**Pizza Sales Analysis**

**KPI’S**

**1. Total Revenue:**

Select SUM(total\_price) AS Total\_Revenue from pizza\_sales;



**2. Average Order Value:**

Select Sum(total\_price) / Count(DISTINCT order\_id) AS Avg\_order\_Value

from pizza\_sales;



**3. Total Pizza Sold:**

Select Sum(quantity) AS Total\_Pizzas\_Sold from pizza\_sales;



**4. Total Orders:**

Select COUNT(DISTINCT order\_id) AS Total\_Orders from pizza\_sales;



**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;



**Business Requirements**

**1.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);

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**2. Hourly Trend for Total Orders:**

Select DATEPART(HOUR, order\_time) AS order\_hours, COUNT(DISTINCT order\_id) AS total\_orders FROM pizza\_sales

GROUP BY DATEPART(HOUR, order\_time)

ORDER BY DATEPART(HOUR, order\_time);

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**3.Percentage 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\_sales) AS DECIMAL(10,2)) AS PCT

FROM pizza\_sales

GROUP BY pizza\_category;

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**4.Percentage of Sales of 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\_sales) AS DECIMAL(10,2)) AS PCT

FROM pizza\_sales

GROUP BY pizza\_size

ORDER BY pizza\_size;

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**5.Total Pizza Sold BY Pizza Category:**

Select pizza\_category, SUM(quantity) as Total\_Quantity\_Sold

FROM pizza\_sales

GROUP BY pizza\_category

ORDER BY Total\_Quantity\_Sold DESC;

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**6.Top 5 Best Sellers by Total Pizzas Sold:**

SELECT Top 5 pizza\_name, SUM(quantity) AS Total\_Pizza\_Sold

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_Pizza\_Sold DESC

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**7.Bottom 5 Worst Sellers by Total Pizza Sold:**

SELECT TOP 5 pizza\_name, SUM(quantity) AS Total\_Pizza\_Sold

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_Pizza\_Sold ASC

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