Pizza Sales Analysis

1. KPIS
2. Total Revenue:

select sum(total\_price) as Total\_Revenue from pizza\_sales; A screenshot of a computer

AI-generated content may be incorrect.

1. Average Order Value:

select sum(total\_price)/count(distinct(order\_id)) as Avg\_Order\_Value from pizza\_sales;

A screenshot of a computer

AI-generated content may be incorrect.

1. Total Pizza Sold:

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

A screenshot of a computer

AI-generated content may be incorrect.

1. Total Orders:

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

A screenshot of a computer

AI-generated content may be incorrect.

1. Average Pizza Ordered:

select cast(cast(sum(quantity) as decimal(10,2))/cast(count(distinct(order\_id))as decimal(10,2))as decimal(10,2)) as AVg\_Pizza\_Per\_Order from pizza\_sales;

A screenshot of a computer

AI-generated content may be incorrect.

1. Daily Trends:

Had issue as some date format issue was there as in csv it was DD-MM-YYYY format,but the MM-DD-YYYY format for MSSQL server. So had to do additional steps

* Create a new import and named it as staging table and saved the date as varchar(50) instead of DATE data type.
* Converting it using style 105 (dd-mm-yyyy):

UPDATE pizza\_sales\_staging

SET order\_date = TRY\_CONVERT(DATE, order\_date\_raw, 105)

WHERE TRY\_CONVERT(DATE, order\_date\_raw, 105) IS NOT NULL;

* Updating from staging table to main table:

UPDATE ps

SET ps.order\_date = pst.order\_date

FROM pizza\_sales ps

JOIN pizza\_sales\_staging pst

ON ps.order\_id = pst.order\_id

WHERE ps.order\_date IS NULL

AND pst.order\_date IS NOT NULL;

This update the null issue I had,

Had order\_day NULL and total\_orders beside it as 12778.

and used that below query again.

Daily Trends for Total Orders:

select DATENAME(DW,order\_date) as order\_day, count(distinct order\_id) as total\_orders from pizza\_sales

group by DATENAME(DW,order\_date);

A screenshot of a computer

AI-generated content may be incorrect.

1. Monthly Trends for Total Orders:

select DATENAME(MONTH,order\_date) as Month\_Name,Count(distinct order\_id) as Total\_Orders

from pizza\_sales

group by DATENAME(MONTH,order\_date)

order by Total\_Orders desc;

A screenshot of a computer

AI-generated content may be incorrect.

1. Percentage of Sales by Pizza Category:

select pizza\_category,(sum(total\_price)\*100)/(select sum(total\_price) from pizza\_sales) as Percentage\_Total\_Sales

from pizza\_sales

group by pizza\_category;

A screenshot of a computer

AI-generated content may be incorrect.

1. Percentage of Sales by Pizza Size:

select pizza\_size,cast((sum(total\_price)\*100)/(select sum(total\_price) from pizza\_sales)as decimal(10,2)) as Percentage\_Pizza\_Size

from pizza\_sales

group by pizza\_size

order by Percentage\_Pizza\_Size desc;

A screenshot of a computer

AI-generated content may be incorrect.

1. Total Pizza Sold By Pizza Category:

select pizza\_category,cast(sum(total\_price) as decimal(10,2)) as Total\_Sales from pizza\_sales

group by pizza\_category;

A screenshot of a computer

AI-generated content may be incorrect.

1. Top 5 Best Sellers by Revenue, Total Quantity and Total Orders

Ans:

select TOP 5 pizza\_name,sum(total\_price) as Total\_Revenue from pizza\_sales

group by pizza\_name

order by Total\_Revenue desc;

A screenshot of a computer

AI-generated content may be incorrect.

select TOP 5 pizza\_name,sum(quantity) as Total\_Pizza\_Sold from pizza\_sales

group by pizza\_name

order by Total\_Pizza\_Sold desc;

A screenshot of a computer

AI-generated content may be incorrect.

select TOP 5 pizza\_name,count(distinct order\_id) as Total\_Orders from pizza\_sales

group by pizza\_name

order by Total\_Orders desc;

A screenshot of a computer

AI-generated content may be incorrect.

1. Bottom 5 Best Sellers by Revenue, Total Quantity and Total Orders

Ans:

select TOP 5 pizza\_name,sum(total\_price) as Total\_Revenue from pizza\_sales

group by pizza\_name

order by Total\_Revenue asc;

A screenshot of a computer

AI-generated content may be incorrect.

select TOP 5 pizza\_name,sum(quantity) as Total\_Pizza\_Sold from pizza\_sales

group by pizza\_name

order by Total\_Pizza\_Sold asc;

A screenshot of a computer

AI-generated content may be incorrect.

select TOP 5 pizza\_name,count(distinct order\_id) as Total\_Orders from pizza\_sales

group by pizza\_name

order by Total\_Orders asc;

A screenshot of a computer

AI-generated content may be incorrect.