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-- 🍕 PIZZA SALES ANALYSIS PROJECT

-- Dataset: pizza\_data

-- SQL Version: PostgreSQL

-- Author: Sushmita Kumari

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-- A. KEY PERFORMANCE INDICATORS (KPIs)

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-- 1️⃣ Total Revenue

-- ---------------------------------------------------------------------------

-- | Metric | Value |

-- |----------------|---------|

-- | Total\_Revenue | 1795.75 |

-- ---------------------------------------------------------------------------

SELECT SUM(total\_price) AS Total\_Revenue FROM pizza\_data;

-- 2️⃣ Average Order Value

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-- | Metric | Value |

-- |-----------------|-------|

-- | Avg\_Order\_Value | 89.79 |

-- ---------------------------------------------------------------------------

SELECT SUM(total\_price) / COUNT(DISTINCT order\_id) AS Avg\_Order\_Value FROM pizza\_data;

-- 3️⃣ Total Pizzas Sold

-- ---------------------------------------------------------------------------

-- | Metric | Value |

-- |--------------------|-------|

-- | Total\_Pizzas\_Sold | 95 |

-- ---------------------------------------------------------------------------

SELECT SUM(quantity) AS Total\_Pizzas\_Sold FROM pizza\_data;

-- 4️⃣ Total Orders

-- ---------------------------------------------------------------------------

-- | Metric | Value |

-- |---------------|-------|

-- | Total\_Orders | 20 |

-- ---------------------------------------------------------------------------

SELECT COUNT(DISTINCT order\_id) AS Total\_Orders FROM pizza\_data;

-- 5️⃣ Average Pizzas per Order

-- ---------------------------------------------------------------------------

-- | Metric | Value |

-- |-----------------------|-------|

-- | Avg\_Pizzas\_per\_Order | 4.75 |

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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\_data;

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-- B. DAILY TREND FOR TOTAL ORDERS

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-- | Order\_Day | Total\_Orders |

-- |------------|--------------|

-- | Thursday | 20 |

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SELECT

TO\_CHAR(order\_date, 'Day') AS order\_day,

COUNT(DISTINCT order\_id) AS total\_orders

FROM pizza\_data

GROUP BY TO\_CHAR(order\_date, 'Day')

ORDER BY MIN(EXTRACT(DOW FROM order\_date));

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-- C. % OF SALES BY PIZZA CATEGORY (JANUARY)

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-- | Pizza\_Category | Total\_Sale\_Price | Total\_Sales\_% |

-- |----------------|------------------|---------------|

-- | Classic | 325.75 | 18.14 |

-- | Chicken | 468.50 | 26.10 |

-- | Supreme | 491.75 | 27.38 |

-- | Veggie | 509.75 | 28.38 |

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SELECT

pizza\_category,

SUM(total\_price) AS Total\_Sale\_Price,

SUM(total\_price) \* 100 / (SELECT SUM(total\_price) FROM pizza\_data) AS Total\_Sales\_Percentage

FROM pizza\_data

WHERE EXTRACT(MONTH FROM order\_date) = 1

GROUP BY pizza\_category;

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-- D. TOP 5 PIZZAS BY REVENUE

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-- | Pizza\_Name | Total\_Revenue |

-- |----------------------------|---------------|

-- | The Thai Chicken Pizza | 103.75 |

-- | The Five Cheese Pizza | 92.50 |

-- | The Italian Supreme Pizza | 82.50 |

-- | The Mexicana Pizza | 79.25 |

-- | The Classic Deluxe Pizza | 73.75 |

-- ---------------------------------------------------------------------------

SELECT

pizza\_name,

SUM(total\_price) AS Total\_Revenue

FROM pizza\_data

GROUP BY pizza\_name

ORDER BY Total\_Revenue DESC

LIMIT 5;

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-- E. BOTTOM 5 PIZZAS BY REVENUE

-- ---------------------------------------------------------------------------

-- | Pizza\_Name | Total\_Revenue |

-- |--------------------------|---------------|

-- | The Napolitana Pizza | 20.50 |

-- | The Green Garden Pizza | 24.00 |

-- | The Greek Pizza | 24.00 |

-- | The Big Meat Pizza | 24.00 |

-- | The Pepperoni Pizza | 27.50 |

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SELECT

pizza\_name,

SUM(total\_price) AS Total\_Revenue

FROM pizza\_data

GROUP BY pizza\_name

ORDER BY Total\_Revenue ASC

LIMIT 5;

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-- F. TOP 5 PIZZAS BY QUANTITY SOLD

-- ---------------------------------------------------------------------------

-- | Pizza\_Name | Total\_Quantity |

-- |----------------------------|----------------|

-- | The Italian Supreme Pizza | 6 |

-- | The Classic Deluxe Pizza | 5 |

-- | The Five Cheese Pizza | 5 |

-- | The Mexicana Pizza | 5 |

-- | The Thai Chicken Pizza | 4 |

-- ---------------------------------------------------------------------------

SELECT

pizza\_name,

SUM(quantity) AS Total\_Quantity

FROM pizza\_data

GROUP BY pizza\_name

ORDER BY Total\_Quantity DESC

LIMIT 5;

-- ---------------------------------------------------------------------------

-- G. BOTTOM 5 PIZZAS BY QUANTITY SOLD

-- ---------------------------------------------------------------------------

-- | Pizza\_Name | Total\_Quantity |

-- |--------------------------|----------------|

-- | The Green Garden Pizza | 1 |

-- | The Big Meat Pizza | 1 |

-- | The Greek Pizza | 1 |

-- | The Napolitana Pizza | 1 |

-- | The Pepperoni Pizza | 2 |

-- ---------------------------------------------------------------------------

SELECT

pizza\_name,

SUM(quantity) AS Total\_Quantity

FROM pizza\_data

GROUP BY pizza\_name

ORDER BY Total\_Quantity ASC

LIMIT 5;

-- ---------------------------------------------------------------------------

-- H. TOP 5 PIZZAS BY TOTAL ORDERS

-- ---------------------------------------------------------------------------

-- | Pizza\_Name | Total\_Orders |

-- |----------------------------|--------------|

-- | The Italian Supreme Pizza | 6 |

-- | The Classic Deluxe Pizza | 5 |

-- | The Five Cheese Pizza | 5 |

-- | The Thai Chicken Pizza | 5 |

-- | The Mexicana Pizza | 4 |

-- ---------------------------------------------------------------------------

SELECT

pizza\_name,

COUNT(DISTINCT order\_id) AS Total\_Orders

FROM pizza\_data

GROUP BY pizza\_name

ORDER BY Total\_Orders DESC

LIMIT 5;

-- ---------------------------------------------------------------------------

-- I. BOTTOM 5 PIZZAS BY TOTAL ORDERS

-- ---------------------------------------------------------------------------

-- | Pizza\_Name | Total\_Orders |

-- |--------------------------|--------------|

-- | The Green Garden Pizza | 1 |

-- | The Big Meat Pizza | 1 |

-- | The Greek Pizza | 1 |

-- | The Napolitana Pizza | 1 |

-- | The Pepperoni Pizza | 2 |

-- ---------------------------------------------------------------------------

SELECT

pizza\_name,

COUNT(DISTINCT order\_id) AS Total\_Orders

FROM pizza\_data

GROUP BY pizza\_name

ORDER BY Total\_Orders ASC

LIMIT 5;