders;
```

	Order_Day	Total_Orders
1	Sunday	2624
2	Monday	2794
3	Tuesday	2973
4	Wednesday	3024
5	Saturday	3158
6	Thursday	3239
7	Friday	3538

Q7. Monthly Trend for Orders

```sql
SELECT DATENAME(MONTH,order_date) AS Month_Name , COUNT(DISTINCT
order_id) AS Total_Orders
FROM Pizza.dbo.pizza_sales
```

```
GROUP BY DATENAME(MONTH,order_date);
```

	Month_Name	Total_Orders
1	February	1685
2	June	1773
3	August	1841
4	April	1799
5	May	1853
6	December	1680
7	January	1845
8	September	1661
9	October	1646
10	July	1935
11	November	1792
12	March	1840

Q8. % 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.dbo.pizza_sales) AS DECIMAL(10,2)) AS PCT
FROM Pizza.dbo.pizza_sales
GROUP BY pizza_category;
```

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

Q9. % 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.dbo.pizza_sales) AS DECIMAL(10,2)) AS PCT
FROM Pizza.dbo.pizza_sales
```

```sql
GROUP BY pizza_size
ORDER BY pizza_size;
```

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

Q10. Total Pizzas Sold by Pizza Category

```sql
SELECT pizza_category , SUM(quantity) AS Total_Quantity_Sold
FROM Pizza.dbo.pizza_sales
WHERE MONTH(order_date) = 2
GROUP BY pizza_category
ORDER BY Total_Quantity_Sold DESC
```

	pizza_category	Total_Quantity_Sold
1	Classic	1178
2	Supreme	964
3	Veggie	944
4	Chicken	875

Q11. Top 5 Pizzas by Revenue

```sql
SELECT Top 5 pizza_name, SUM(total_price) AS Total_Revenue
FROM Pizza.dbo.pizza_sales
GROUP BY pizza_name
ORDER BY Total_Revenue DESC
```

	pizza_name	Total_Revenue
1	The Thai Chicken Pizza	43434.25
2	The Barbecue Chicken Pizza	42768
3	The California Chicken Pizza	41409.5
4	The Classic Deluxe Pizza	38180.5
5	The Spicy Italian Pizza	34831.25

Q12. Bottom 5 Pizzas by Revenue

```sql
SELECT TOP 5 pizza_name , SUM(total_price) AS Total_Revenue
FROM Pizza.dbo.pizza_sales
GROUP BY pizza_name
ORDER BY Total_Revenue;
```

	pizza_name	Total_Revenue
1	The Brie Carre Pizza	11588.4998130798
2	The Green Garden Pizza	13955.75
3	The Spinach Supreme Pizza	15277.75
4	The Mediterranean Pizza	15360.5
5	The Spinach Pesto Pizza	15596

Q13. Top 5 Pizzas by Total Orders

```sql
SELECT TOP 5 pizza_name , COUNT(DISTINCT order_id) AS Total_Orders
FROM Pizza.dbo.pizza_sales
GROUP BY pizza_name
ORDER BY Total_Orders DESC;
```

	pizza_name	Total_Orders
1	The Classic Deluxe Pizza	2329
2	The Hawaiian Pizza	2280
3	The Pepperoni Pizza	2278
4	The Barbecue Chicken Pizza	2273
5	The Thai Chicken Pizza	2225

Q14. Bottom 5 Pizzas by Total Orders

```sql
SELECT TOP 5 pizza_name , COUNT(DISTINCT order_id) AS Total_Orders
FROM Pizza.dbo.pizza_sales
GROUP BY pizza_name
ORDER BY Total_Orders;
```

|	pizza_name	Total_Orders
1	The Brie Carre Pizza	480
2	The Mediterranean Pizza	912
3	The Spinach Supreme Pizza	918
4	The Calabrese Pizza	918
5	The Chicken Pesto Pizza	938

Q15. Top 5 Pizzas by Quantity

```sql
SELECT TOP 5 pizza_name , SUM(quantity) AS Total_Pizza_Sold
FROM Pizza.dbo.pizza_sales
GROUP BY pizza_name
ORDER BY Total_Pizza_Sold DESC;
```

	pizza_name	Total_Pizza_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

Q16. Bottom 5 Pizzas by Quantity

```sql
SELECT TOP 5 pizza_name , SUM(quantity) AS Total_Pizza_Sold
FROM Pizza.dbo.pizza_sales
GROUP BY pizza_name
ORDER BY Total_Pizza_Sold;
```

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

	pizza_name	Total_Pizza_Sold
1	The Brie Carre Pizza	490
2	The Mediterranean Pizza	934
3	The Calabrese Pizza	937
4	The Spinach Supreme Pizza	950