**PIZZA SALES DATA ANALYSIS BY SQL QUERIES**

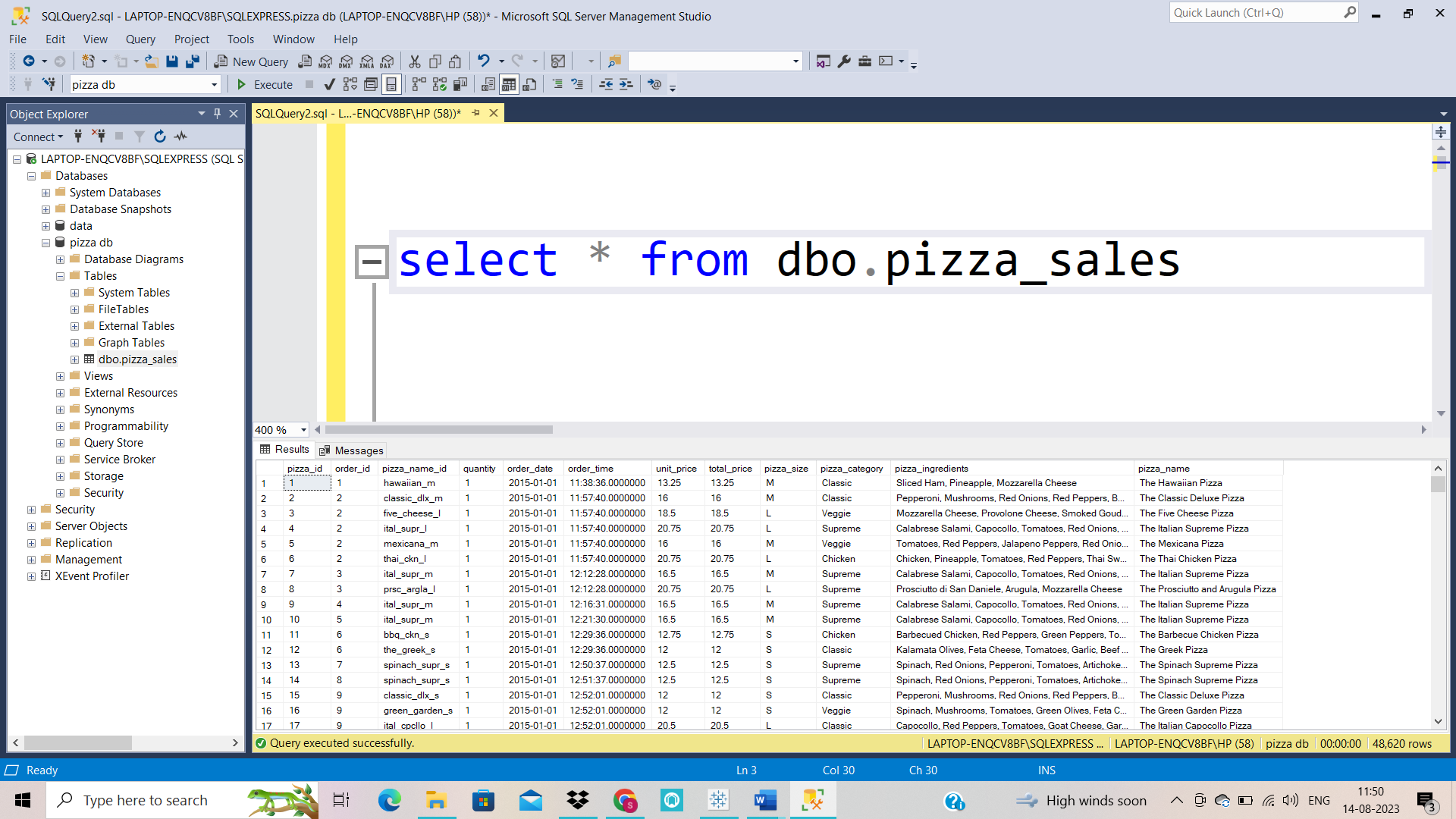
**About Dataset**

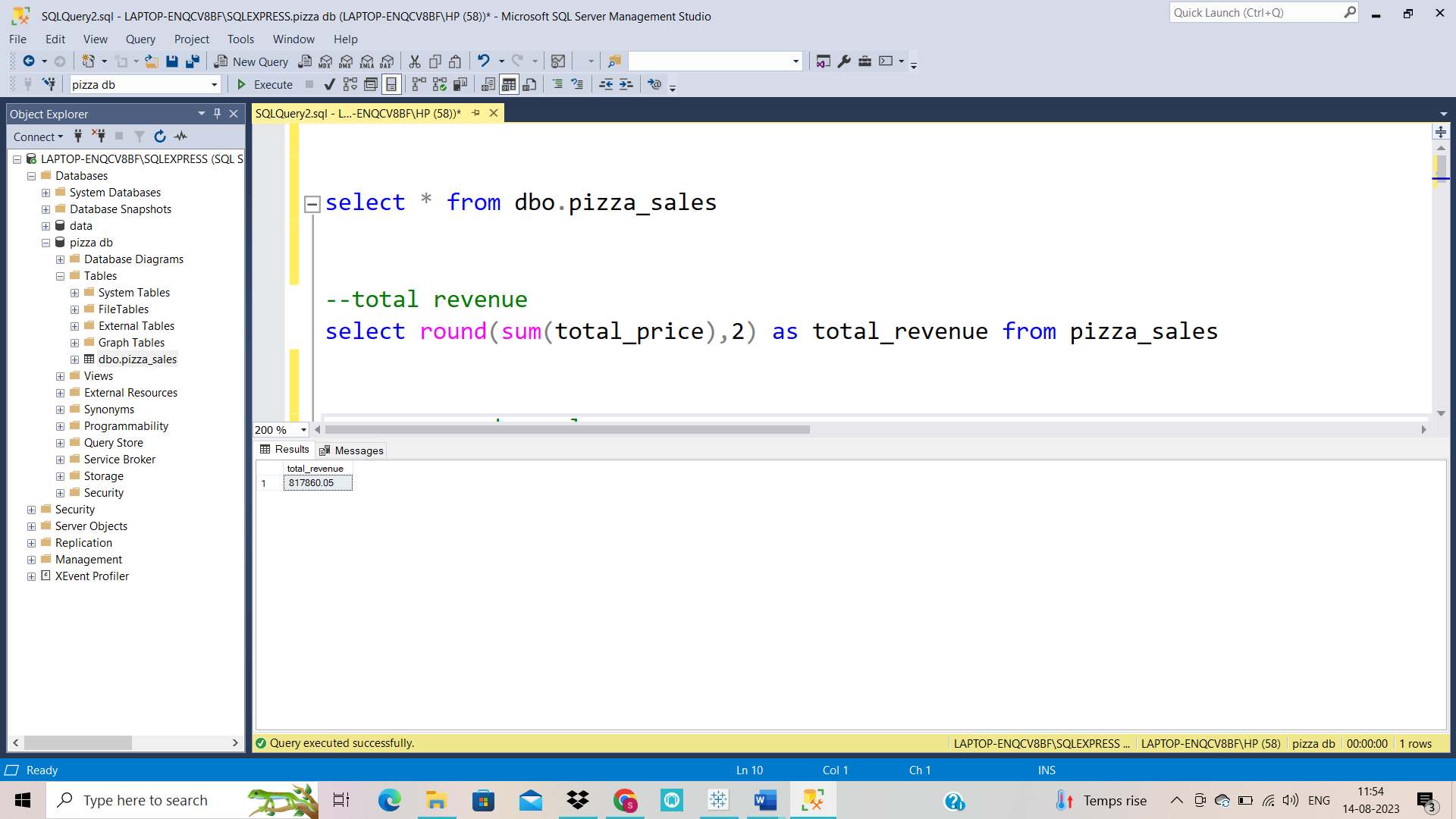
**Contents**

This pizza sales dataset makes up 12 relevant features:

