

PIZZA RESTAURANT SALES QUERIES

```
use pizza_project;  
select * from cleaned_pizza_sales;
```

KPI**-- Total Revenues**

```
select format(sum(total_price),2) AS 'Total Revenues'  
from cleaned_pizza_sales;
```

KPI Total Revenues represents the **total revenue generated from all sales** in the dataset. It provides a single aggregated value representing the overall income, which can be used as a baseline for further analysis or performance assessment.

Total Revenues	
817,860.05	

-- Total Pizzas Sold

```
select format(sum(quantity),2) as 'Total Pizzas Sold'  
from cleaned_pizza_sales;
```

KPI Total Pizzas Sold represents the **total number of pizzas sold** by summing up the quantity of all orders. It provides a single figure representing overall sales volume.

Total Pizzas Sold	
49,574.00	

-- Total Orders

```
select format(count(distinct order_id),2) as 'Total Orders'  
from cleaned_pizza_sales;
```

KPI Total Orders represents the **total number of unique orders** placed. It identifies how many distinct order transactions occurred in the dataset.

Total Orders	
21,350.00	

Trend analysis**-- Monthly Revenue**

```
SELECT  
  DATE_FORMAT(order_date, '%M') AS Month,  
  FORMAT(SUM(total_price), 2) AS 'Total Revenue'  
FROM cleaned_pizza_sales  
GROUP BY DATE_FORMAT(order_date, '%M'), MONTH(order_date)  
ORDER BY MONTH(order_date);
```

This pivot table summarizes **total revenue by Month** to identify any trends in customer behavior based on the time of the year.

Month	Total Revenue	
January	69,793.30	
February	65,159.60	
March	70,397.10	
April	68,736.80	
May	71,402.75	
June	68,230.20	
July	72,557.90	
August	68,278.25	
September	64,180.05	
October	64,027.60	
November	70,395.35	
December	64,701.15	

-- Trend of Revenue based on weekday

SELECT

DATE_FORMAT(order_date, '%W') AS DayOfWeek,

FORMAT(SUM(total_price), 2) AS 'Total Revenue'

FROM cleaned_pizza_sales

GROUP BY WEEKDAY(order_date), DATE_FORMAT(order_date, '%W')

ORDER BY WEEKDAY(order_date);

This pivot table summarizes **total revenue by day of the week** to identify any trends in customer behavior based on weekdays.

DayOfWeek	Total Revenue	
Monday	107,329.55	
Tuesday	114,133.80	
Wednesday	114,408.40	
Thursday	123,528.50	
Friday	136,073.90	
Saturday	123,182.40	
Sunday	99,203.50	

-- Trend of Revenue based on daytime

SELECT

hour(order_time) AS HourOfDay,

FORMAT(SUM(total_price), 2) AS 'Total Revenue'

FROM cleaned_pizza_sales

GROUP BY HOUR(order_time)

ORDER BY HourOfDay;

This pivot table summarizes **total revenue by hour in a day** to identify any trends in customer behavior based on time of the day.

HourOfDay	Total Revenue	
9	83.00	
10	303.65	
11	44,935.80	
12	111,877.90	
13	106,065.70	
14	59,201.40	
15	52,992.30	
16	70,055.40	
17	86,237.45	
18	89,296.85	
19	72,628.90	
20	58,215.40	
21	42,029.80	
22	22,815.15	
23	1,121.35	

Categorical analysis

-- Total Revenue by Category

```
SELECT
    pizza_category AS Category,
    FORMAT(SUM(total_price), 2) AS 'Total Revenue',
    CONCAT(ROUND(SUM(total_price)*100/(SELECT SUM(total_price) FROM cleaned_pizza_sales),2),'%') AS
'Revenue Share'
FROM cleaned_pizza_sales
GROUP BY pizza_category
ORDER BY SUM(total_price) DESC;
```

This query summarizes the **total revenue generated by each pizza category** and calculates each category's **percentage share of the overall revenue**. The results are ordered from the highest to the lowest revenue.

Category	Total Revenue	Revenue Share	
Classic	220,053.10	26.91%	
Supreme	208,197.00	25.46%	
Chicken	195,919.50	23.96%	
Veggie	193,690.45	23.68%	

-- Total Revenue by Size

```
SELECT
    pizza_category AS Category,
    FORMAT(SUM(total_price), 2) AS 'Total Revenue',
    CONCAT(ROUND(SUM(total_price) * 100 / (SELECT SUM(total_price) FROM cleaned_pizza_sales), 2), '%')
AS 'Revenue Share'
FROM cleaned_pizza_sales
GROUP BY pizza_category
ORDER BY SUM(total_price) DESC;
```

This query summarizes the **total revenue generated by each pizza size** and calculates each size's **percentage share of the overall revenue**. The results are ordered from the highest to the lowest revenue.

