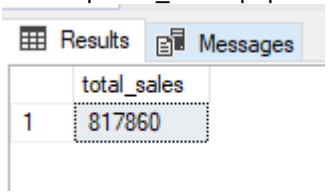
Pizza Sales Analysis SQL Portfolio Project:

1) Total Sales:

```
select round(sum(p.price*od.quantity),0) as total_sales
from order_details od
join pizzas p
on od.pizza_id = p.pizza_id
```

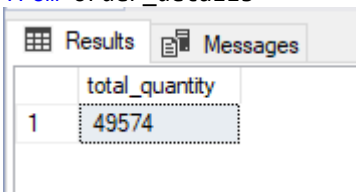


Results | Messages

	total_sales
1	817860

2) Total Quantity:

```
select sum(quantity) as total_quantity
from order_details
```

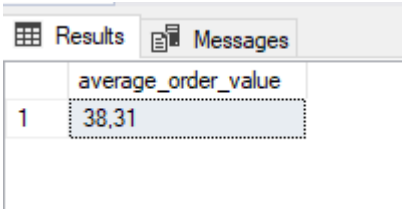


Results | Messages

	total_quantity
1	49574

3) Average Order Value:

```
select round(sum(p.price*od.quantity)*1.0 / count(distinct od.order_id),2) as
average_order_value
from order_details od
join pizzas p
on od.pizza_id = p.pizza_id
```

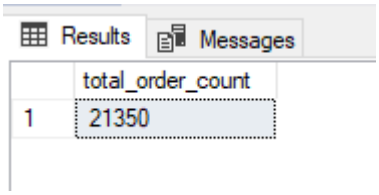


Results | Messages

	average_order_value
1	38,31

4) Total Order Count:

```
select count(distinct order_id) as total_order_count
from order_details
```

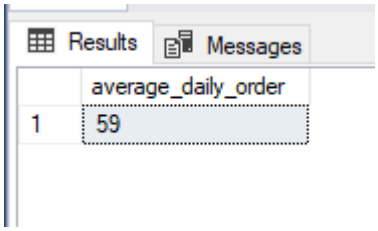


Results | Messages

	total_order_count
1	21350

5) Average Orders per Day:

```
select count(distinct order_id) / count(distinct date) as average_daily_order
from orders
```

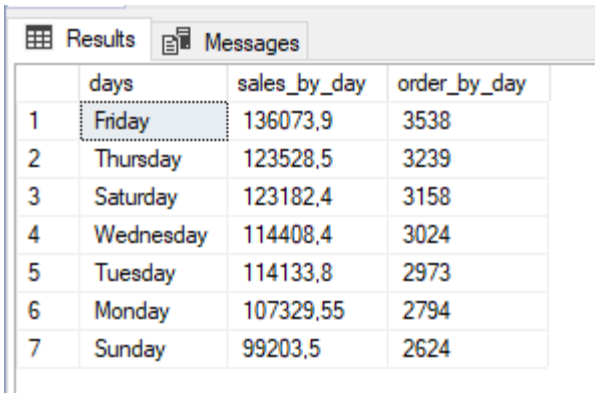


Results | Messages

	average_daily_order
1	59

6) Daily Sales and Orders Trend:

```
select
       datename(weekday, o.date) as days,
       round(sum(p.price*od.quantity),2) as sales_by_day,
       count(distinct o.order_id) as order_by_day
from orders o
join order_details od
on o.order_id = od.order_id
join pizzas p
on od.pizza_id = p.pizza_id
group by datename(weekday, o.date)
order by sum(p.price*od.quantity) desc
```



Results | Messages

	days	sales_by_day	order_by_day
1	Friday	136073,9	3538
2	Thursday	123528,5	3239
3	Saturday	123182,4	3158
4	Wednesday	114408,4	3024
5	Tuesday	114133,8	2973
6	Monday	107329,55	2794
7	Sunday	99203,5	2624

7) Monthly Sales and Orders Trend:

```
select
       datename(month, o.date) as days,
       round(sum(p.price*od.quantity),2) as sales_by_month,
       count(distinct o.order_id) as order_by_month
from orders o
join order_details od
on o.order_id = od.order_id
join pizzas p
on od.pizza_id = p.pizza_id
group by datename(month, o.date)
order by sum(p.price*od.quantity) desc
```