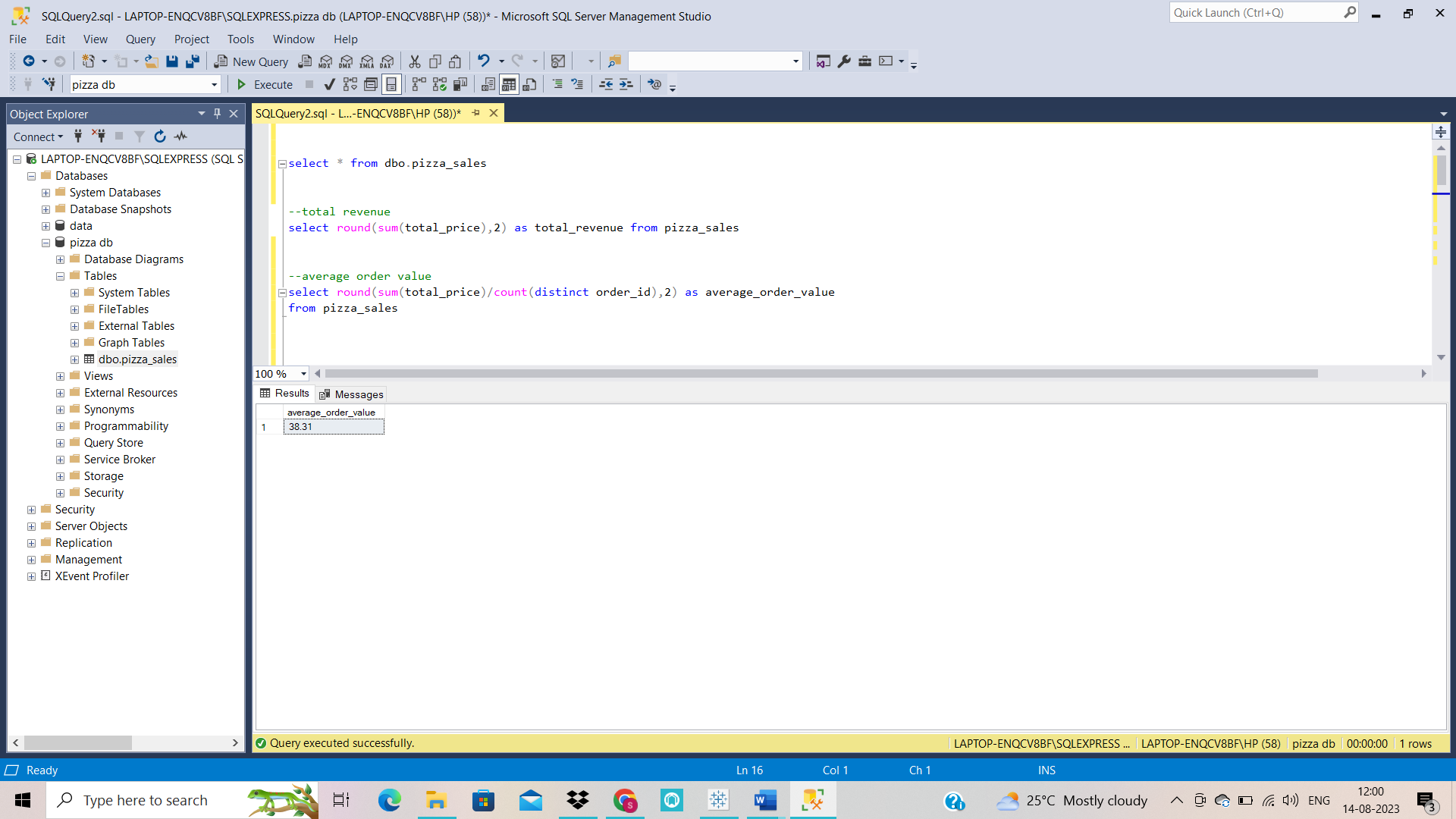
* order\_id: Unique identifier for each order placed by a table
* order\_details\_id: Unique identifier for each pizza placed within each order (pizzas of the same type and size are kept in the same row, and the quantity increases)
* pizza\_id: Unique key identifier that ties the pizza ordered to its details, like size and price
* quantity: Quantity ordered for each pizza of the same type and size
* order\_date: Date the order was placed (entered into the system prior to cooking & serving)
* order\_time: Time the order was placed (entered into the system prior to cooking & serving)
* unit\_price: Price of the pizza in USD
* total\_price: unit\_price \* quantity
* pizza\_size: Size of the pizza (Small, Medium, Large, X Large, or XX Large)
* pizza\_type: Unique key identifier that ties the pizza ordered to its details, like size and price
* pizza\_ingredients: ingredients used in the pizza as shown in the menu (they all include Mozzarella Cheese, even if not specified; and they all include Tomato Sauce, unless another sauce is specified)
* pizza\_name: Name of the pizza as shown in the menu

