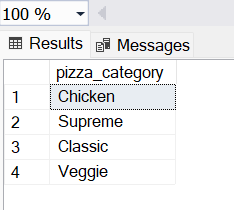
**Pizza Sales SQL Queries:**

Initial insights from the data

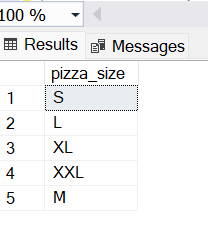
1. **Pizza categories**

select distinct pizza\_category from pizza\_sales;



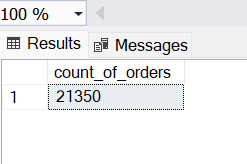
1. **Different pizza sizes**

select distinct pizza\_size from pizza\_sales;



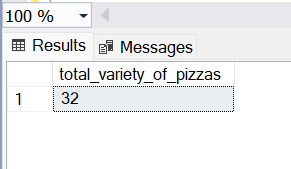
1. **Total orders**

select count(distinct order\_id) as count\_of\_orders from pizza\_sales;



1. **Total variety of Pizzas**

select count(distinct pizza\_name) as total\_variety\_of\_pizzas from pizza\_sales;

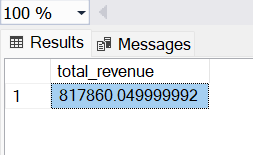


**KPIs:**

1. **Total Revenue:**

select sum(total\_price) as total\_revenue

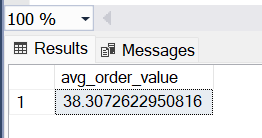
from pizza\_sales;



1. **Average order value**

select sum(total\_price)/count(distinct order\_id) as avg\_order\_value

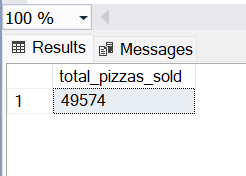
from pizza\_sales;



1. **Total pizzas sold**

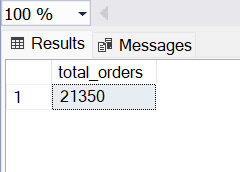
select sum(quantity) as total\_pizzas\_sold

from pizza\_sales;



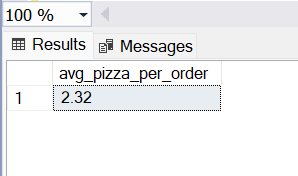
1. **Total orders**

select count(distinct order\_id) as total\_orders from pizza\_sales;



1. **Average pizzas per order**

select round(sum(quantity)/count(distinct order\_id),2) as avg\_pizza\_per\_order from pizza\_sales;



1. **Hourly Trend of pizzas sold:**

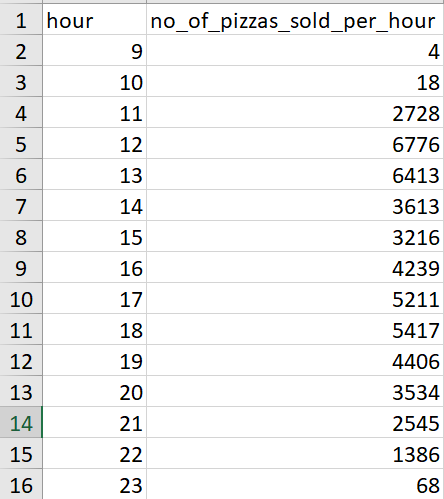
select datepart(hour, order\_time) as hour, sum(quantity) as no\_of\_pizzas\_sold\_per\_hour

from pizza\_sales

group by datepart(hour, order\_time)

order by hour;

**Output:**

****

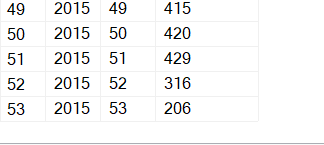
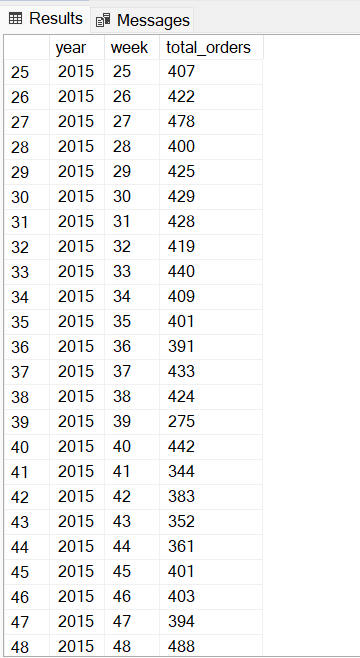
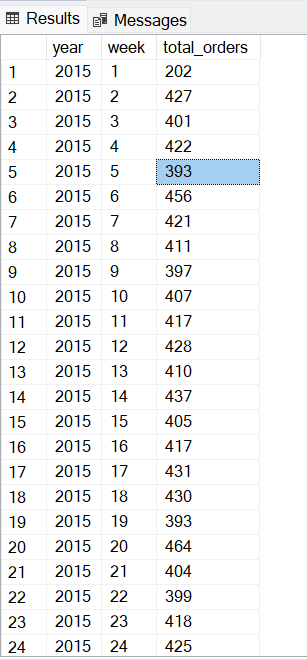
1. **Weekly trend of orders**

select datepart(year, order\_date) as year, datepart(week, order\_date) as week, count(distinct order\_id) as total\_orders

from pizza\_sales

group by datepart(week, order\_date), datepart(year, order\_date)

order by year, week;

