

ANALYZING

PIZZA SALES WITH SQL

PARTH MEHANDRU



1) TOTAL REVENUE

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

Results	
	Messages
Total_Revenue	
1	817860.05083847

2) AVERAGE ORDER VALUE

```
SELECT SUM(total_price) / COUNT(DISTINCT order_id) AS Average_Order_Value  
FROM pizza_sales;
```

Results	
	Messages
Average_Order_Value	
1	38.3072623343546

3) TOTAL PIZZAS SOLD

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

Results	
	Messages
	Total_Pizza_Sold
1	49574

4) TOTAL ORDERS

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

Results	
	Messages
	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;
```

Results	
	Avg_Pizzas_Per_Order
1	2.32

6) DAILY TRENDS FOR 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)
```

	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 TRENDS FOR ORDERS

```
SELECT DATENAME(MONTH, order_date) AS Month_Name , COUNT(DISTINCT order_id) AS Total_Orders
FROM pizza_sales
GROUP BY DATENAME(MONTH, order_date)
ORDER BY Total_Orders DESC
```

	Month_Name	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) SALES ACC. TO PIZZA CATEGORY

```
SELECT pizza_category, SUM(total_price) AS Total_Sales,SUM(total_price) * 100
/ (SELECT SUM(total_price) FROM pizza_sales) AS Total_Sales_Percentage
FROM pizza_sales
GROUP BY pizza_category
```

	pizza_category	Total_Sales	Total_Sales_Percentage
1	Classic	220053.100021362	26.9059602306976
2	Chicken	195919.5	23.9551375322885
3	Veggie	193690.451004028	23.6825910258677
4	Supreme	208196.99981308	25.4563112111462

9) SALES ACC. TO PIZZA SIZE



10) BEST 5 PIZZAS BY REVENUE



```
SELECT pizza_size, SUM(total_price) AS Total_Sales, SUM(total_price) * 100 /  
(SELECT SUM(total_price) FROM pizza_sales) AS Total_Sales_Percentage  
FROM pizza_sales  
GROUP BY pizza_size
```

	pizza_size	Total_Sales	Total_Sales_Percentage
1	L	375318.701004028	45.8903330244889
2	XXL	1006.6000213623	0.123077294254725
3	M	249382.25	30.492044420599
4	XL	14076	1.72107684995364
5	S	178076.49981308	21.7734684107037

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

Output

	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

INSIGHTS OBTAINED FROM THESE QUERIES

- TOTAL REVENUE IS \$817860 BY SELLING 49574 PIZZAS.
- MOST NUMBER OF PIZZAS ARE SOLD ON SATURDAYS.
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- MOST PREFERRED IS CLASSIC PIZZA WITH 26.9% OF SALES.
- PEOPLE MOSTLY PREFER L SIZE IN PIZZAS.
- MOST REVENUE WAS EARNED BY SELLING THAI CHICKEN PIZZA.
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