1. **Snapchat of Data Set**

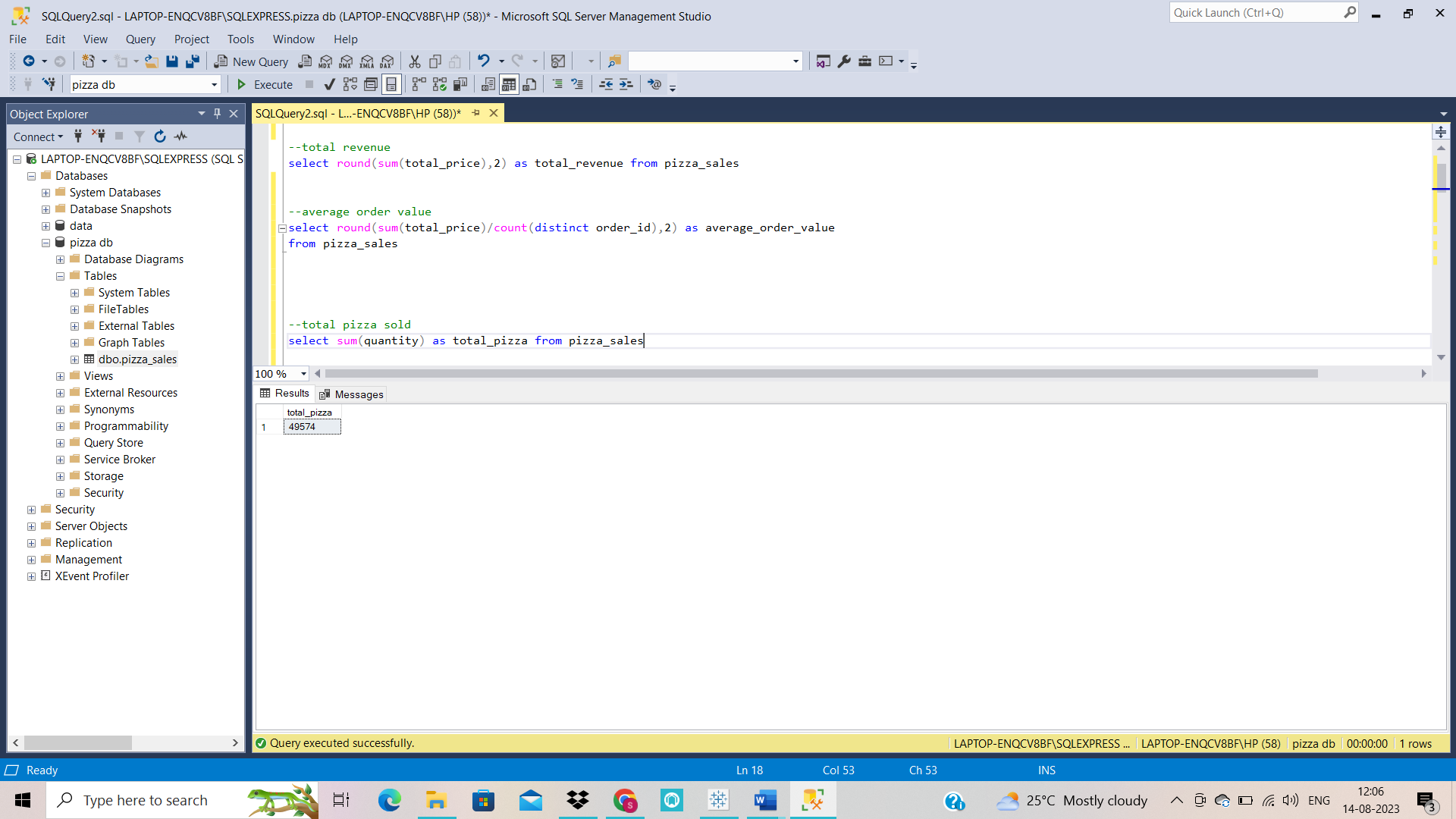
****

1. **KPIs**
   1. **Total Revenue:**

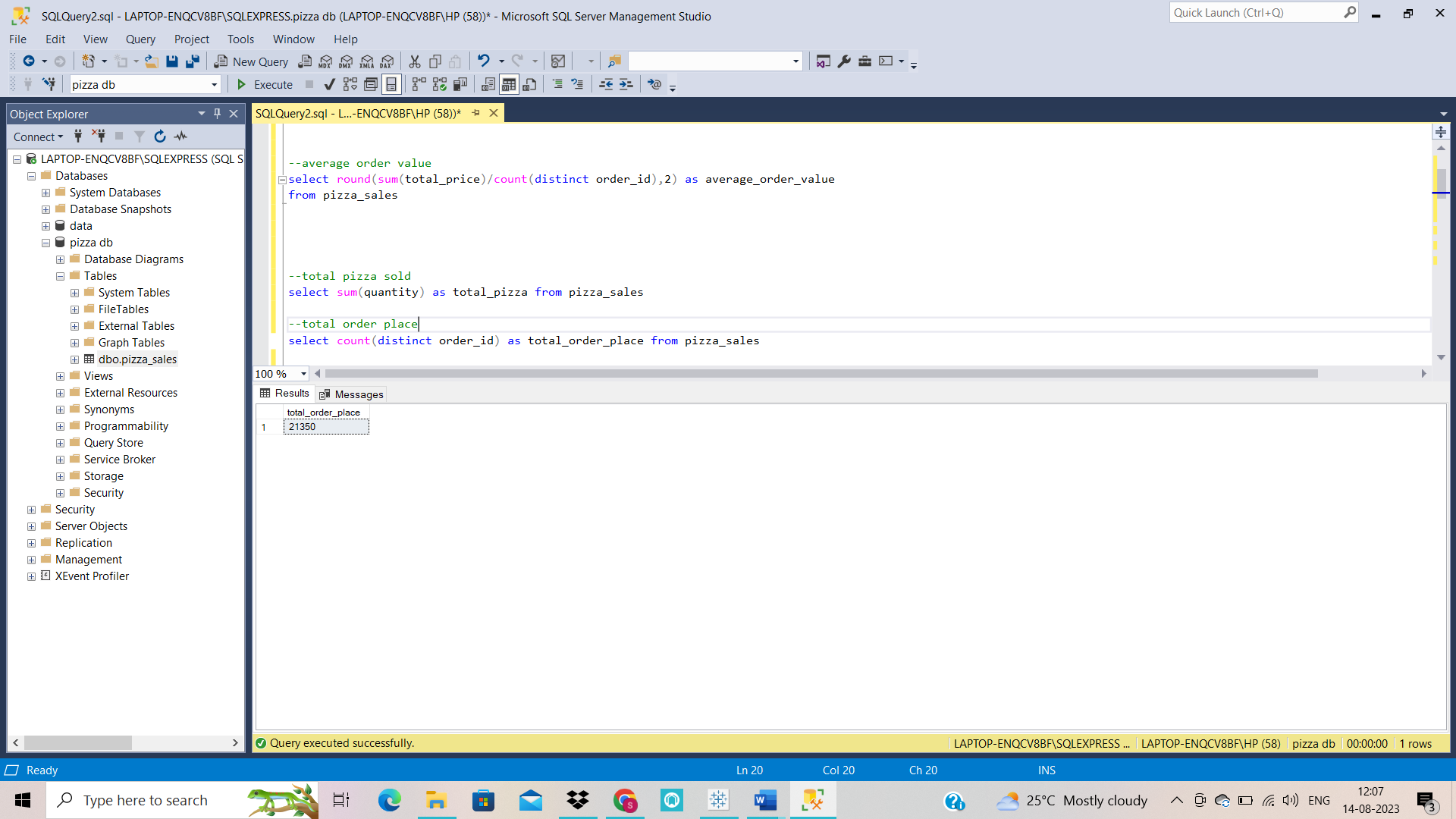
