

# Pizza Sales Analysis SQL Queries

- KPI's –

## 1. Total Revenue

```
select  
sum(quantity*unit_price) as Total_revenue  
from pizza_sales
```

	Total_revenue
1	817860.05083847

## 2. Average Order Value

```
select  
sum(quantity*unit_price)/count(distinct order_id) as  
average_order_value  
from pizza_sales
```

	average_order_value
1	38.3072623343546

## 3. Total Pizzas Sold

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

	total_pizzas_sold
1	49574

#### 4. Total Orders

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

	Total_orders
1	21350

#### 5. Average Pizzas Per Order

```
select  
sum(quantity)/count(distinct order_id) as  
average_pizzas_per_order  
from pizza_sales
```

	average_pizzas_per_order
1	2

- Charts-

#### B. Daily Trend for Total Orders

```
select  
Datename(WEEKDAY,order_date) as Day_name,  
count(distinct order_id) as total_orders  
from pizza_sales  
group by Datename(WEEKDAY,order_date)  
order by total_orders desc
```

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

### C. Monthly Trend for Orders

```
select  
Datename(MONTH,order_date) as Month,  
count(distinct order_id) as total_orders  
from pizza_sales  
group by Datename(MONTH,order_date)
```

	Month	total_orders
1	February	1685
2	June	1773
3	August	1841
4	April	1799
5	May	1853
6	December	1680
7	January	1845
8	September	1661
9	October	1646
10	July	1935
11	November	1792
12	March	1840

### D. % of Sales by Pizza Category

```
select  
pizza_category,  
sum(quantity*unit_price) as total_sales  
from pizza_sales  
group by pizza_category
```

	pizza_category	total_sales
1	Classic	220053.1
2	Chicken	195919.5
3	Veggie	193690.45
4	Supreme	208197

### E. % of Sales by Pizza Size

```
select
*,
round(pizza_sales/sum(pizza_sales)over()*100,2) as
percentage_sales
from
(select
pizza_size,
round(sum(quantity*unit_price),2) as pizza_sales
from pizza_sales
group by pizza_size)t
order by percentage_sales desc
```

	pizza_size	pizza_sales	percentage_sales
1	L	375318.7	45.89
2	M	249382.25	30.49
3	S	178076.5	21.77
4	XL	14076	1.72
5	XXL	1006.6	0.12

### F. Total Pizzas Sold by Pizza Category

```
select
pizza_category,
sum(quantity) as total_pizzas_sold
from pizza_sales
group by pizza_category
```

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

### G. Top 5 Pizzas by Revenue

```
select top 5
pizza_name,
sum(quantity*unit_price) as Revenue
from pizza_sales
group by pizza_name
order by Revenue desc
```

	pizza_name	Revenue
1	The Thai Chicken Pizza	43434.25
2	The Barbecue Chicken Pizza	42768
3	The California Chicken Pizza	41409.5
4	The Classic Deluxe Pizza	38180.5
5	The Spicy Italian Pizza	34831.25

### H. Bottom 5 Pizzas by Revenue

```
select top 5
pizza_name,
round(sum(quantity*unit_price),2) as Revenue
from pizza_sales
group by pizza_name
order by Revenue
```

	pizza_name	Revenue
1	The Brie Carre Pizza	11588.5
2	The Green Garden Pizza	13955.75
3	The Spinach Supreme Pizza	15277.75
4	The Mediterranean Pizza	15360.5
5	The Spinach Pesto Pizza	15596

### I. Top 5 Pizzas by Quantity

```
select top 5
pizza_name,
sum(quantity) as Total_quantity
```

```

from pizza_sales
group by pizza_name
order by Total_quantity desc

```

	pizza_name	Total_quantity
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

## J. Bottom 5 Pizzas by Quantity

```

select top 5
pizza_name,
sum(quantity) as Total_quantity
from pizza_sales
group by pizza_name
order by Total_quantity

```

	pizza_name	Total_quantity
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

## K. Top 5 Pizzas by Total Orders

```

select top 5
pizza_name,
count(distinct order_id) as Total_pizza_orders
from pizza_sales
group by pizza_name
order by Total_pizza_orders desc

```

	pizza_name	Total_pizza_orders
1	The Classic Deluxe Pizza	2329
2	The Hawaiian Pizza	2280
3	The Pepperoni Pizza	2278
4	The Barbecue Chicken Pizza	2273
5	The Thai Chicken Pizza	2225

## L. Borrom 5 Pizzas by Total Orders

```
select top 5
pizza_name,
count(distinct order_id) as Total_pizza_orders
from pizza_sales
group by pizza_name
order by Total_pizza_orders
```

	pizza_name	Total_pizza_orders
1	The Brie Carre Pizza	480
2	The Mediterranean Pizza	912
3	The Spinach Supreme Pizza	918
4	The Calabrese Pizza	918
5	The Chicken Pesto Pizza	938

## M. At what hour of the day, people prefer to order pizza

```
select
datepart(hour,order_time) as Hour,
count(distinct order_id) as Total_pizza_orders
from pizza_sales
group by datepart(hour,order_time)
order by Total_pizza_orders desc
```

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

## N. Top 5 Most used Ingredients

```

SELECT top 5
    LTRIM(RTRIM(value)) AS ingredient,
    COUNT(*) AS ingredient_count
FROM pizza_sales
CROSS APPLY STRING_SPLIT(pizza_ingredients, ',')
GROUP BY LTRIM(RTRIM(value))
ORDER BY ingredient_count DESC;

```

	ingredient	ingredient_count
1	Garlic	27422
2	Tomatoes	26601
3	Red Onions	19547
4	Red Peppers	16284
5	Mozzarella Cheese	10333