The Urban Pizzas Analysis

■ Finding the database containing the data to use

```sql
USE [Pizza DB];

SELECT *
  FROM [Pizza DB].[dbo].[Pizza_Data]
;
```

	pizza_name_id	quantity	order_date	order_time	unit_price	total_price	pizza_size	pizza_category	pizza_ingredients	pizza_name
1	hawaiian_m	1	2015-01-01	11:38:36.0000000	13.25	13.25	M	Classic	Sliced Ham, Pineapple, Mozzarella Cheese	The Hawaiian Pizza
2	classic_dlx_m	1	2015-01-01	11:57:40.0000000	16	16	M	Classic	Pepperoni, Mushrooms, Red Onions, Red Peppers, Ba...	The Classic Deluxe Pizza
3	five_cheese_l	1	2015-01-01	11:57:40.0000000	18.5	18.5	L	Veggie	Mozzarella Cheese, Provolone Cheese, Smoked Goud...	The Five Cheese Pizza
4	ital_supr_l	1	2015-01-01	11:57:40.0000000	20.75	20.75	L	Supreme	Calabrese Salami, Capocollo, Tomatoes, Red Onions, ...	The Italian Supreme Pizza
5	mexicana_m	1	2015-01-01	11:57:40.0000000	16	16	M	Veggie	Tomatoes, Red Peppers, Jalapeno Peppers, Red Onio...	The Mexicana Pizza
6	thai_ckn_l	1	2015-01-01	11:57:40.0000000	20.75	20.75	L	Chicken	Chicken, Pineapple, Tomatoes, Red Peppers, Thai Sw...	The Thai Chicken Pizza
7	ital_supr_m	1	2015-01-01	12:12:28.0000000	16.5	16.5	M	Supreme	Calabrese Salami, Capocollo, Tomatoes, Red Onions, ...	The Italian Supreme Pizza
8	prsc_argla_l	1	2015-01-01	12:12:28.0000000	20.75	20.75	L	Supreme	Prosciutto di San Daniele, Arugula, Mozzarella Cheese	The Prosciutto and Arugula Pizza
9	ital_supr_m	1	2015-01-01	12:16:31.0000000	16.5	16.5	M	Supreme	Calabrese Salami, Capocollo, Tomatoes, Red Onions, ...	The Italian Supreme Pizza
10	ital_supr_m	1	2015-01-01	12:21:30.0000000	16.5	16.5	M	Supreme	Calabrese Salami, Capocollo, Tomatoes, Red Onions, ...	The Italian Supreme Pizza

```sql
-- KPIs

-- The total revenue
SELECT SUM(total_price) AS Total_Revenue
 FROM Pizza_Data;
```

	Total_Revenue
1	817860.05083847

```sql
 -- Average order value(amount spent per order = total revenue/ total orders)
 SELECT SUM(total_price) / COUNT( DISTINCT order_id) AS Average_order_value
  FROM Pizza_Data
;
```

	Average_order_value
1	38.3072623343546

```sql
  -- Total Pizzas sold
  SELECT SUM(quantity) AS Total_Pizzas_sold
  FROM Pizza_Data
;
```

	Total_Pizzas_sold
1	49574

```sql
  -- Total Orders
  SELECT COUNT(DISTINCT order_id) AS Total_Orders
  FROM Pizza_Data
;
```

	Total_Orders
1	21350

```sql
-- Average Pizza orders (Dividing the total number of pizzas sold / Total orders)
 SELECT
CAST(CAST(SUM(quantity) AS DECIMAL(10, 2)) /
CAST(COUNT(DISTINCT order_id) AS DECIMAL(10, 2)) AS DECIMAL(10, 2)) as
Average_Pizza_Per_order
 FROM Pizza_Data
;
```

	Average_Pizza_Per_order
1	2.32

```sql
-- Average Daily Orders Trends
SELECT DATENAME(DW,
order_date) AS Order_Day,
COUNT(DISTINCT order_id)  AS Average_Daily_Orders
FROM Pizza_Data
GROUP BY DATENAME(DW, order_date)
;
```

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

```sql
-- Monthly Trends for total Orders
SELECT
DATENAME(MONTH, order_date) AS Month_Name,
COUNT(DISTINCT order_id)  AS Total_Monthly_Orders
FROM Pizza_Data
GROUP BY DATENAME(MONTH, order_date)
ORDER BY Total_Monthly_Orders DESC
;
```

	Month_Name	Total_Monthly_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

```sql
-- Percentage of sales by category of the pizzas (for month one) and the same applies
for the rest of the months

SELECT pizza_category,
SUM(total_price) AS Total_sales,
SUM(unit_price) * 100 /
(SELECT SUM(total_price) FROM Pizza_Data WHERE MONTH(order_date) = 1) AS
Percentage_of_sales
 FROM Pizza_Data
 WHERE MONTH(order_date) = 1
 GROUP BY pizza_category
 ORDER BY Percentage_of_sales DESC
;
```

	pizza_category	Total_sales	Percentage_of_sales
1	Classic	18619.4000015259	26.2856892913486
2	Supreme	17929.7499866486	25.2192545278512
3	Veggie	17055.4000778198	23.8979960217827
4	Chicken	16188.75	22.7049014518816

```sql
-- Percentage of sales by pizza size

SELECT pizza_size, CAST(SUM(total_price)AS DECIMAL(10, 2)) AS Total_sales,
CAST(SUM(unit_price) * 100 /
(SELECT SUM(total_price)
FROM Pizza_Data WHERE DATEPART(QUARTER, order_date) = 1) AS DECIMAL(10, 2)) AS
Percentage_of_sales
 FROM Pizza_Data
 WHERE DATEPART(QUARTER, order_date) = 1
 GROUP BY pizza_size
 ORDER BY Percentage_of_sales DESC
;
```

	pizza_size	Total_sales	Percentage_of_sales
1	L	95229.65	45.48
2	M	61159.00	29.31
3	S	45384.25	21.71
4	XL	3289.50	1.60
5	XXL	287.60	0.14

```sql
-- Total sellers by revenue, total orders, total quantity

SELECT TOP 5
     pizza_name,
     SUM(total_price) AS Total_Revenue,
     COUNT(DISTINCT order_id) AS Total_Orders,
     SUM(quantity) AS Total_Pizzas
FROM Pizza_Data
GROUP BY pizza_name
ORDER BY Total_Revenue DESC;
```

	pizza_name	Total_Revenue	Total_Orders	Total_Pizzas
1	The Thai Chicken Pizza	43434.25	2225	2371
2	The Barbecue Chicken Pizza	42768	2273	2432
3	The California Chicken Pizza	41409.5	2197	2370
4	The Classic Deluxe Pizza	38180.5	2329	2453
5	The Spicy Italian Pizza	34831.25	1822	1924

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