* 1. **AVERAGE ORDER VALUE**

****

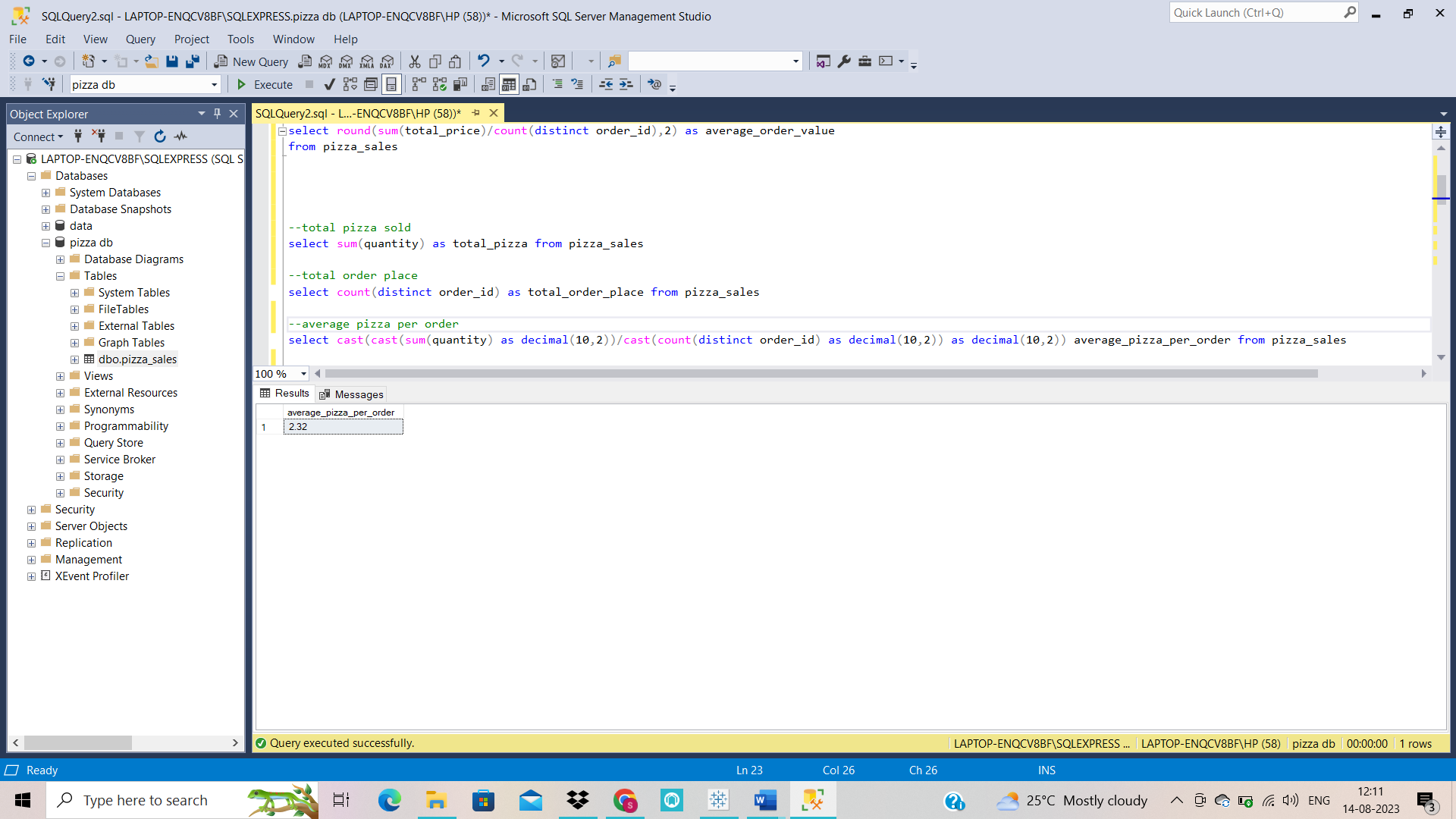
* 1. **Total Pizzas Sold**

****

* 1. **Total Orders**

****

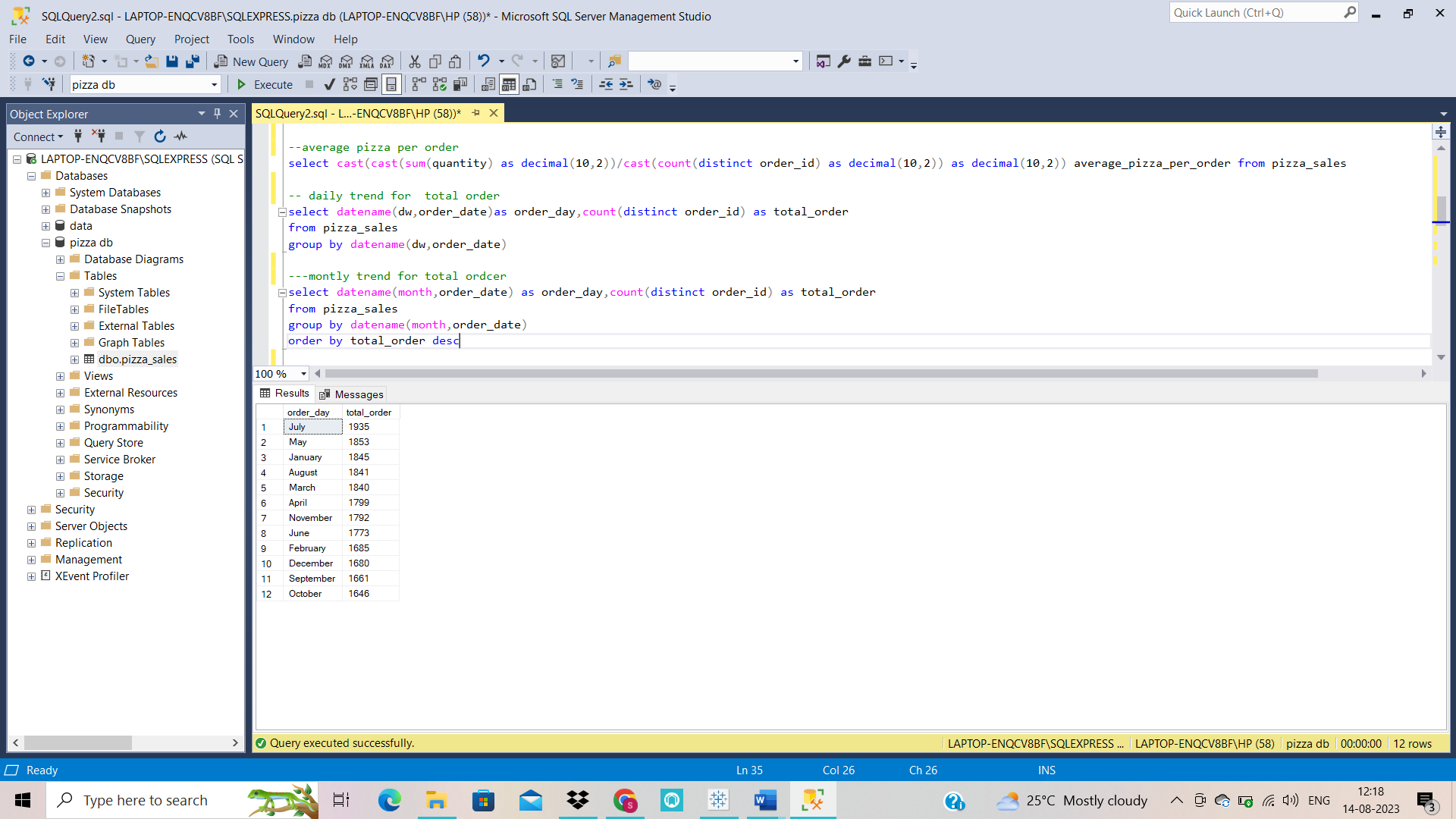
