Pizza Sales Analysis using SQL

Key Performance Indicators:

1. Total Revenue

/\*Total Revenue\*/

select round(sum(total\_price),2) as `Total\_Revenue` from Pizza\_Sales



1. Average Order Value:

/\*Average Order value\*/

select round((sum(total\_price) / count(distinct order\_iD)),2) as `Average\_Order\_value` from Pizza\_Sales;



1. Total Pizza Sold:

/\*Total Pizza Sold\*/

select sum(quantity) as `Total\_Pizza\_Sold` from Pizza\_Sales;



1. Total Order Placed:

/\*Total Order Placed\*/

select count(distinct order\_id) as `Total\_Order\_Placed` from Pizza\_Sales;



1. Average sale count Per Order:

/\*Average sale count Per Order\*/

select round(cast(sum(quantity) as decimal(10,2)) / count(distinct order\_id),0) as `Average\_sale\_count\_Per\_Order` from Pizza\_Sales;



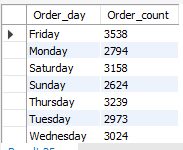
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Understanding Key Charts to visualize:

1. /\*Daily Trend for Total Orders\*/

select dayname(order\_date) as Order\_day, count(distinct order\_id) as Order\_count from pizza\_sales

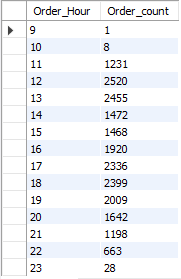
group by order\_day



1. /\*Hourly Trend for Total Orders\*/

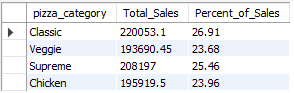
select hour(time(order\_time)) as Order\_Hour, count(distinct order\_id) as Order\_count from pizza\_sales

group by Order\_Hour



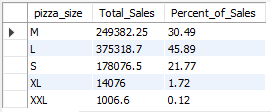
1. /\*Percentage of Sales by Pizza Category\*/

select pizza\_category, round(Sum(total\_price),2) as Total\_Sales, round(sum(total\_price) \* 100/ (select sum(total\_price) from pizza\_sales),2) as Percent\_of\_Sales from pizza\_sales group by pizza\_category



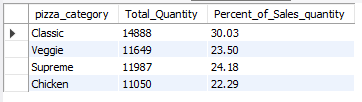
1. /\*Percentage of Sales by Pizza Size\*/

select pizza\_size, round(Sum(total\_price),2) as Total\_Sales,round(sum(total\_price) \* 100/ (select sum(total\_price) from pizza\_sales),2) as Percent\_of\_Sales from pizza\_sales group by pizza\_size;



1. /\*Total Pizzas Sold by Pizza Category\*/

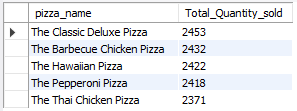
select pizza\_category, round(sum(quantity),2) as Total\_Quantity,round(sum(quantity) \* 100/ (select sum(quantity) from pizza\_sales),2) as Percent\_of\_Sales\_quantity from pizza\_sales group by pizza\_category;



1. /\*Top 5 Best Sellers by Total Pizzas Sold\*/

select pizza\_name, sum(quantity) as Total\_Quantity\_sold from pizza\_sales group by pizza\_name

order by Total\_Quantity\_sold desc limit 5;



1. /\*Bottom 5 Worst Sellers by Total Pizzas Sold\*/

select pizza\_name, sum(quantity) as Total\_Quantity\_sold from pizza\_sales group by pizza\_name

order by Total\_Quantity\_sold asc limit 5;