Size	Total Revenue	Revenue Share	
Large	375,318.70	45.89%	
Medium	249,382.25	30.49%	
Small	178,076.50	21.77%	
X-Large	14,076.00	1.72%	
XX-Large	1,006.60	0.12%	

Descriptive Statistics

-- Average quantity sold

```
SELECT
    ROUND(AVG(quantity), 2) AS 'Average Quantity Sold'
FROM cleaned_pizza_sales;
```

This measure provides the **average number of pizzas sold per order line** across the dataset, providing insight into typical order sizes.

Average Quantity S...	
1.02	

-- Average Revenue per Order

```

SELECT
  ROUND(AVG(order_total), 2) AS 'Average Revenue per Order'
FROM (
  SELECT order_id, SUM(total_price) AS order_total
  FROM cleaned_pizza_sales
  GROUP BY order_id
) AS order_summary;

```

This measure provides the **average revenue generated per order** by first computing the total value of each individual order and then averaging those totals.

Average Revenue per Ord...	
38.31	

-- Average Revenue per Day

```

SELECT
  format(AVG(daily_total),2) AS 'Average Daily Revenue'
FROM (
  SELECT order_date, SUM(total_price) AS daily_total
  FROM cleaned_pizza_sales
  GROUP BY order_date
) AS daily_summary;

```

This measure provides the **average revenue per day** based on daily total sales by first aggregating total sales for each date and then computing the average across all days in the dataset.

Average Daily Revenue	
2,284.53	

-- 5 TOP Pizza based on Revenues

```

SELECT
  pizza_name AS 'Pizza Name',
  FORMAT(SUM(total_price), 2) AS 'Total Revenue',
  CONCAT(ROUND(SUM(total_price) * 100 / (SELECT SUM(total_price) FROM cleaned_pizza_sales), 2), '%')
  AS 'Revenue Share'
FROM cleaned_pizza_sales
GROUP BY pizza_name
ORDER BY SUM(total_price) DESC
LIMIT 5;

```

This measure shows the total and relative revenue contribution of the top 5 pizza items

Pizza Name	Total Revenue	Revenue Share	
The Thai Chicken Pizza	43,434.25	5.31%	
The Barbecue Chicken Pizza	42,768.00	5.23%	
The California Chicken Pizza	41,409.50	5.06%	
The Classic Deluxe Pizza	38,180.50	4.67%	
The Spicy Italian Pizza	34,831.25	4.26%	

-- 5 LAST Pizza based on Revenues

```
SELECT
  pizza_name AS 'Pizza Name',
  FORMAT(SUM(total_price), 2) AS 'Total Revenue',
  CONCAT(ROUND(SUM(total_price) * 100 / (SELECT SUM(total_price) FROM cleaned_pizza_sales), 2), '%')
  AS 'Revenue Share'
FROM cleaned_pizza_sales
GROUP BY pizza_name
ORDER BY SUM(total_price) ASC
LIMIT 5;
```

This measure provides the total revenue and revenue share for the last 5 pizzas, highlighting the **lowest earning products**.

Pizza Name	Total Revenue	Revenue Share	
The Brie Carre Pizza	11,588.50	1.42%	
The Green Garden Pizza	13,955.75	1.71%	
The Spinach Supreme Pizza	15,277.75	1.87%	
The Mediterranean Pizza	15,360.50	1.88%	
The Spinach Pesto Pizza	15,596.00	1.91%	

-- TOP 5 Pizza based on Quantity

```
SELECT
  pizza_name AS 'Pizza Name',
  format(SUM(quantity),2) AS 'Total Quantity Sold'
FROM cleaned_pizza_sales
GROUP BY pizza_name
ORDER BY SUM(quantity) DESC
LIMIT 5;
```

This measure shows the total and relative quantity contribution of the top 5 pizza items in the dataset.

Pizza Name	Total Quantity S...	
The Classic Deluxe Pizza	2,453.00	
The Barbecue Chicken Pizza	2,432.00	
The Hawaiian Pizza	2,422.00	
The Pepperoni Pizza	2,418.00	
The Thai Chicken Pizza	2,371.00	