* 1. **Average Pizzas Per Order**

****

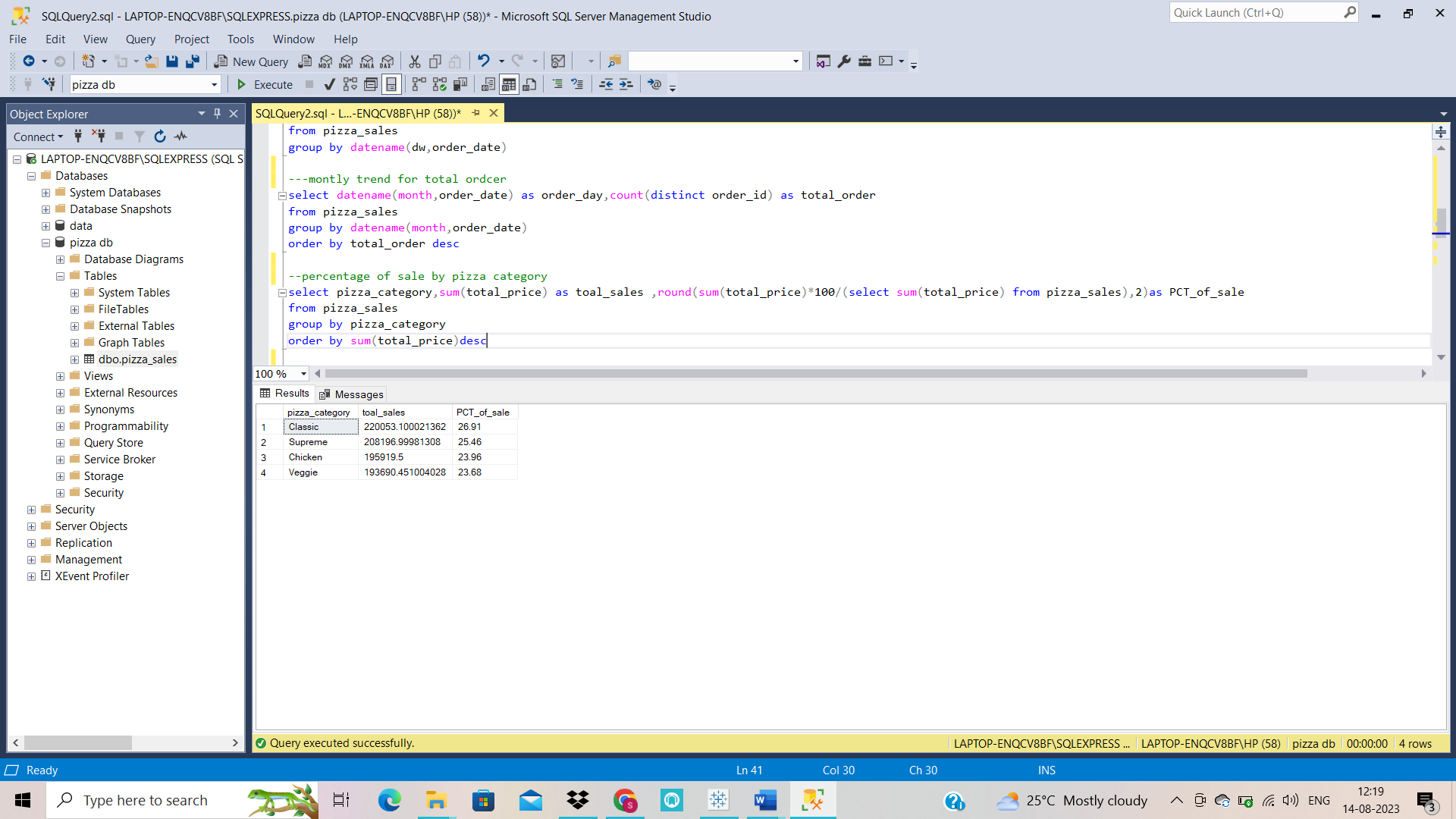
1. **Daily Trend for Total Orders**

