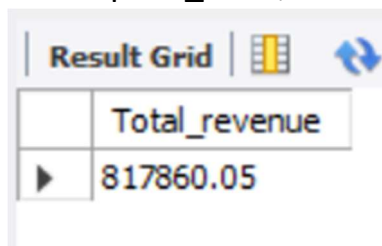# PIZZA SALES SQL QUERIES

A. Problem Statements (KPIs)

1. **Total revenue:**
   SELECT ROUND(SUM(total_price), 2) AS Total_revenue
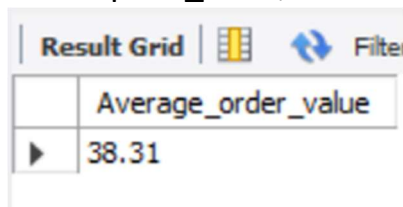   FROM pizza_sales;

Total_revenue
817860.05

2. **Average order value:**
   SELECT ROUND((SUM(total_price)/COUNT(distinct order_id)),2) AS
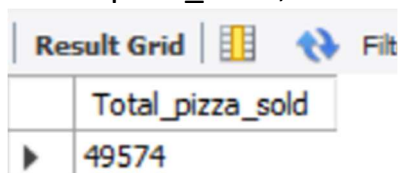   Average_order_value
   FROM pizza_sales;

Average_order_value
38.31

3. **Total pizzas sold:**
   SELECT SUM(quantity) AS Total_pizza_sold
   FROM pizza_sales;

Total_pizza_sold
49574

4. Total Orders:

SELECT COUNT(DISTINCT order_id) AS Total_orders
FROM pizza_sales;

Total_orders
21350

5. Average pizzas per order:

SELECT (SUM(quantity)/COUNT(distinct order_id)) AS
Avg_pizza_per_order
FROM pizza_sales;

Avg_pizza_per_order
2.3220

B. Problem Statements (Trend Analysis)

1. **Daily trend for total orders:**

   SELECT dayname(order_date) AS Order_day,
        COUNT(DISTINCT order_id) AS Total_order
   FROM pizza_sales
   GROUP BY dayname(order_date)
   ORDER BY Total_order DESC;

Order_day	Total_order
Friday	3538
Thursday	3239
Saturday	3158
Wednesday	3024
Tuesday	2973
Monday	2794
Sunday	2624

2. **Monthly trend for total orders:**

   SELECT MONTHNAME(order_date) AS Month_name,
        COUNT(DISTINCT order_id) AS Total_order
   FROM pizza_sales
   GROUP BY MONTHNAME(order_date)
   ORDER BY Total_order DESC;

Month_name	Total_order
July	1935
May	1853
January	1845
August	1841
March	1840
April	1799
November	1792
June	1773
February	1685
December	1680
September	1661
October	1646

3. Hourly trend for total orders:

SELECT HOUR(order_time) AS Order_hour,
        COUNT(DISTINCT order_id) AS Total_order
FROM pizza_sales
GROUP BY HOUR(order_time)
ORDER BY Total_order DESC;

Order_hour	Total_order
12	2520
13	2455
18	2399
17	2336
19	2009
16	1920
20	1642
14	1472
15	1468
11	1231
21	1198
22	663
23	28
10	8
9	1

4. % of sales by pizza category:

SELECT pizza_category, SUM(total_price) as Total_sales,
        ROUND((SUM(total_price)*100/(SELECT SUM(total_price) from
        pizza_sales)),2) as Sales_by_pct
FROM pizza_sales
GROUP BY 1
ORDER BY Sales_by_pct DESC;

pizza_category	Total_sales	Sales_by_pct
Classic	220053.1000213623	26.91
Supreme	208196.99981307983	25.46
Chicken	195919.5	23.96
Veggie	193690.45100402832	23.68

5. **% of sales by pizza size:**
    SELECT pizza_size, SUM(total_price) as Total_sales,
        ROUND((SUM(total_price)*100/(SELECT SUM(total_price) from
        pizza_sales)),2) as Sales_by_pct
    FROM pizza_sales
    GROUP BY 1
    ORDER BY Sales_by_pct DESC;

pizza_size	Total_sales	Sales_by_pct
L	375318.7010040283	45.89
M	249382.25	30.49
S	178076.49981307983	21.77
XL	14076	1.72
XXL	1006.6000213623047	0.12

6. **Total pizzas sold by pizza category:**
    SELECT pizza_category, COUNT(pizza_category) AS Total_pizza_sold
    FROM pizza_sales
    GROUP BY pizza_category;

pizza_category	Total_pizza_sold
Classic	14579
Veggie	11449
Supreme	11777
Chicken	10815

7. Top 5 best selling pizza by revenue:

SELECT pizza_name, SUM(total_price) AS Total_revenue
FROM pizza_sales
GROUP BY pizza_name
ORDER BY Total_revenue DESC
LIMIT 5;

pizza_name	Total_revenue
The Thai Chicken Pizza	43434.25
The Barbecue Chicken Pizza	42768
The California Chicken Pizza	41409.5
The Classic Deluxe Pizza	38180.5
The Spicy Italian Pizza	34831.25

8. Bottom 5 best selling pizza by revenue:

SELECT pizza_name, SUM(total_price) AS Total_revenue
FROM pizza_sales
GROUP BY pizza_name
ORDER BY Total_revenue ASC
LIMIT 5;

pizza_name	Total_revenue
The Brie Carre Pizza	11588.4998130798334
The Green Garden Pizza	13955.75
The Spinach Supreme Pizza	15277.75
The Mediterranean Pizza	15360.5
The Spinach Pesto Pizza	15596

9. Top 5 best selling pizza by Total quantity:

SELECT pizza_name, SUM(quantity) AS Total_quantity
FROM pizza_sales
GROUP BY pizza_name
ORDER BY Total_quantity DESC
LIMIT 5;

pizza_name	Total_quantity
The Classic Deluxe Pizza	2453
The Barbecue Chicken Pizza	2432
The Hawaiian Pizza	2422
The Pepperoni Pizza	2418
The Thai Chicken Pizza	2371

10. Bottom 5 best selling pizza by Total quantity:

SELECT pizza_name, SUM(quantity) AS Total_quantity
FROM pizza_sales
GROUP BY pizza_name
ORDER BY Total_quantity ASC
LIMIT 5;

pizza_name	Total_quantity
The Brie Carre Pizza	490
The Mediterranean Pizza	934
The Calabrese Pizza	937
The Spinach Supreme Pizza	950
The Soppressata Pizza	961

11. Top 5 best selling pizza by Total orders:

SELECT pizza_name, COUNT(DISTINCT order_id) AS Total_orders
FROM pizza_sales
GROUP BY pizza_name
ORDER BY Total_orders DESC
LIMIT 5;

pizza_name	Total_orders
The Classic Deluxe Pizza	2329
The Hawaiian Pizza	2280
The Pepperoni Pizza	2278
The Barbecue Chicken Pizza	2273
The Thai Chicken Pizza	2225

12. Bottom 5 best selling pizza by Total orders:

SELECT pizza_name, COUNT(DISTINCT order_id) AS Total_orders
FROM pizza_sales
GROUP BY pizza_name
ORDER BY Total_orders ASC
LIMIT 5;

pizza_name	Total_orders
The Brie Carre Pizza	480
The Mediterranean Pizza	912
The Calabrese Pizza	918
The Spinach Supreme Pizza	918
The Chicken Pesto Pizza	938