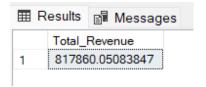
PIZZA SALES ANALYSIS SQL QUERIES

A. 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 Pizzas Sold

select SUM(quantity) as Total Pizza 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_Pizza_Per_Order from pizza sales;



B. 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);
```

Output:

■ Results		
	Order_day	Total_Orders
1	Saturday	3158
2	Wednesday	3024
3	Monday	2794
4	Sunday	2624
5	Friday	3538
6	Thursday	3239
7	Tuesday	2973

C. Hourly Trend for 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) asc ;

■ Results			
	Order_Hours	Total_Orders	
1	9	1	
2	10	8	
3	11	1231	
4	12	2520	
5	13	2455	
6	14	1472	
7	15	1468	
8	16	1920	
9	17	2336	
10	18	2399	
11	19	2009	
12	20	1642	
13	21	1198	
14	22	663	
15	23	28	

D. % of Sales by Pizza Category

select pizza_category, SUM(total_price) as total_revenue, sum(total_price)*100/ (select SUM(total_price) from pizza_sales) as PCT from pizza_sales group by pizza_category order by pizza_category;

Output

■ Results			
	pizza_category	total_revenue	PCT
1	Chicken	195919.5	23.9551375322885
2	Classic	220053.100021362	26.9059602306976
3	Supreme	208196.99981308	25.4563112111462
4	Veggie	193690.451004028	23.6825910258677

E. % of Sales by Pizza Size

select pizza_size,SUM(total_price) as total_revenue,
sum(total_price)*100/(select SUM(total_price) from pizza_sales where
MONTH(order_date)=1) as PCT
from pizza_sales
where MONTH(order_date)=1
group by pizza_size
order by pizza_size;

⊞ Results			
	pizza_size	total_revenue	PCT
1	L	32399.4000778198	46.4219345512879
2	М	20943.5	30.0078947122382
3	S	15103.4999866486	21.6403293329978
4	XL	1275	1.82682291680491
5	XXL	71.9000015258789	0.103018486671203

F. Total Pizzas 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;

Output

⊞R	esults 🗐 Mes	ssages
	pizza_category	Total_Quantity_Sold
1	Classic	14888
2	Supreme	11987
3	Veggie	11649
4	Chicken	11050

G. Top 5 Best Sellers by Total Pizzas Sold

select top 5 pizza_name, SUM(quantity) as Total_Pizzas_Sold from pizza_sales group by pizza_name order by SUM(quantity) desc;

⊞ Results			
	pizza_name	Total_Pizzas_Sold	
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	

H. Bottom 5 Best Sellers by Total Pizzas Sold

select top 5 pizza_name, SUM(quantity) as Total_Pizzas_Sold from pizza_sales group by pizza_name order by SUM(quantity);

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	pizza_name	Total_Pizzas_Sold		
1	The Brie Carre Pizza	490		
2	The Mediterranean Pizza	934		
3	The Calabrese Pizza	937		
4	The Spinach Supreme Pizza	950		
5	The Soppressata Pizza	961		