Pizza Sales Analysis using SQL

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INTRODUCTION

Welcome to the overview presentation of our comprehensive analysis of the Pizza Sales Dataset. In this presentation, we delve into the intricate details of our findings from the extensive dataset comprising 48,620 rows and 12 columns. Our analysis encapsulates various dimensions of pizza sales, including revenue, pizza popularity, size preferences, day of week sales trends, and monthly sales patterns.

INSIGHTS

Total Pizza Sold: 50K

```
SELECT SUM(quantity) AS TTotal_sale
FROM pizza_sales
```

Results | Messages

	TTotal_sale
1	49574

Total Revenue : 81786

```
SELECT ROUND(SUM(quantity * unit_price),2) AS Total_Revenue
FROM pizza_sales ;
```

Results | Messages

	Total_Revenue
1	817860.05

Total Orders: 21350

```
SELECT COUNT(DISTINCT order_id) AS Total_Order
FROM pizza_sales;
```

Results | Messages

	Total_Order
1	21350

PIZZA SALES: SIZE

```
SELECT pizza_size,COUNT(quantity) AS pizaa_size_count
FROM pizza_sales
GROUP BY pizza_size
ORDER BY pizaa_size_count DESC ;
```

100 %

Results | Messages

	pizza_size	pizaa_size_count
1	L	18526
2	M	15385
3	S	14137
4	XL	544
5	XXL	28

HIGHEST SALES :

1. SIZE - L
2. SIZE - M
3. SIZE - S

REVENUE : PIZZA SIZE

```
SELECT pizza_size,SUM(unit_price * quantity) As Revenue,
100 * SUM(unit_price * quantity) /
(SELECT SUM(unit_price * quantity) from pizza_sales) AS Revenue_percentage
FROM pizza_sales
GROUP BY pizza_size
ORDER BY Revenue DESC ;
```

HIGHEST REVENUE :

1. SIZE - L
2. SIZE - M
3. SIZE - S

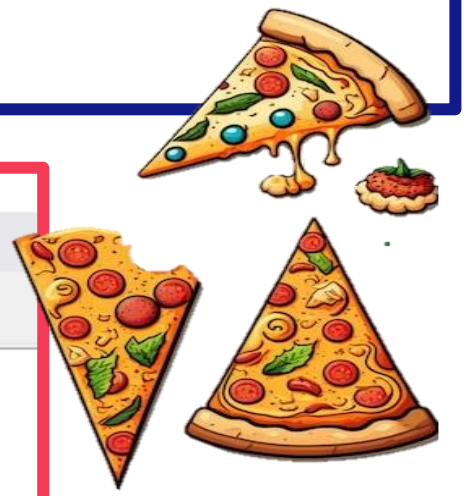
100 %

Results | Messages

	pizza_size	Revenue	Revenue_percentage
1	L	375318.701004028	45.8903330244889
2	M	249382.25	30.492044420599
3	S	178076.49981308	21.7734684107037
4	XL	14076	1.72107684995364
5	XXL	1006.6000213623	0.123077294254725

PIZZA SALES: CATEGORY

```
SELECT pizza_category,SUM(quantity) AS Pizza_quantity_sales
FROM pizza_sales
GROUP BY pizza_category
ORDER BY Pizza_quantity_sales DESC ;
```



HIGHEST SALES CATEGORY:

1. CLASSIC
2. SUPREME
3. VEGGIE
4. CHICKEN

100 %

Results | Messages

	pizza_category	Pizza_quantity_sales
1	Classic	14888
2	Supreme	11987
3	Veggie	11649
4	Chicken	11050

REVENUE: PIZZA CATEGORY

```
SELECT pizza_category, ROUND(SUM(unit_price * quantity),2) AS Revenue,

100 *(SUM(unit_price * quantity)/
(Select (SUM(unit_price * quantity)) FROM pizza_sales)) AS Revenue_Percentage

FROM pizza_sales
GROUP BY pizza_category
ORDER BY Revenue DESC ;
```

HIGHEST REVENUE CATEGORY:

1. CLASSIC
2. SUPREME
3. CHICKEN
4. VEGGIE

100 %

Results | Messages

	pizza_category	Revenue	Revenue_Percentage
1	Classic	220053.1	26.9059602306976
2	Supreme	208197	25.4563112111462
3	Chicken	195919.5	23.9551375322885
4	Veggie	193690.45	23.6825910258677

TOP 5 PIZZA BY SALES

TOP:

