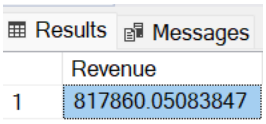
Pizza Sales Analysis Project - SQL

1. Total Revenue

```
SELECT SUM(total_price) as Revenue FROM pizza_sales;
```

Output:

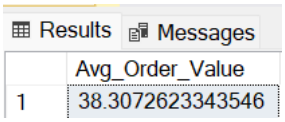


	Revenue
1	817860.05083847

2. Average Order Value

```
SELECT SUM(total_price) / COUNT(DISTINCT order_id) as Avg_Order_Value FROM pizza_sales;
```

Output:

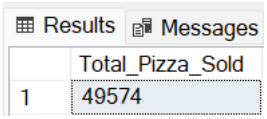


	Avg_Order_Value
1	38.3072623343546

3. Total Pizzas Sold

```
SELECT SUM(quantity) AS Total_Pizza_Sold FROM pizza_sales;
```

Output:

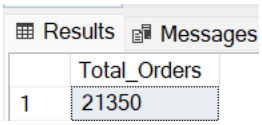


	Total_Pizza_Sold
1	49574

4. Total Orders

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

Output:

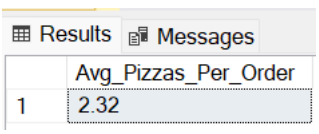


	Total_Orders
1	21350

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
Avg_Pizzas_Per_Order  FROM pizza_sales;
```

Output:



	Avg_Pizzas_Per_Order
1	2.32

6. Daily Trend for Total Orders

```
SELECT DATENAME(DW, order_date) as Order_day,
COUNT(DISTINCT order_id) as Total_Orders
FROM pizza_sales GROUP BY DATENAME(DW, order_date);
```

Output:

Results | Messages

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

7. Monthly Trend for Total Orders

```
SELECT DATENAME(MONTH, order_date) as Month,
    COUNT(DISTINCT order_id) as Total_orders
FROM pizza_sales
GROUP BY DATENAME(MONTH, order_date)
ORDER BY Total_orders DESC
```

Output:

Results | Messages

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

8. Percentage of Sales by Pizza Category

```
SELECT pizza_category, SUM(total_price) as Total_Sales, SUM(total_price)*100 /
(SELECT SUM(total_price) from pizza_sales WHERE MONTH(order_date) = 1) AS PCT
FROM pizza_sales
WHERE MONTH(order_date) = 1
GROUP BY pizza_category
ORDER BY PCT DESC
```

Output:

Results | Messages

	pizza_category	Total_Sales	PCT
1	Classic	18619.4000015259	26.6779189176038
2	Supreme	17929.7499866486	25.6897867985821
3	Veggie	17055.4000778198	24.4370162489706
4	Chicken	16188.75	23.1952780348435

9. Percentage of Sales by Pizza Category

```
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 WHERE DATEPART(quarter, order_date) = 1)
asdecimal(10,2)) as PCT
FROM pizza_sales
WHERE DATEPART(quarter, order_date) = 1
GROUP BY pizza_size
ORDER BY PCT DESC
```

Output:

Results | Messages

	pizza_size	Total_sales	PCT
1	L	95229.65	46.37
2	M	61159.00	29.78
3	S	45384.25	22.10
4	XL	3289.50	1.60
5	XXL	287.60	0.14

10. Top 5 Best Pizzas by Revenue.

```
SELECT TOP 5 pizza_name, SUM(total_price) as Total_Revenue
FROM pizza_sales
GROUP BY pizza_name
ORDER BY Total_Revenue DESC
```

Output:

Results | Messages

	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

11. Bottom 5 Pizzas by Revenue

```
SELECT TOP 5 pizza_name, SUM(total_price) as Total_Revenue
FROM pizza_sales
GROUP BY pizza_name
ORDER BY Total_Revenue ASC
```

Output:

Results | Messages

	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

12.Top 5 Pizzas By Quantity

```
SELECT TOP 5 pizza_name, SUM(quantity) as Total_Quantity
FROM pizza_sales
GROUP BY pizza_name
ORDER BY Total_Quantity DESC
```

Output:

Results | Messages

	pizza_name	Total_Quantity
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

13.Bottom 5 Pizzas By Quantity

```
SELECT TOP 5 pizza_name, SUM(quantity) as Total_Quantity
FROM pizza_sales
GROUP BY pizza_name
ORDER BY Total_Quantity ASC
```

Output:

Results Messages

	pizza_name	Total_Quantity
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

14.Top 5 Pizzas By Total Orders

```
SELECT TOP 5 pizza_name, COUNT(DISTINCT order_id) as Total_Orders
FROM pizza_sales
GROUP BY pizza_name
ORDER BY Total_Orders DESC
```

Output:

Results Messages

	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

15.Bottom 5 Pizzas By Total Orders

```
SELECT TOP 5 pizza_name, COUNT(DISTINCT order_id) as Total_Orders
FROM pizza_sales
GROUP BY pizza_name
ORDER BY Total_Orders ASC
```

Output:

Results Messages

	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