Results | Messages

	days	sales_by_month	order_by_month
1	July	72557,9	1935
2	May	71402,75	1853
3	March	70397,1	1840
4	November	70395,35	1792
5	January	69793,3	1845
6	April	68736,8	1799
7	August	68278,25	1841
8	June	68230,2	1773
9	February	65159,6	1685
10	December	64701,15	1680
11	September	64180,05	1661
12	October	64027,6	1646

8) Hourly Sales and Order Trend:

```
select
       datepart(hour, o.time) as days,
       round(sum(p.price*od.quantity),2) as sales_by_month,
       count(distinct o.order_id) as order_by_month
from orders o
join order_details od
on o.order_id = od.order_id
join pizzas p
on od.pizza_id = p.pizza_id
group by datepart(hour, o.time)
order by datepart(hour, o.time)
```

Results | Messages

	days	sales_by_month	order_by_month
1	9	83	1
2	10	303,65	8
3	11	44935,8	1231
4	12	111877,9	2520
5	13	106065,7	2455
6	14	59201,4	1472
7	15	52992,3	1468
8	16	70055,4	1920
9	17	86237,45	2336
10	18	89296,85	2399
11	19	72628,9	2009
12	20	58215,4	1642
13	21	42029,8	1198
14	22	22815,15	663
15	23	1121,35	28

9)Sales and Quantity by Category:

```
select
	pt.category,
	sum(od.quantity) as quantity_by_category,
	round(sum(od.quantity*p.price),2) as sales_by_category,
	round(sum(od.quantity*p.price)*100.0 /
                                                (select round(sum(p.price*od.quantity),0)
                                                as total_sales
                                                from order_details od
                                                join pizzas p
                                                on od.pizza_id = p.pizza_id),2)
                                                as percentage_by_category
from pizza_types pt
join pizzas p
on pt.pizza_type_id = p.pizza_type_id
join order_details od
on p.pizza_id = od.pizza_id
group by pt.category
order by sum(od.quantity*p.price) desc
```

Results | Messages

	category	quantity_by_category	sales_by_category	percentage_by_category
1	Classic	14888	220053,1	26,91
2	Supreme	11987	208197	25,46
3	Chicken	11050	195919,5	23,96
4	Veggie	11649	193690,45	23,68

10) Sales and Quantity by Size:

```
select
	p.size,
	sum(od.quantity) as quantity_by_size,
	round(sum(od.quantity*p.price),2) as sales_by_size,
	round(sum(od.quantity*p.price)*100.0 /
                            (select round(sum(p.price*od.quantity),0) as total_sales
                            from order_details od
                            join pizzas p
                            on od.pizza_id = p.pizza_id),2) as percentage_by_size
from pizzas p
join order_details od
on p.pizza_id = od.pizza_id
group by p.size
order by sum(od.quantity*p.price) desc
```

Results | Messages

	size	quantity_by_size	sales_by_size	percentage_by_size
1	L	18956	375318,7	45,89
2	M	15635	249382,25	30,49
3	S	14403	178076,5	21,77
4	XL	552	14076	1,72
5	XXL	28	1006,6	0,12

11) Top 5 Product by Quantity and Sales:

```
select top 5
       pt.name,
       sum(od.quantity) as quantity_by_product,
       round(sum(od.quantity*p.price),2) as sales_by_product
from pizza_types pt
join pizzas p
on pt.pizza_type_id = p.pizza_type_id
join order_details od
on p.pizza_id = od.pizza_id
group by pt.name
order by sum(od.quantity*p.price) desc
```

Results Messages

	name	quantity_by_product	sales_by_product
1	The Thai Chicken Pizza	2371	43434,25
2	The Barbecue Chicken Pizza	2432	42768
3	The California Chicken Pizza	2370	41409,5
4	The Classic Deluxe Pizza	2453	38180,5
5	The Spicy Italian Pizza	1924	34831,25

12) Bottom 5 Product by Quantity and Sales:

```
select top 5
       pt.name,
       sum(od.quantity) as quantity_by_product,
       round(sum(od.quantity*p.price),2) as sales_by_product
from pizza_types pt
join pizzas p
on pt.pizza_type_id = p.pizza_type_id
join order_details od
on p.pizza_id = od.pizza_id
group by pt.name
order by sum(od.quantity*p.price)
```

Results Messages

	name	quantity_by_product	sales_by_product
1	The Brie Carre Pizza	490	11588,5
2	The Green Garden Pizza	997	13955,75
3	The Spinach Supreme Pizza	950	15277,75
4	The Mediterranean Pizza	934	15360,5
5	The Spinach Pesto Pizza	970	15596