Pizza Sales

KEY POINT INFLUENCERS

This project involves data analysis and visualization of pizza sales data from a fictional pizza restaurant Chain . It utilizes SQL for data extraction and transformation. The goal is to provide insight sales , and enhances customer satisfaction . The goal of this project is to study key indicators within the pizza sales dataset . The dataset includes pizza orders from January 2015 to December 2015.Metrics of interest include revenue, customer preferences, and order patterns . This project focuses on analyzing of pizza sales data to gain insights into customer preferences, revenue generation, and order patterns .The dataset covers pizza sales during the year 2015.

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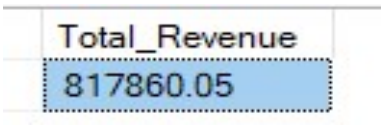
1 . Find The Total Revenue

```
SELECT round(sum(total_price),2) as
 Total_Revenue
from pizza_sales;
```



Total_Revenue
817860.05

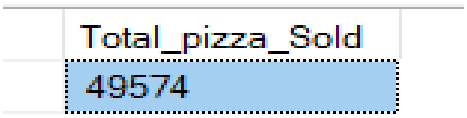
2. FIND AVERAGE ORDER VALUE

```
SELECT round(avg(total_price),2) as
 Average_value
FROM pizza_sales;
```

Average_value
16.82

3. FIND TOTAL PIZZA SOLD

```
SELECT sum(quantity) as Total_pizza_Sold
 FROM pizza_sales;
```



Total_pizza_Sold
49574

4. FIND TOTAL ORDERS

```
SELECT count(distinct(order_id)) as
 Total_Order
FROM pizza_sales
```

Total_Order
21350

5.FIND AVERAGE PIZZA 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 aver_pizza_per_order
 from pizza_sales;
```

aver_pizza_per_order
2.32

6.DAILY TRENDS FOR TOTAL ORDERS

```
SELECT DATENAME(DW , order_date) as
 Daily_Trend
 count(distinct(order_id)) as total_Order
 from pizza_Sales
 group by DATENAME(DW , order_date)
 order by  DATENAME(DW , order_date)
 desc;
```

Daily_Trend	total_Order
Wednesday	3024
Tuesday	2973
Thursday	3239
Sunday	2624
Saturday	3158
Monday	2794
Friday	3538

7.Find Hourly trend for Orders

```
SELECT  DATEPART(hour , order_time) as
Daily_Trend ,
count(distinct(order_id)) as total_Order
 from pizza_Sales
 group by DATEPART(hour , order_time)
 order by  DATEPART(hour , order_time)
 desc;
```

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

8.Find the percentage (%) of Sales by pizza Category.

```
select pizza_category, sum(total_price) as
total_revenue,
 cast(sum(total_price)*100 / (select
 sum(total_price) from
 pizza_sales)as decimal(5,2)) as PCT
 from pizza_sales
 group by pizza_category;
```

pizza_category	total_revenue	PCT
Chicken	195919.5	23.96
Supreme	208196.99981308	25.46
Classic	220053.100021362	26.91
Veggie	193690.451004028	23.68

9.Find the percentage (%) of Sales by pizza Size.

```
select pizza_size, sum(total_price) as
 total_revenue,
cast(sum(total_price)*100 / (select
sum(total_price) from
pizza_sales) as decimal(5,2)) as PCT
from pizza_sales
group by pizza_size;
```

pizza_size	total_revenue	PCT
S	178076.49981308	21.77
L	375318.701004028	45.89
XL	14076	1.72
XXL	1006.6000213623	0.12
M	249382.25	30.49

10.Total pizza sold by pizza Category.

```
select pizza_category , sum(quantity) as
 Total_pizza
from pizza_sales
group by pizza_category;
```

pizza_category	Total_pizza
Chicken	11050
Supreme	11987
Classic	14888
Veggie	11649

11.Top 5 best sellers by Total Pizza Sold.

```
select top 5 pizza_name , sum(quantity) as
Total_pizza
 from pizza_sales
 group by pizza_name
 Order by sum(quantity) desc;
```

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

12 . Bottom 5 Best sellers by Total Pizza sold.

```
select top 5 pizza_name , sum(quantity) as
Total_pizza
 from pizza_sales
 group by pizza_name
 Order by sum(quantity) asc;
```

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