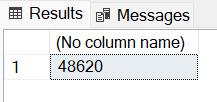
**PIZZA SALES DATA EXPLORATION QUERIES AND RESULTS**

1. No of records

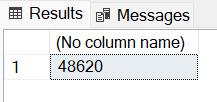
select count(\*) from order\_details;



1. No of distinct records

select count(distinct order\_details\_id)

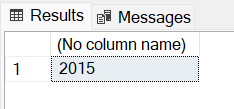
from order\_details;



1. Period Year

select distinct datepart(year, date)

from orders;

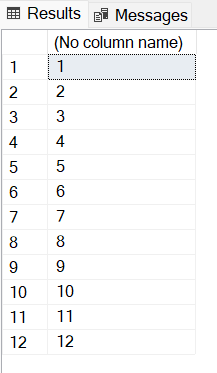


1. Does data account for all months?

select distinct datepart(month, date)

from orders

order by 1;



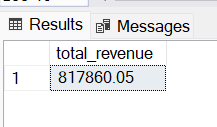
KPI

1. Total Revenue

select cast(sum(d.quantity \* p.price) as decimal(10,2)) as total\_revenue

from order\_details d, pizzas p

where d.pizza\_id = p.pizza\_id



1. Average Order Value

select cast(

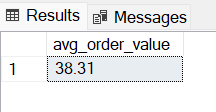
cast(sum(p.price \* d.quantity) as float)/count(distinct o.order\_id) as decimal(10,2)

) as avg\_order\_value

from orders o, pizzas p, order\_details d

where d.order\_id = o.order\_id

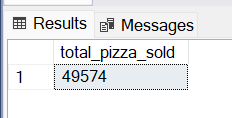
and d.pizza\_id = p.pizza\_id;



1. Total Pizzas Sold

select sum(quantity) as total\_pizza\_sold

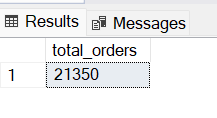
from order\_details;



1. Total Orders

select count(order\_id) as total\_orders

from orders;



1. Average Pizzas per Order

select cast(

cast(sum(quantity) as float)/count(distinct order\_id) as decimal(10,2)

) as avg\_pizza\_per\_order

from order\_details;

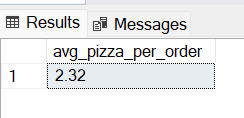


CHART REQUIREMENTS

1. Daily trends for Total Order

select datename(dw, date) as order\_day,

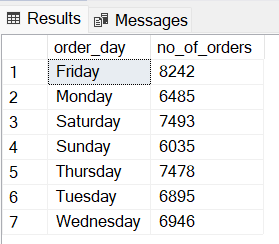
sum(d.quantity) as no\_of\_orders

from orders o, order\_details d

where d.order\_id = o.order\_id

group by datename(dw, date)

order by 1;



1. Hourly trends for Total Order

select datepart(hour, o.time) as order\_hour,

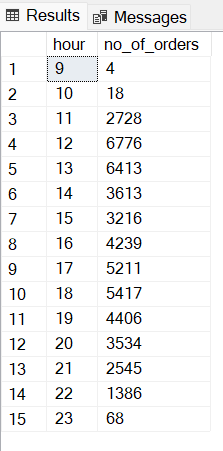
sum(d.quantity) as no\_of\_orders

from orders o, order\_details d

where d.order\_id = o.order\_id

group by datepart(hour, time)

order by 1;



1. Percentage sales per Pizza Category

with total\_sales as (

select sum(p.price \* d.quantity) as total

from pizzas p, order\_details d

where p.pizza\_id = d.pizza\_id

)

select y.category as pizza\_category, cast(sum(p.price \* d.quantity) as decimal(10,2)) as total\_sales,

cast(

cast(

sum(p.price \* d.quantity) as float

)/(select total from total\_sales) \* 100 as decimal(10,2)

) as percentage\_sales

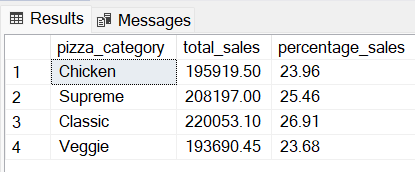
from pizzas p, pizza\_types y, order\_details d

where p.pizza\_id = d.pizza\_id

and p.pizza\_type\_id = y.pizza\_type\_id

group by y.category

order by 3;



