

# Pizza Sales Analysis

## Total Revenue:

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

	Total_Revenue
1	817860.05083847

## Average Order Value

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

	Avg_order
1	38.3072623343546

## Total Pizza Sold

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

	Total_Pizza_Sold
1	49574

## Total\_Order

```
select count(distinct order_id) as Total_order from pizza_sales
```

	Total_order
1	21350

## Avg\_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 Avg_Pizza_Per_Order from pizza_sales
```

	Avg_Pizza_Per_Order
1	2.32

## Daily Trend Total Order

```
--Daily Trend  
select Datename(DW, order_date) as order_day, count(distinct order_id) as total_orders  
from pizza_sales  
group by Datename(DW, order_date)
```

	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

## Hourly Trend Total Order

```
--Hourly Trend
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)
```

	order_hours	total_orders
1	9	1
2	10	8
3	11	1231
4	12	2520
5	13	2455
6	14	1472
7	15	1468
8	16	1920
9	17	2336
10	18	2399
11	19	2009
12	20	1642
13	21	1198
14	22	663
15	23	28

## Percentage of sales by pizza category

```
select pizza_category, sum(total_price) as Total_Sales, sum(total_price) * 100 /
(select sum(total_price) from pizza_sales where MONTH(order_date) = 1) as PCT
from pizza_sales
where MONTH(order_date) = 1
group by pizza_category
```

	pizza_category	Total_Sales	PCT
1	Chicken	16188.75	23.1952780348435
2	Supreme	17929.7499866486	25.6897867985821
3	Classic	18619.4000015259	26.6779189176038
4	Veggie	17055.4000778198	24.4370162489706

## Percentage of sales by pizza size

```
select pizza_size, cast(sum(total_price) as decimal(10,2)) as Total_Sales, cast(sum(total_price) * 100 /
(select sum(total_price) from pizza_sales where Datepart(quarter, order_date) = 1) as decimal(10, 2)) as PCT
from pizza_sales
where Datepart(quarter, order_date) = 1
group by pizza_size
```

	pizza_size	Total_Sales	PCT
1	L	95229.65	46.37
2	XXL	287.60	0.14
3	M	61159.00	29.78
4	XL	3289.50	1.60
5	S	45384.25	22.10

## TOP 5 Pizza Name

```
select top 5 pizza_name, sum(quantity) as Total_Pizza_Sold
from pizza_sales
group by pizza_name
order by Total_Pizza_Sold DESC
```

	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

## BOTTOM 5 Pizza Name

```
select top 5 pizza_name, sum(quantity) as Total_Pizza_Sold
from pizza_sales
group by pizza_name
order by Total_Pizza_Sold ASC
```

	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