****

1. **% of sales by pizza category**

select pizza\_category, revenue, round((revenue/total\_revenue)\*100,2) as perc\_of\_sales

from

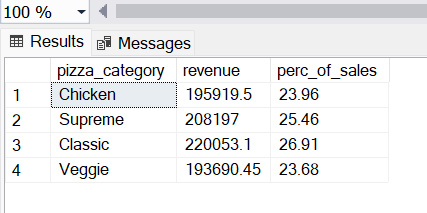
(

select pizza\_category, round(sum(total\_price),2) as revenue, (select round(sum(total\_price),2) from pizza\_sales) as total\_revenue

from pizza\_sales

group by pizza\_category

) m;

****

1. **% of sales by pizza size**

select pizza\_size, revenue, round((revenue/total\_revenue)\*100,2) as perc\_of\_sales

from

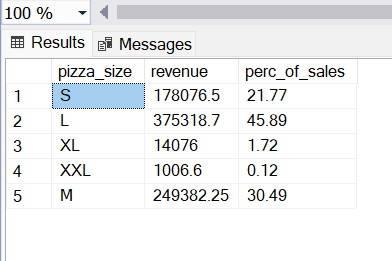
(

select pizza\_size, round(sum(total\_price),2) as revenue, (select round(sum(total\_price),2) from pizza\_sales) as total\_revenue

from pizza\_sales

group by pizza\_size

) m;

****

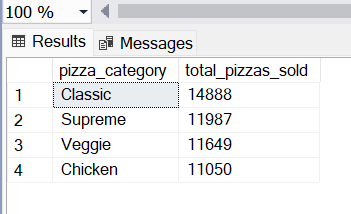
1. **Total pizzas sold by pizza\_category**

select pizza\_category , sum(quantity) as total\_pizzas\_sold

from pizza\_sales

group by pizza\_category

order by total\_pizzas\_sold desc;

****

1. **Top 5 pizzas by revenue**

select pizza\_name, revenue

from

(

select pizza\_name, sum(total\_price) as revenue,

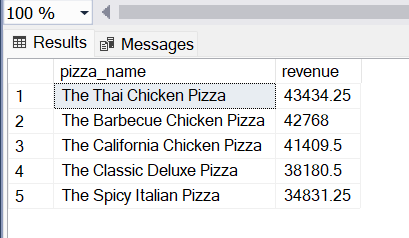
dense\_rank() over (order by sum(total\_price) desc) as rank

from pizza\_sales

group by pizza\_name

) m

where rank <=5;

****

1. **Bottom 5 pizzas by revenue**

select pizza\_name, revenue

from

(

select pizza\_name, sum(total\_price) as revenue,

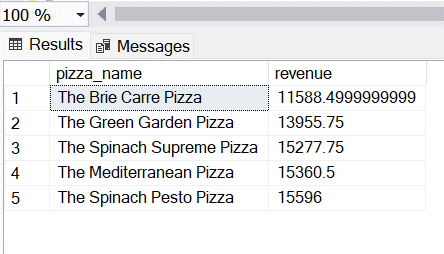
dense\_rank() over (order by sum(total\_price) asc) as rank

from pizza\_sales

group by pizza\_name

) m

where rank <=5;



1. **Top 5 pizzas by quantity**

select pizza\_name, total\_quantity

from

(

select pizza\_name, sum(quantity) as total\_quantity,

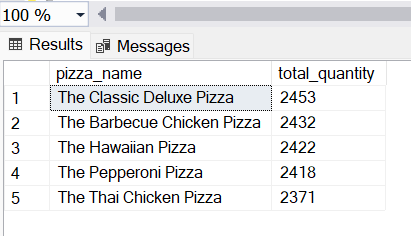
dense\_rank() over (order by sum(quantity) desc) as rank

from pizza\_sales

group by pizza\_name

) m

where rank <=5;

****

1. **Bottom 5 pizzas by quantity**

select pizza\_name, total\_quantity

from

(

select pizza\_name, sum(quantity) as total\_quantity,

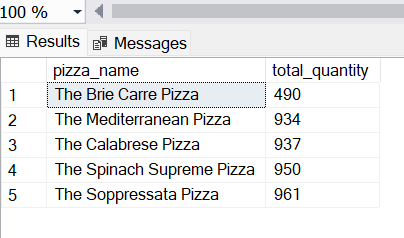
dense\_rank() over (order by sum(quantity) asc) as rank

from pizza\_sales

group by pizza\_name

) m

where rank <=5;

****

1. **Top 5 Pizzas by total\_orders**

select pizza\_name, total\_orders

from

(

select pizza\_name, count(distinct order\_id) as total\_orders,

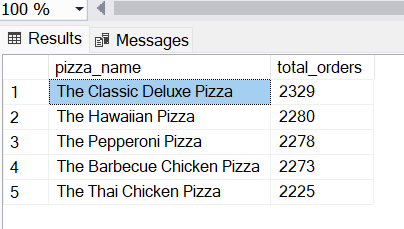
dense\_rank() over(order by count (distinct order\_id) desc) as rank

from pizza\_sales

group by pizza\_name

) m

where rank <=5;

****

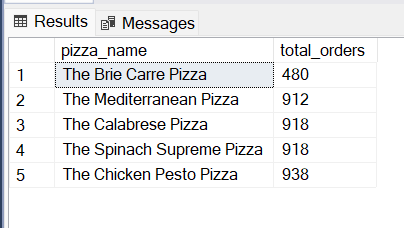
1. **Bottom 5 Pizzas by total\_orders**

select top 5 pizza\_name, count(distinct order\_id) as total\_orders

from pizza\_sales

group by pizza\_name

order by total\_orders asc;

****