****

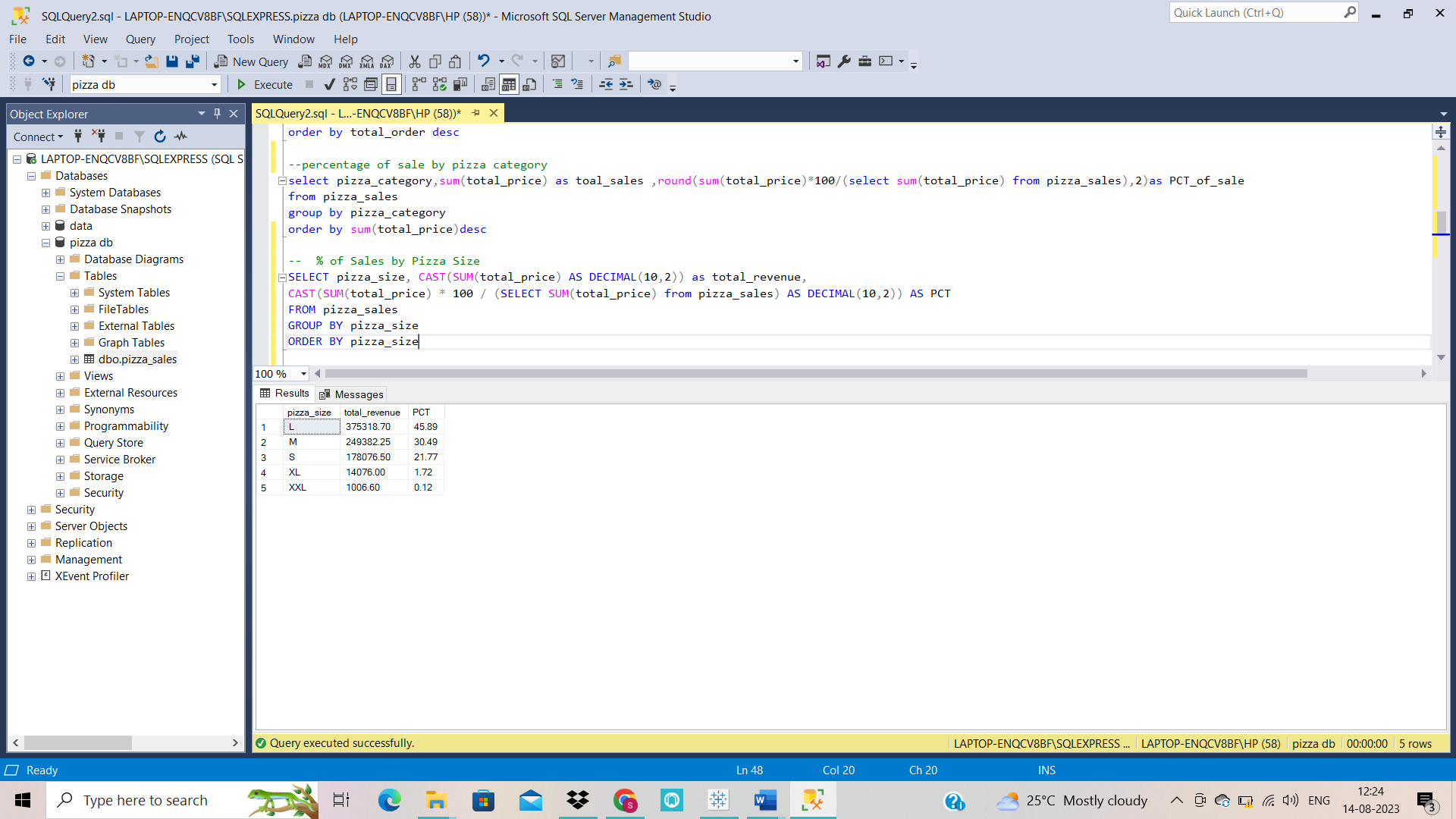
1. **Monthly Trend for Orders**

****

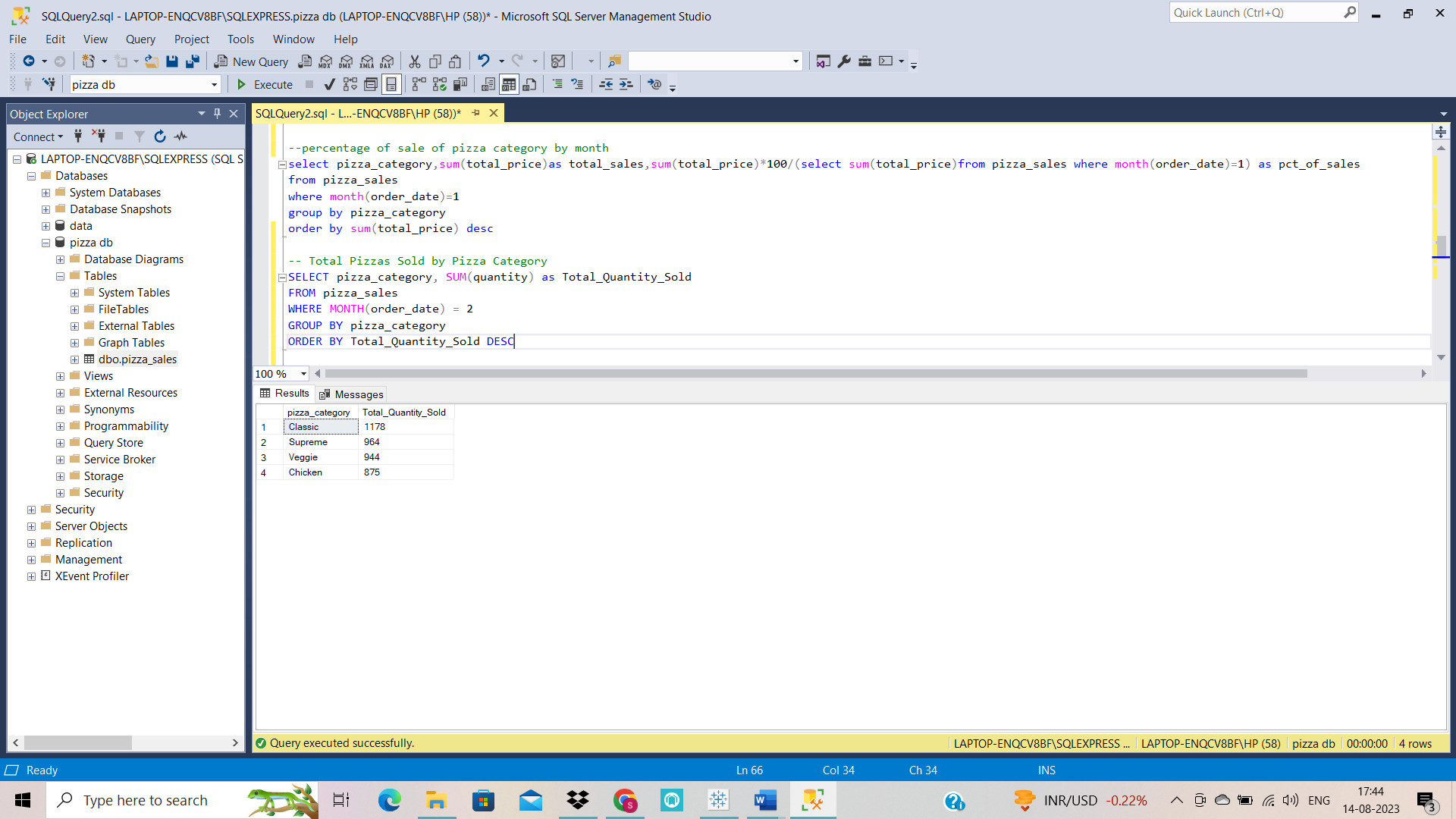
1. **% of Sales by Pizza Category**

