

PROBLEM STATEMENT (SQL QUERIES)

1. Total Revenue → Sum of total price of all pizza orders.

```
select round(sum(total_price),2) Total_Revenue from pizza_sales
```

Results		Messages	
Total_Revenue			
1	817860.05		

2. Average Order Value → Divide total revenue by total number of orders.

```
select round(sum(total_price)/count(distinct order_id),2) Average_Order_Value from pizza_sales
```

Results		Messages	
Average_Order_Value			
1	38.31		

3. Total Pizzas Sold → Sum of quantities of all pizzas.

```
select sum(quantity) Total_Pizza_Sold from pizza_sales
```

Results		Messages	
Total_Pizza_Sold			
1	49574		

4. Total Orders → Total orders placed.

```
select count(distinct order_id) Total_Orders from pizza_sales
```

Results		Messages	
Total_Orders			
1	21350		

5. Average Pizzas per Order → Divide total number of pizzas sold by total number of orders.

```
select cast(cast(sum(quantity) as decimal(10,2))/count(distinct order_id) as decimal(10,2)) Average_Pizzas_Per_Order from pizza_sales
```

Results		Messages
	Average_Pizzas_Per_Order	
1	2.32	

6. Daily Trend for Total Orders → Shows how many orders are placed on each day (i.e., Saturday, Sunday, Monday, etc.)

```
select DATENAME(dw, order_date) Order_Date, COUNT(distinct order_id) Total_Orders
from pizza_sales
group by DATENAME(dw, order_date)
```

Results		Messages
	Order_Date	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 Trend for Total Orders → Shows how many orders are placed on each month (i.e., January, February, etc.)

```
select DATENAME(month, order_date) Month_Name, COUNT(distinct order_id)
Total_Orders from pizza_sales
group by DATENAME(month, order_date)
order by Total_Orders desc
```

Results		Messages
	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. Percentage of Sales by Pizza Category →

```
select pizza_category, round(sum(total_price)*100/(select sum(total_price)
from pizza_sales),2) Total_Sales_Percentage from pizza_sales
group by pizza_category
```

	pizza_category	Total_Sales_Percentage
1	Classic	26.91
2	Chicken	23.96
3	Veggie	23.68
4	Supreme	25.46

9. Percentage of Sales by Pizza Category for the month of January →

```
select pizza_category, round(sum(total_price)*100/(select sum(total_price) from pizza_sales
where datename(month, order_date)='January'),2) Total_Sales_Percentage from pizza_sales
where datename(month, order_date)='January'
group by pizza_category
```

	pizza_category	Total_Sales_Percentage
1	Chicken	23.2
2	Classic	26.68
3	Supreme	25.69
4	Veggie	24.44

10. Percentage of Sales by Pizza Size →

```
select pizza_size, round(sum(total_price)*100/(select sum(total_price)
from pizza_sales),2) Total_Sales_Percentage from pizza_sales
group by pizza_size
```

	pizza_size	Total_Sales_Percentage
1	L	45.89
2	XXL	0.12
3	M	30.49
4	XL	1.72
5	S	21.77

11. Top 5 best sellers by Revenue →

```
select top 5 pizza_name, sum(total_price) Total_Price from pizza_sales
group by pizza_name
order by Total_Price desc
```

	pizza_name	Total_Price
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

12. Top 5 best sellers by Total Quantity →

```
select top 5 pizza_name, sum(quantity) Total_Quantity from pizza_sales
group by pizza_name
order by Total_Quantity desc
```

	pizza_name	Total_Quantity
1	The Classic Deluxe Pizza	2453
2	The Barbecue Chicken Pizza	2432
3	The Hawaiian Pizza	2422
4	The Pepperoni Pizza	2418
5	The Thai Chicken Pizza	2371

13. Top 5 best sellers by Total Orders →

```
select top 5 pizza_name, COUNT(distinct order_id) Total_Orders from pizza_sales
group by pizza_name
order by Total_Orders desc
```

	pizza_name	Total_Orders
1	The Classic Deluxe Pizza	2329
2	The Hawaiian Pizza	2280
3	The Pepperoni Pizza	2278
4	The Barbecue Chicken Pizza	2273
5	The Thai Chicken Pizza	2225

14. Bottom 5 worst sellers by Revenue →

```
select top 5 pizza_name, sum(total_price) Total_Revenue from pizza_sales
group by pizza_name
order by Total_Revenue asc
```

Results Messages		
	pizza_name	Total_Revenue
1	The Brie Carré Pizza	11588.4998130798
2	The Green Garden Pizza	13955.75
3	The Spinach Supreme Pizza	15277.75
4	The Mediterranean Pizza	15360.5
5	The Spinach Pesto Pizza	15596

15. Bottom 5 worst sellers by Total Quantity →

```
select top 5 pizza_name, sum(quantity) Total_Quantity from pizza_sales
group by pizza_name
order by Total_Quantity asc
```

Results Messages		
	pizza_name	Total_Quantity
1	The Brie Carré Pizza	490
2	The Mediterranean Pizza	934
3	The Calabrese Pizza	937
4	The Spinach Supreme Pizza	950
5	The Soppressata Pizza	961

16. Bottom 5 worst sellers by Total Orders →

```
select top 5 pizza_name, COUNT(distinct order_id) Total_Orders from pizza_sales
group by pizza_name
order by Total_Orders asc
```

Results Messages		
	pizza_name	Total_Orders
1	The Brie Carré Pizza	480
2	The Mediterranean Pizza	912
3	The Spinach Supreme Pizza	918
4	The Calabrese Pizza	918
5	The Chicken Pesto Pizza	938