pizza sales analytics project

1. Total Revenue

```
select sum(total_price) as total_revenue from pizza_sales
```

	total_revenue
1	817860.05083847

2. Average Order Value

```
select sum(total_revenue)/count(distinct order_id) as average_order_value from pizza_sales
```

	average_order_value
1	38.3072623343546

3. Total Pizza Sold

```
select sum(quantity) as total_pizza_sold from pizza_sales
```

	total_pizza_sold
1	49574

4. total number of orders

```
select count(distinct order_id) as total_number_of_orders from pizza_sales
```

	total_number_of_orders
1	21350

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 average_pizzas_per_order
from pizza_sales
```

	average_pizzas_per_order
1	2.32

6. daily trend

```
--daily trend
select
datename(dw, order_date) as order_day,
count(distinct order_id) as total_orders
from pizza_sales
group by
datename(dw, order_date),
datepart(dw, order_date)
order by
datepart(dw, order_date) asc
```

	order_day	total_ordres
1	Sunday	2624
2	Monday	2794
3	Tuesday	2973
4	Wednesday	3024
5	Thursday	3239
6	Friday	3538
7	Saturday	3158

7. hourly trend

```
--hourly trend
select
datepart(hour, order_time) as order_time,
count(distinct order_id) as total_orders
from pizza_sales
group by
datepart(hour, order_time)
order by
datepart(hour, order_time) asc
```

	order_time	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

8. percentage of sales by pizza category

```
select pizza_category, sum(total_price)*100/(select sum(total_price) from pizza_sales)
as pct_sales_pizza_category
from pizza_sales
group by
pizza_category;
```

	pizza_category	pct_sales_pizza_category
1	Classic	26.9059602306976
2	Chicken	23.9551375322885
3	Veggie	23.6825910258677
4	Supreme	25.4563112111462

9. if we want to find the percentage of sales for any month

```
select pizza_category, sum(total_price)*100/(select sum(total_price) from pizza_sales where month(order_date)=1)
as pct_sales_pizza_category
```

```
from pizza_sales
where month(order_date)=1
group by
pizza_category;
```

	pizza_category	pct_sales_pizza_category
1	Classic	26.67779189176038
2	Chicken	23.1952780348435
3	Veggie	24.4370162489706
4	Supreme	25.6897867985821

10. percentage of sales by pizza size

```
select pizza_size, sum(total_price)*100/(select sum(total_price) from pizza_sal
es where month(order_date)=1)
as pct_sales_pizza_size
from pizza_sales
where month(order_date)=1
group by
pizza_size;
```

	pizza_size	pct_sales_pizza_size
1	L	46.4219345512879
2	XXL	0.103018486671203
3	M	30.0078947122382
4	XL	1.82682291680491
5	S	21.6403293329978

11. total pizza sold by pizza category

```
select pizza_category,sum(quantity) from pizza_sales
where month(order_date)=1
group by pizza_category;
```

	pizza_category	(No column name)
1	Classic	1257
2	Chicken	913
3	Veggie	1018
4	Supreme	1044

12. top 5 best seller pizza by total pizzas sold

```
select top 5 pizza_name, sum(quantity) as total_pizza_sold
from pizza_sales
where month(order_date)=1
group by pizza_name
order by sum(quantity) desc
```

	pizza_name	total_pizza_sold
1	The Pepperoni Pizza	239
2	The Barbecue Chicken Pizza	211
3	The California Chicken Pizza	202
4	The Thai Chicken Pizza	199
5	The Sicilian Pizza	191