

SQL PROJECTION PIZZA SALES





HELLO!!

I'm Navya. In this project, I have used SQL queries to solve questions that are related to pizza sales.



KPI requirement



- **Total Revenue**-The sum of total price of all pizza orders
- **Average Order Value**-The average amount spent per order, calculated by dividing the total revenue by the total number of orders
- **Total Pizzas sold**-The sum of the quantities of all pizzas sales
- **Total Orders**- The total number of orders placed
- **Average Pizzas per Order**-The average number of pizzas sold per order, calculated by dividing the number of pizzas sold by total number of orders.



- Daily Trend for total orders
- Hourly Trend for Total order
- Percentage of sales by Pizza Category
- Percentage of sales by Pizza size
- Total Pizzas sold by pizza category
- Top 5 best sellers by total pizzas sold
- Bottom 5 worst sellers by total pizzas sold

1. Total Revenue:

```
select sum(total_price)AS Total_Revenue from pizza_sales
```

Results	
	Messages
Total_Revenue	
1	817860.05083847

2. Average Order Value

```
select sum(total_price)/count(distinct order_id)as Avg_Order_Value  
from pizza_sales
```

Results	
	Messages
Avg_Order_Value	
1	38.3072623343546

3. Total Pizzas Sold

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

Results	
	Messages
Total_Pizza_Sold	
1	49574

4. Total Orders

```
SELECT COUNT(DISTINCT order_id) AS Total_Orders FROM pizza_sales
```

Results	
	Total_Orders
1	21350

5. Average Pizzas Per Order

```
select cast(cast(sum(quantity)as decimal(10,2))/ cast(count(distinct order_id) as decimal(10,2))as decimal(10,2))as Avg_Pizzas_Per_Order  
from pizza_sales
```

Results	
	Avg_Pizzas_Per_Order
1	2.32

B. Daily Trend 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)
```

Output:

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

C. Hourly Trend for Orders

```
SELECT DATEPART(HOUR, order_time) as order_hours, COUNT(DISTINCT order_id)
as total_orders
from pizza_sales
group by DATEPART(HOUR, order_time)
order by DATEPART(HOUR, order_time)
```

Output

	order_hours	total_orders
1	9	1
2	10	8
3	11	1231
4	12	2520
5	13	2455



D. % of Sales by Pizza Category

```
SELECT pizza_category, CAST(SUM(total_price) AS DECIMAL(10,2)) 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_category
```

Output

	pizza_category	total_revenue	PCT
1	Classic	220053.10	26.91
2	Chicken	195919.50	23.96
3	Veggie	193690.45	23.68
4	Supreme	208197.00	25.46



E. % of Sales by Pizza Size

```
SELECT pizza_size, CAST(SUM(total_price) AS DECIMAL(10,2)) 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 pizza_size
```

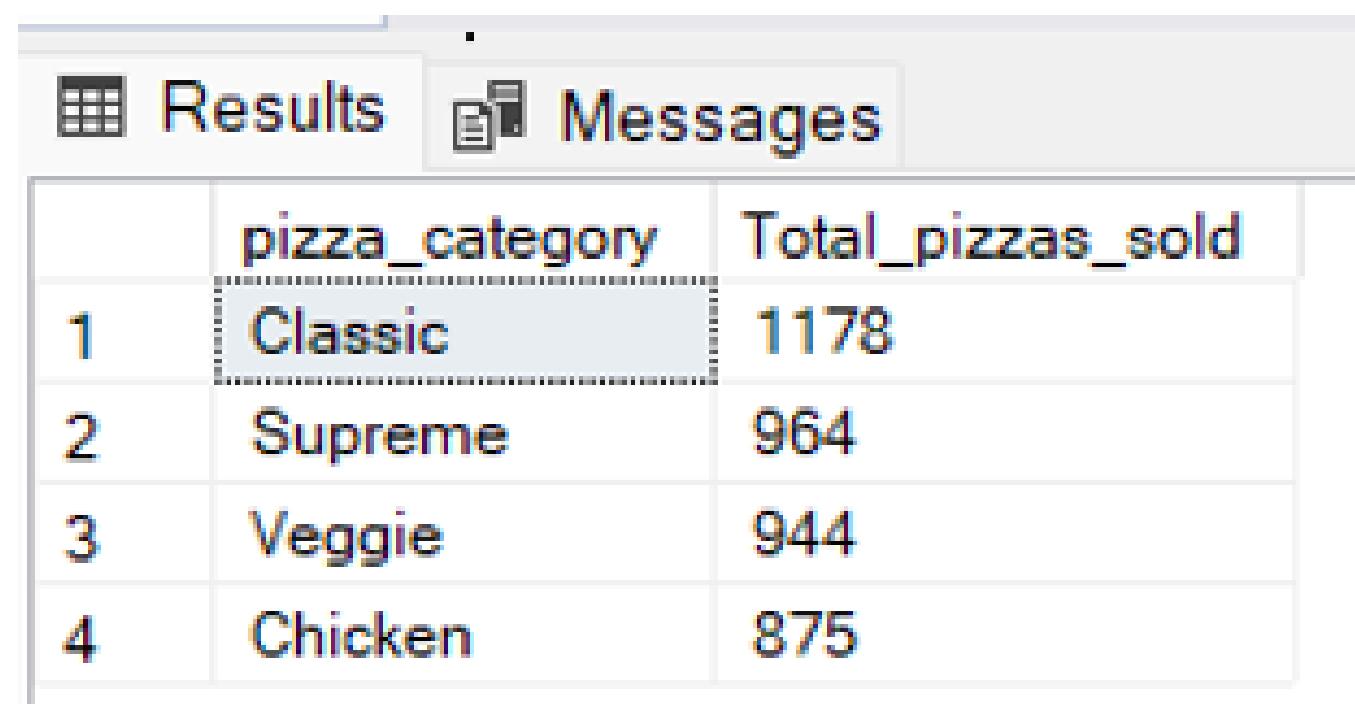
Output

	pizza_size	total_revenue	PCT
1	L	375318.70	45.89
2	M	249382.25	30.49
3	S	178076.50	21.77
4	XL	14076.00	1.72
5	XXL	1006.60	0.12

F. Total Pizzas Sold by Pizza Category

```
SELECT pizza_category, SUM(quantity) as Total_Quantity_Sold  
FROM pizza_sales  
WHERE MONTH(order_date) = 2  
GROUP BY pizza_category  
ORDER BY Total_Quantity_Sold DESC
```

Output



The screenshot shows a software interface for running SQL queries. At the top, there are two tabs: "Results" (which is selected and highlighted in blue) and "Messages". Below the tabs is a table containing the query's results.

	pizza_category	Total_pizzas_sold
1	Classic	1178
2	Supreme	964
3	Veggie	944
4	Chicken	875

G. Top 5 Best Sellers by Total Pizzas Sold

```
SELECT Top 5 pizza_name, SUM(quantity) AS Total_Pizza_Sold  
FROM pizza_sales  
GROUP BY pizza_name  
ORDER BY Total_Pizza_Sold DESC
```

Output

	pizza_name	Total_Pizza_Sold
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

H. Bottom 5 Sellers by Total Pizzas Sold

```
SELECT TOP 5 pizza_name, SUM(quantity) AS Total_Pizza_Sold  
FROM pizza_sales  
GROUP BY pizza_name  
ORDER BY Total_Pizza_Sold ASC
```

Output

Results Messages

	pizza_name	Total_Pizza_Sold
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





LARANA PIZZA

THANK YOU!



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