PIZZA SALES ANALYSIS

1. KPI’s
2. **Total Revenue:**

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



1. **Average Order Value:**

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



1. **Total Pizzas Sold:**

SELECT SUM(quantity) AS Total\_pizza\_sold FROM pizza\_sales\_data



1. **Total Orders:**

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



1. **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\_data



1. **Daily Trends for Orders**

SELECT DATENAME(DW, order\_date) AS order\_day, COUNT(DISTINCT order\_id) AS total\_orders

FROM pizza\_sales\_data

GROUP BY DATENAME(DW, order\_date)

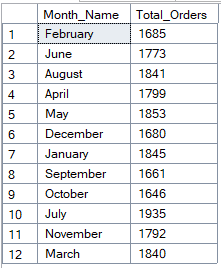


1. **Monthly Trends for Orders**

select DATENAME(MONTH, order\_date) as Month\_Name, COUNT(DISTINCT order\_id) as Total\_Orders

from pizza\_sales\_data

GROUP BY DATENAME(MONTH, order\_date)



1. **% 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\_data

GROUP BY pizza\_category



1. **% of Sales by 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\_data

GROUP BY pizza\_size

ORDER BY pizza\_size



1. **Total Pizza Sold by Pizza Category**

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

FROM pizza\_sales\_data

WHERE MONTH(order\_date) = 2

GROUP BY pizza\_category

ORDER BY Total\_Quantity\_Sold DESC



1. **Top 5 Pizzas by Revenue**

SELECT Top 5 pizza\_name, SUM(total\_price) AS Total\_Revenue

FROM pizza\_sales\_data

GROUP BY pizza\_name

ORDER BY Total\_Revenue DESC

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1. **Bottom 5 Pizzas by Revenue**

SELECT Top 5 pizza\_name, SUM(total\_price) AS Total\_Revenue

FROM pizza\_sales\_data

GROUP BY pizza\_name

ORDER BY Total\_Revenue ASC

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1. **Top 5 Pizzas by Quantity**

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

FROM pizza\_sales\_data

GROUP BY pizza\_name

ORDER BY Total\_Pizza\_Sold DESC

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1. **Bottom 5 Pizzas by Quantity**

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

FROM pizza\_sales\_data

GROUP BY pizza\_name

ORDER BY Total\_Pizza\_Sold ASC****

1. **Top 5 Pizzas by Total Orders**

SELECT Top 5 pizza\_name, COUNT(DISTINCT order\_id) AS Total\_Orders

FROM pizza\_sales\_data

GROUP BY pizza\_name

ORDER BY Total\_Orders DESC

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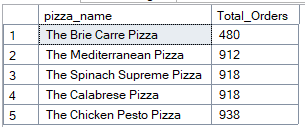
1. **Bottom 5 Pizzas by Total Orders**

SELECT Top 5 pizza\_name, COUNT(DISTINCT order\_id) AS Total\_Orders

FROM pizza\_sales\_data

GROUP BY pizza\_name

ORDER BY Total\_Orders ASC

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