****

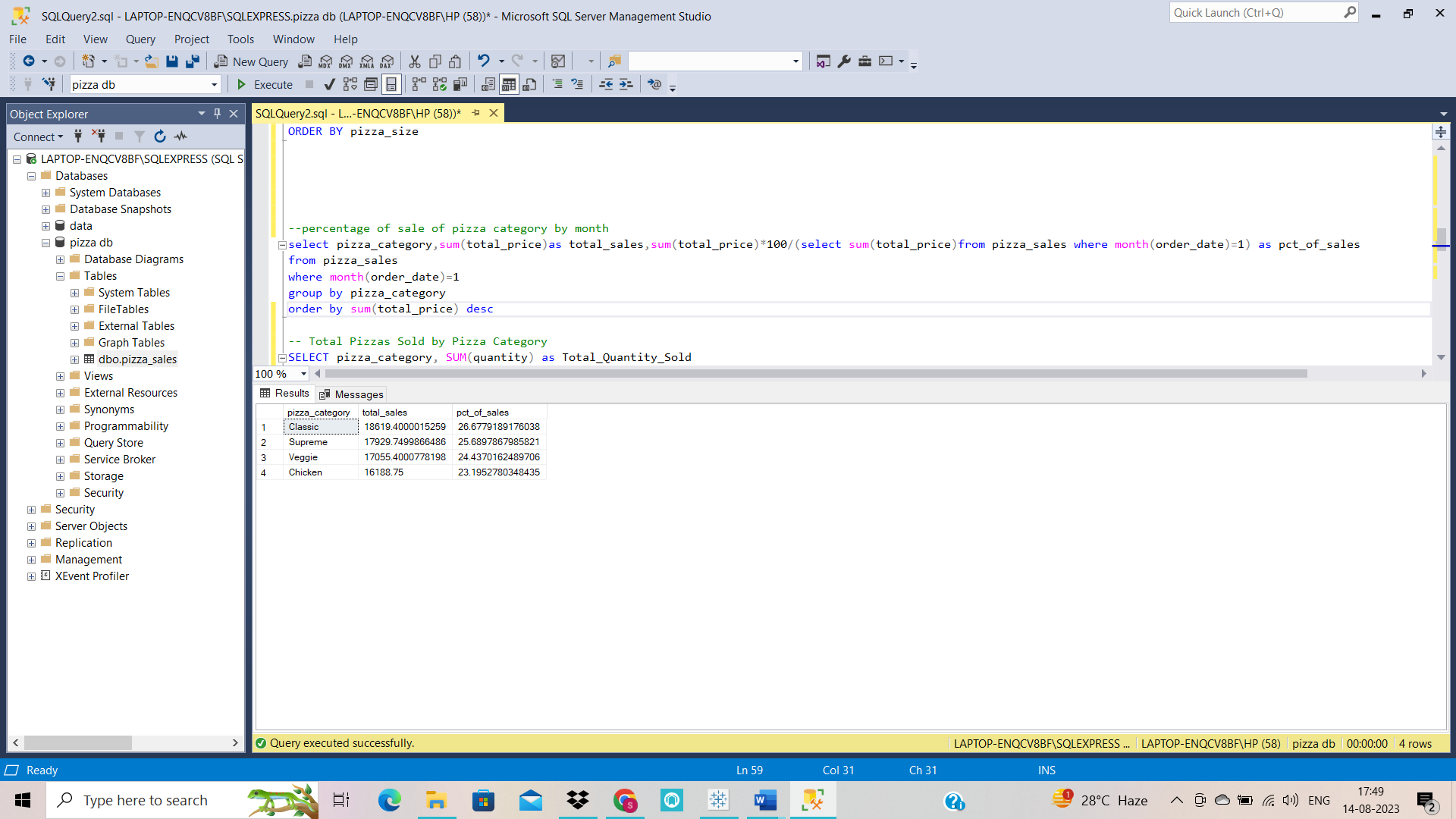
1. **% of Sales by Pizza Size**

****

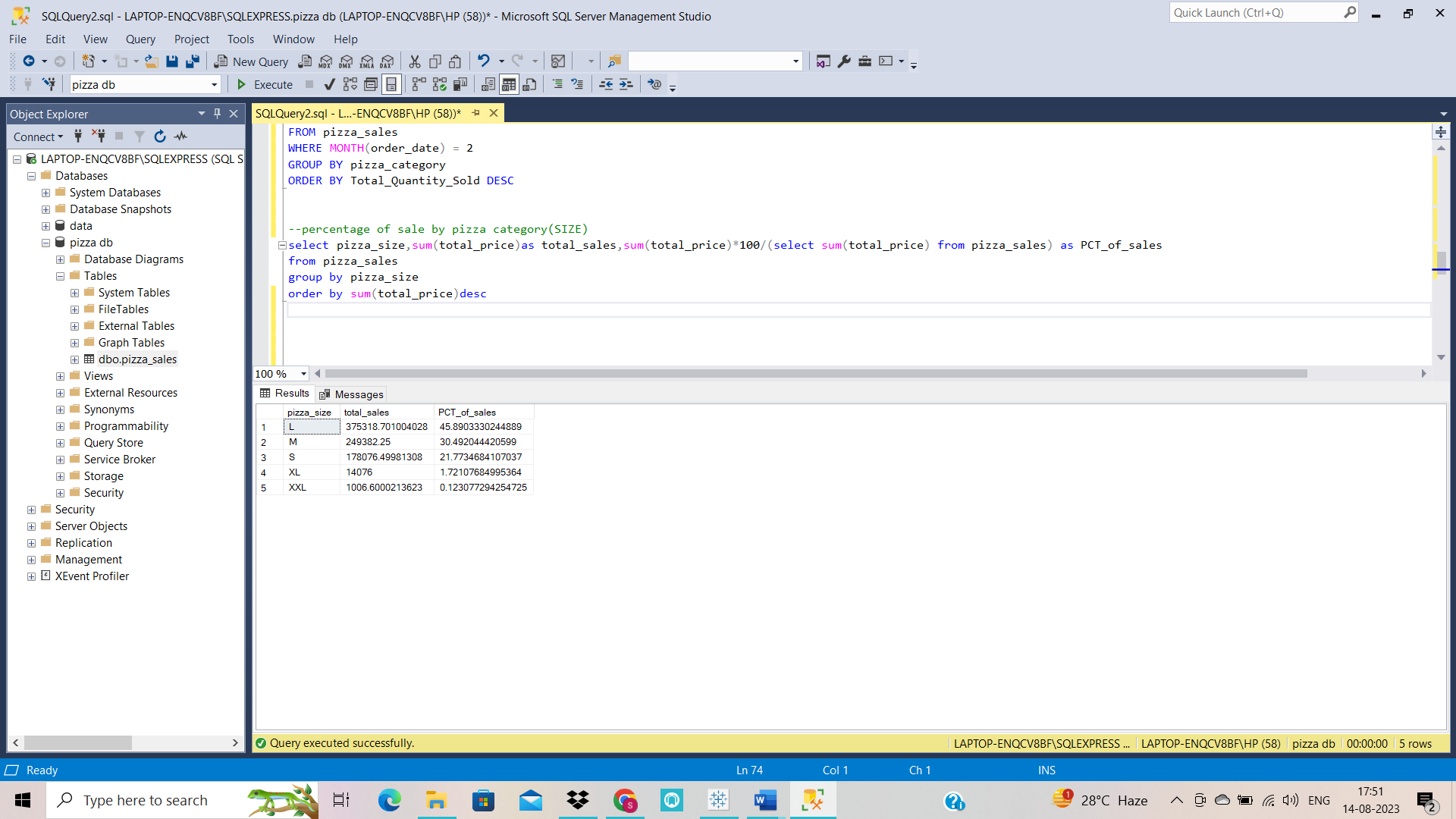
1. **Total Pizzas Sold by Pizza Category**

