# Pizza Sales Analysis with Microsoft SQL

#### **Creating Database:**

create database Pizza\_DB;

#### **Use the Database:**

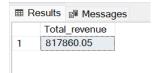
use Pizza\_DB;

#### Show the table:

select \* from pizza\_sales;

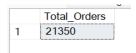
-- Total Revenue: the sum of total price of all pizza orders.

select ROUND(SUM(total\_price), 2)as Total\_revenue from pizza\_sales;



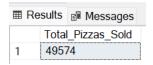
-- Total Orders: The total number of orders placed.

select Count(distinct order\_id) as Total\_Orders from pizza\_sales;



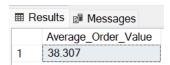
-- Total Pizzas Sold: The Sum of the Quantities of all pizza sold.

select sum(quantity) as Total\_Pizzas\_Sold from pizza\_sales;



-- Average Order Value: The average amount spent per order, calculated by dividing the total revenue by the total number of order.

select ROUND(SUM(total\_price)/ (select count(distinct order\_id)),3) as Average\_Order\_Value from pizza\_sales;

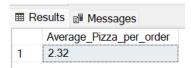


-- Average Pizzas Per Order: The Average number of pizza sold per order, calculated by dividing the total number of pizza sold by the total number of order.

select cast(cast(sum(quantity)as decimal(10,2))/ COUNT(distinct order\_id) as decimal(10,2))

as Average\_Pizza\_per\_order

from pizza\_sales;



## -- Daily Trend For Total Orders:

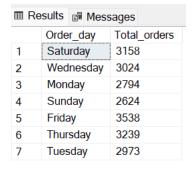
create a bar chart that displays the daily trend of total orders over a specific time period. This chart will help us to identify any patterns or fluctuation in order volume on a daily bases.

select DATENAME(DW, order\_date) as Order\_day,

count(distinct order\_id) as Total\_orders

from pizza\_sales

Group by DATENAME(DW, order\_date);



#### -- Monthly Trend For Total Orders:

create a line chart that illustrates the monthly trend of total orders throughout t. This chart will allow us to identify peak month or period of high order activity.

select DATENAME(MM, order\_date) as Month\_Name,

COUNT(distinct order\_id) as Total\_order

from pizza\_sales

group by DATENAME(MM, order\_date)

order by Total\_order DESC;



#### -- Percentage Of Sales By Pizza Category:

create a pie chart that shows the distribution of sales across different pizza categories. This chart will provide insight into the popularity of various pizza categories and their contribution to overall sales

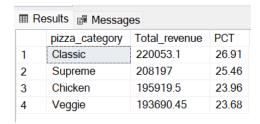
select pizza\_category, Round(SUM(total\_price),2) as Total\_revenue,

cast((SUM(total\_price)/ (select sum(total\_price) from pizza\_sales))\* 100 as decimal(10,2)) as PCT

from pizza\_sales

group by pizza\_category

order by PCT DESC;



## -- Percentage Of Sales By Pizza Size:

Generate a pie chart that represents the percentage of sales attributed to different pizza sizes. this chart will help us to understand customer preferences for pizza sizes and their impact on sales.

select pizza\_size, round(sum(total\_price),2) as Total\_revenue,

cast(SUM(total\_price)\*100 / (select sum(total\_price) from pizza\_sales) as decimal(10,2)) as PCT

from pizza\_sales

group by pizza\_size

order by PCT DESC;

■ Results						
	pizza_size	Total_revenue	PCT			
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			

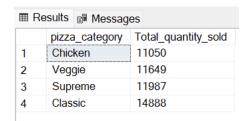
## -- Total Pizzas Sold By Pizza Category:

Create a funnel chart that presents the total number of pizzas sold for each pizza category. This chart will allow us to compare the sales performance of different pizza categories.

select pizza\_category, SUM(quantity) as Total\_quantity\_sold

from pizza\_sales

group by pizza\_category;



## -- Top 5 Best Sellers By Revenue, Total Quantity and Total Orders:

Create a bar chart highlighting the top 5 best-selling pizzas based on the total number of pizzas sold. This chart will help us identify the most popular pizza options.

select top 5 pizza\_name, sum(quantity) as Total\_quantity, count(distinct order\_id) as Total\_orders,

round(sum(total\_price),2) as Total\_revenue

from pizza\_sales

group by pizza\_name

order by Total\_revenue DESC;

■ Results							
	pizza_name	Total_quantity	Total_orders	Total_revenue			
1	The Thai Chicken Pizza	2371	2225	43434.25			
2	The Barbecue Chicken Pizza	2432	2273	42768			
3	The California Chicken Pizza	2370	2197	41409.5			
4	The Classic Deluxe Pizza	2453	2329	38180.5			
5	The Spicy Italian Pizza	1924	1822	34831.25			

## -- Bottom 5 Worst Sellers By Revenue, Total Quantity and Total Orders:

Create a bar chart showcasing the bottom 5 worst-selling pizzas based on the total number of pizza sold. This chat will enable us to identify the underperforming or less popular pizza options

select top 5 pizza\_name, sum(quantity) as Total\_quantity, count(distinct order\_id) as Total\_orders,

round(sum(total\_price),2) as Total\_revenue

from pizza\_sales

group by pizza\_name

order by Total\_revenue;

⊞ Results						
	pizza_name	Total_quantity	Total_orders	Total_revenue		
1	The Brie Carre Pizza	490	480	11588.5		
2	The Green Garden Pizza	997	976	13955.75		
3	The Spinach Supreme Pizza	950	918	15277.75		
4	The Mediterranean Pizza	934	912	15360.5		
5	The Spinach Pesto Pizza	970	945	15596		