PIZZA SALES SQL QUERIES & INSIGHTS

Total revenue made

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

	total_revenue double precision
1	817860.0499999928

Total pizza orders in the given period

```
SELECT COUNT (DISTINCT order_id) AS total_orders
FROM pizza;
```

	total_orders bigint
1	21350

Total pizza sales

```
SELECT SUM (quantity) AS total_pizza_sold
FROM pizza;
```

	total_pizza_sold bigint
1	49574

Average number of pizzas per order

```
SELECT SUM (quantity) :: FLOAT/COUNT (DISTINCT order_id) AS Average_pizza_per_order
FROM pizza;
SELECT CAST (SUM (quantity) AS DECIMAL)/COUNT (DISTINCT order_id) AS Average_pizza_per_order
FROM pizza;
```

	average_pizza_per_order double precision
1	2.321967213114754

Hourly sales and orders from opening to closing

```
SELECT
        TO_CHAR (order_time, 'HH24') AS hourly_period,
        COUNT (DISTINCT order_id) AS total_orders,
            SUM (quantity) AS total_sales
FROM pizza
GROUP BY TO_CHAR (order_time, 'HH24')
ORDER BY hourly_period;
```

	hourly_period text	total_orders bigint	total_sales bigint
1	09	1	4
2	10	8	18
3	11	1231	2728
4	12	2520	6776
5	13	2455	6413
6	14	1472	3613
7	15	1468	3216
8	16	1920	4239
9	17	2336	5211
10	18	2399	5417
11	19	2009	4406
12	20	1642	3534
13	21	1198	2545
14	22	663	1386
15	23	28	68

Daily sales and orders

```
SELECT TO_CHAR (order_date, 'Day'),
                COUNT (DISTINCT order_id) AS Total_orders,
                SUM (quantity) AS total_sales
FROM pizza
GROUP BY TO_CHAR (order_date, 'Day')
```

	to_char text	total_orders bigint	total_sales bigint
1	Friday	3538	8242
2	Monday	2794	6485
3	Saturday	3158	7493
4	Sunday	2624	6035
5	Thursday	3239	7478
6	Tuesday	2973	6895
7	Wednesday	3024	6946

Monthly sales and orders trend

```
SELECT TO_CHAR (order_date, 'Mon') AS Month_name,
   COUNT (DISTINCT order_id) AS total_orders,
        SUM (quantity) AS total_sales
FROM pizza
GROUP BY TO_CHAR (order_date, 'Mon')
ORDER BY total_orders DESC
```

month_name text	total_orders bigint	total_sales bigint
Jul	1935	4392
May	1853	4328
Jan	1845	4232
Aug	1841	4168
Mar	1840	4261
Apr	1799	4151
Nov	1792	4266
Jun	1773	4107
Feb	1685	3961
Dec	1680	3935
Sep	1661	3890
Oct	1646	3883

Sales and revenue based on pizza category

```
SELECT pizza_category, SUM(quantity) AS total_sales, SUM (total_price) AS total_revenue
FROM pizza
GROUP BY pizza_category;
```

	pizza_category character varying (50)	total_sales bigint	total_revenue double precision
1	Supreme	11987	208196.99999999822
2	Chicken	11050	195919.5
3	Veggie	11649	193690.45000000298
4	Classic	14888	220053.1000000001

% sales and revenue based on category

```
SELECT pizza_category,
        SUM (total_price) AS Total_revenue,
        SUM (total_price) * 100/ (SELECT SUM(total_price) FROM pizza) AS
percentage_total_sales
FROM pizza
GROUP BY pizza_category;
```

	pizza_category character varying (50)	total_revenue double precision	percentage_total_sales double precision
1	Supreme	208196.99999999822	25.456311260098843
2	Chicken	195919.5	23.955137556847497
3	Veggie	193690.45000000298	23.682590927384787
4	Classic	220053.1000000001	26.905960255669903

% sales and revenue based on pizza size

```
SELECT pizza_size,
        ROUND(SUM (total_price)) AS Total_revenue,
SUM (total_price) * 100/ (SELECT SUM(total_price) FROM pizza) AS percentage_total_sales
FROM pizza
GROUP BY pizza_size
ORDER BY percentage_total_sales;
```

	pizza_size character varying (50)	total_revenue double precision	percentage_total_sales double precision
1	XXL	1007	0.12307729176892908
2	XL	14076	1.7210768517181054
3	S	178076	21.773468455880685
4	M	249382	30.492044451859726
5	L	375319	45.89033294877431

Most ordered and least ordered pizza during the period, along with sales and revenue

```
SELECT pizza_name,
                SUM (total_price) AS total_revenue,
                COUNT (DISTINCT order_id) AS total_orders,
                SUM (quantity) AS total_sales
FROM pizza
GROUP BY pizza_name
ORDER BY total_revenue DESC
LIMIT 5;
```

	pizza_name character varying (50)	total_revenue double precision	total_orders bigint	total_sales bigint
1	The Thai Chicken Pizza	43434.25	2225	2371
2	The Barbecue Chicken Pizza	42768	2273	2432
3	The California Chicken Pizza	41409.5	2197	2370
4	The Classic Deluxe Pizza	38180.5	2329	2453
5	The Spicy Italian Pizza	34831.25	1822	1924

```
SELECT pizza_name,
                SUM (total_price) AS total_revenue,
                COUNT (DISTINCT order_id) AS total_orders,
                SUM (quantity) AS total_sales
FROM pizza
GROUP BY pizza_name
ORDER BY total_revenue ASC
LIMIT 5;
```

	pizza_name character varying (50)	total_revenue double precision	total_orders bigint	total_sales bigint
1	The Brie Carre Pizza	11588.4999999999	480	490
2	The Green Garden Pizza	13955.75	976	997
3	The Spinach Supreme Pizza	15277.75	918	950
4	The Mediterranean Pizza	15360.5	912	934
5	The Spinach Pesto Pizza	15596	945	970

INSIGHTS

The pizza size and categories provide some information on the preference of customers, with classic pizzas the most ordered. Large pizzas are the most ordered an sold with Extra large contributing a very little amount of orders/sales, and thus having this in the menu proves to provide very little value for money.

Peak time of sales is between noon and 1:00pm (lunch) and then 4:00 – 7:00pm (close of work), and thus having more employees around these peak times to process orders and make pizzas can make the restaurant more efficient.

Based on daily trends, most sales come between Thursday and Saturday, with sales peaking on Friday. The monthly trend observed in the data could help in making plans for the following year, matching the workforce with months with increased demand for pizzas.