1. Percentage sales per Pizza Size

with total\_sales as (

select sum(p.price \* d.quantity) as total

from pizzas p, order\_details d

where p.pizza\_id = d.pizza\_id

)

select p.size as pizza\_size, cast(sum(p.price \* d.quantity) as decimal(10,2)) as total\_sales,

cast(

cast(

sum(p.price \* d.quantity) as float

)/(select total from total\_sales) \* 100 as decimal(10,2)

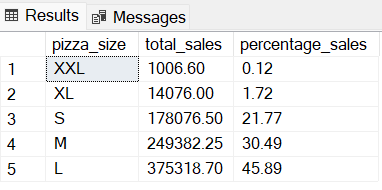
) as percentage\_sales

from pizzas p, order\_details d

where p.pizza\_id = d.pizza\_id

group by p.size

order by 3;



1. Percentage sales per Pizza Size per quarter

with total\_sales as (

select sum(p.price \* d.quantity) as total

from pizzas p, order\_details d, orders o

where p.pizza\_id = d.pizza\_id

and d.order\_id = o.order\_id

and datepart(quarter, o.date) = 3

)

select p.size, cast(sum(p.price \* d.quantity) as decimal(10,2)) as total\_sales,

cast(

cast(

sum(p.price \* d.quantity) as float

)/(select total from total\_sales) \* 100 as decimal(10,2)

) as percentage\_sales

from pizzas p, order\_details d, orders o

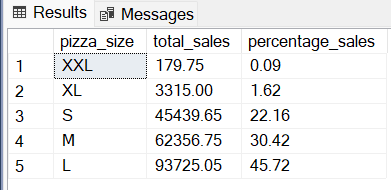
where d.pizza\_id = p.pizza\_id

and d.order\_id = o.order\_id

and datepart(quarter, o.date) = 3

group by p.size

order by 3;



1. Total Pizza sold by Category

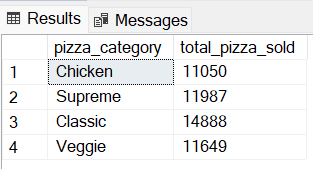
select y.category as pizza\_category, sum(d.quantity) as total\_pizza\_sold

from pizza\_types y, pizzas p, order\_details d

where d.pizza\_id = p.pizza\_id

and p.pizza\_type\_id = y.pizza\_type\_id

group by y.category



1. Top best sellers by Pizzas sold

select top 5 y.name as pizza\_name,

sum(d.quantity) as total\_sales

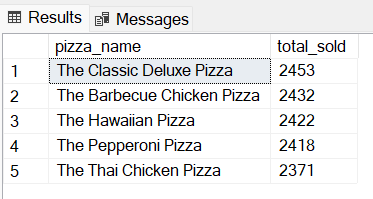
from pizzas p, pizza\_types y, order\_details d

where p.pizza\_id = d.pizza\_id

and p.pizza\_type\_id = y.pizza\_type\_id

group by y.name

order by 2 desc;



1. Bottom worst sellers by Pizzas sold

select top 5 y.name as pizza\_name,

sum(d.quantity) as total\_sales

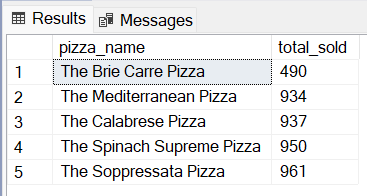
from pizzas p, pizza\_types y, order\_details d

where p.pizza\_id = d.pizza\_id

and p.pizza\_type\_id = y.pizza\_type\_id

group by y.name

order by 2;



DATA TO BE EXPORTED FOR FURTHER ANALYSIS

select d.order\_details\_id as pizza\_id, o.order\_id, p.pizza\_id as pizza\_name\_id,

d.quantity, o.date as order\_date, convert(varchar, o.time, 24) as order\_time, p.price as unit\_price,

(p.price \* d.quantity) as total\_price, p.size as pizza\_size, y.category as pizza\_category,

y.ingredients as pizza\_ingredients, y.name as pizza\_name

from pizzas p, pizza\_types y, order\_details d, orders o

where p.pizza\_type\_id = y.pizza\_type\_id

and d.order\_id = o.order\_id

and d.pizza\_id = p.pizza\_id

order by d.order\_details\_id;