1. The Classic Deluxe Pizza
2. The Barbecue Chicken Pizza
3. The Hawaiian Pizza
4. The Pepperoni Pizza
5. The Thai Chicken Pizza

```
SELECT TOP (5)pizza_name, SUM(quantity) AS Total
FROM pizza_sales
GROUP BY pizza_name
ORDER BY Total DESC ;
```

100 %

Results | Messages

	pizza_name	Total
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

BOTTOM 5 PIZZA BY SALES

```
SELECT top (5)pizza_name, SUM(quantity) AS Total
FROM pizza_sales
GROUP BY pizza_name
ORDER BY Total  ;
```

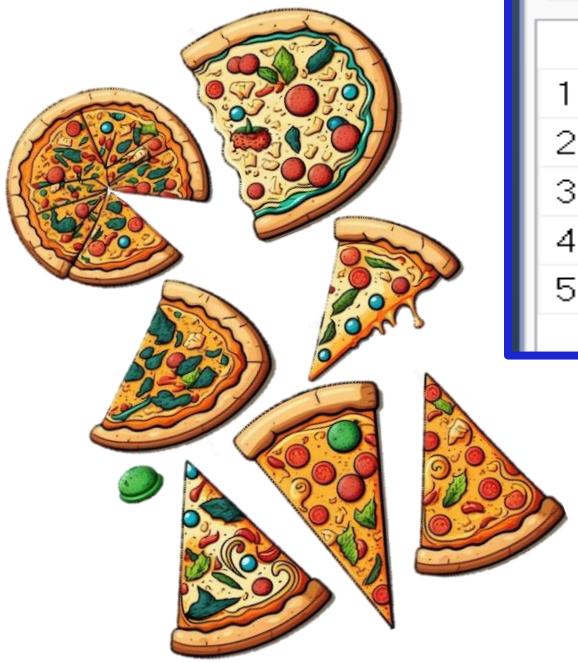
100 %

Results | Messages

	pizza_name	Total
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

BOTTOM :

1. The Soppressata Pizza
2. The Spinach Supreme Pizza
3. The Calabrese Pizza
4. The Mediterranean Pizza
5. The Brie Carre Pizza



MONTHLY SALES

```sql
SELECT YEAR(order_date) AS Sales_Year,
       MONTH(order_date) AS Sales_Month,
       DATENAME(MONTH,order_date) AS Sales_MonthName,
       SUM(quantity) AS total_sales
FROM pizza_sales
GROUP BY YEAR(order_date), MONTH(order_date), DATENAME(MONTH,order_date)
ORDER BY Sales_Month;
```

Monthly Sales

100 %

Results | Messages

	Sales_Year	Sales_Month	Sales_MonthName	total_sales
1	2015	1	January	4232
2	2015	2	February	3961
3	2015	3	March	4261
4	2015	4	April	4151
5	2015	5	May	4328
6	2015	6	June	4107
7	2015	7	July	4392
8	2015	8	August	4168
9	2015	9	September	3890
10	2015	10	October	3883
11	2015	11	November	4266
12	2015	12	December	3935

MONTHLY SALES PEAK:

```
SELECT TOP(3) YEAR(order_date) AS Sales_Year,
        MONTH(order_date) AS Sales_Month,
        DATENAME(MONTH,order_date) AS Sales_MonthName,
        SUM(quantity) AS total_sales
FROM pizza_sales
GROUP BY YEAR(order_date), MONTH(order_date), DATENAME(MONTH,order_date)
ORDER BY total_sales DESC;
```

PEAK MONTHS :

1. JULY
2. MAY
3. NOVEMBER

100 %

Results | Messages

	Sales_Year	Sales_Month	Sales_MonthName	total_sales
1	2015	7	July	4392
2	2015	5	May	4328
3	2015	11	November	4266

MONTHLY SALES DOWN

```
SELECT TOP(3) YEAR(order_date) AS Sales_Year,
        MONTH(order_date) AS Sales_Month,
        DATENAME(MONTH,order_date) AS Sales_MonthName,
        SUM(quantity) AS total_sales
FROM pizza_sales
GROUP BY YEAR(order_date), MONTH(order_date), DATENAME(MONTH,order_date)
ORDER BY total_sales;
```

BOTTOM MONTHS :

1. DECEMBER
2. SEPTEMBER
3. OCTOBER

100 %

Results | Messages

	Sales_Year	Sales_Month	Sales_MonthName	total_sales
1	2015	10	October	3883
2	2015	9	September	3890
3	2015	12	December	3935

THANK YOU

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