****

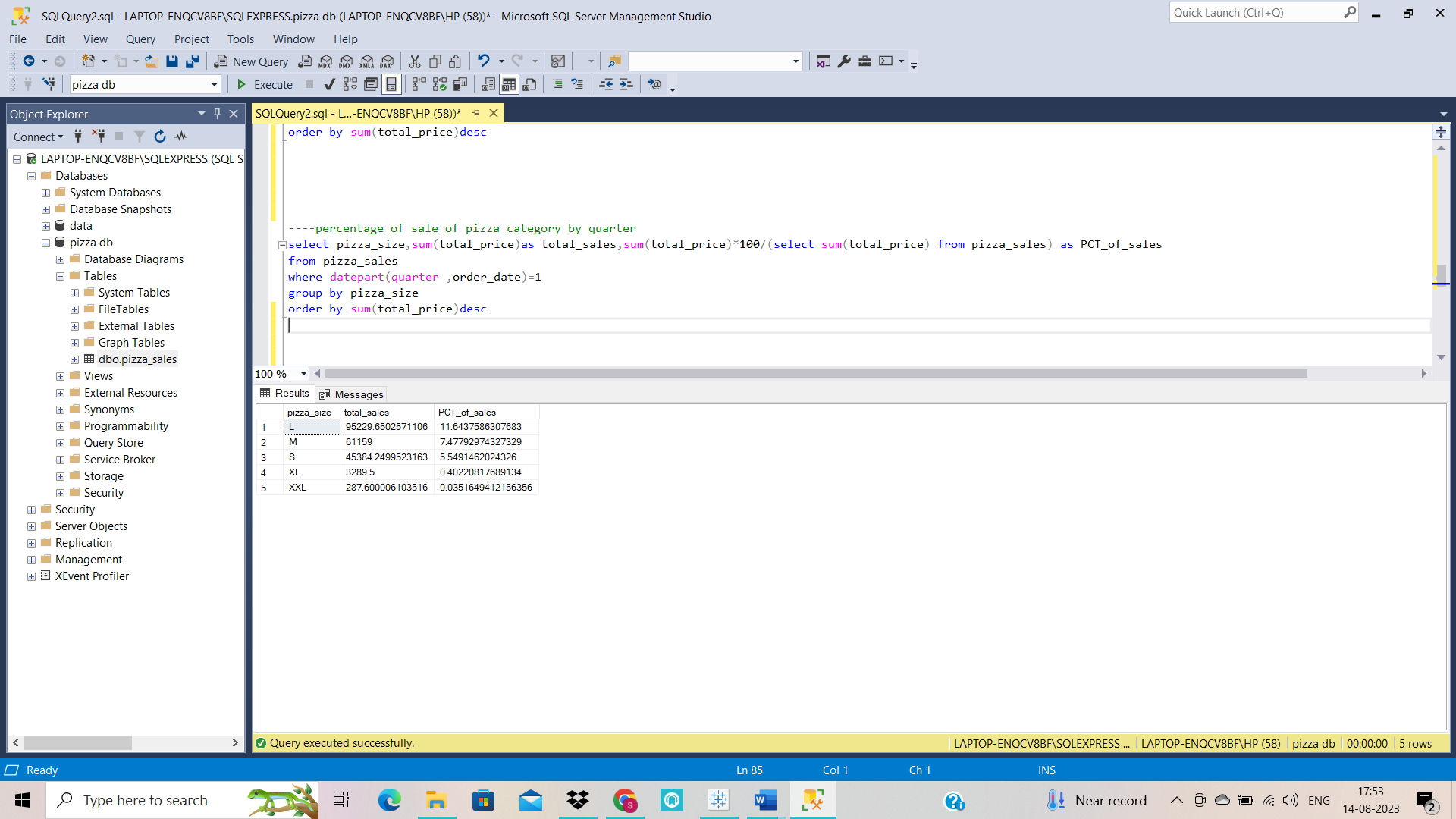
1. **percentage of sales of pizza category by month**

****

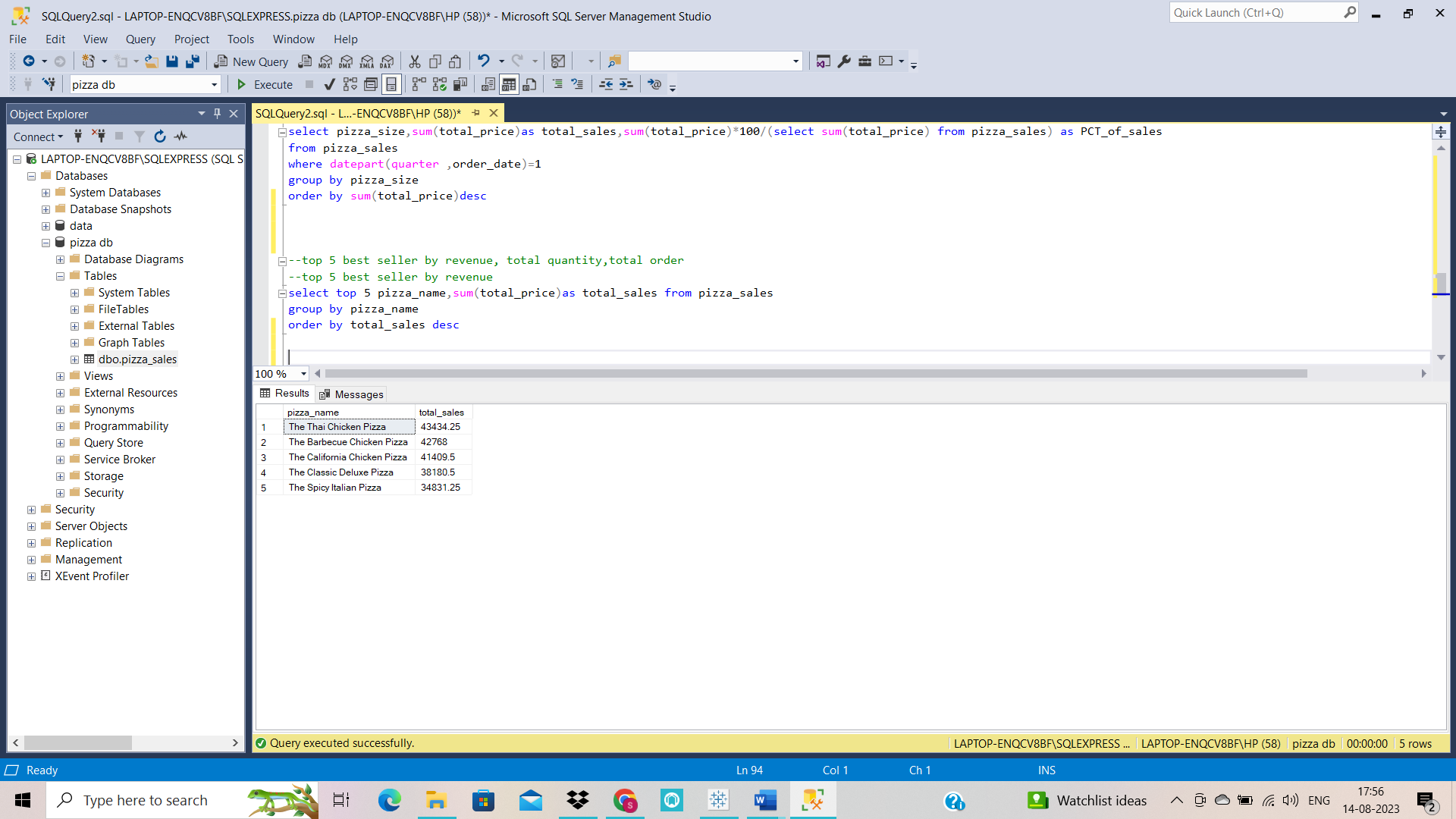
1. **Percentage of sale by pizza category (SIZE)**

****

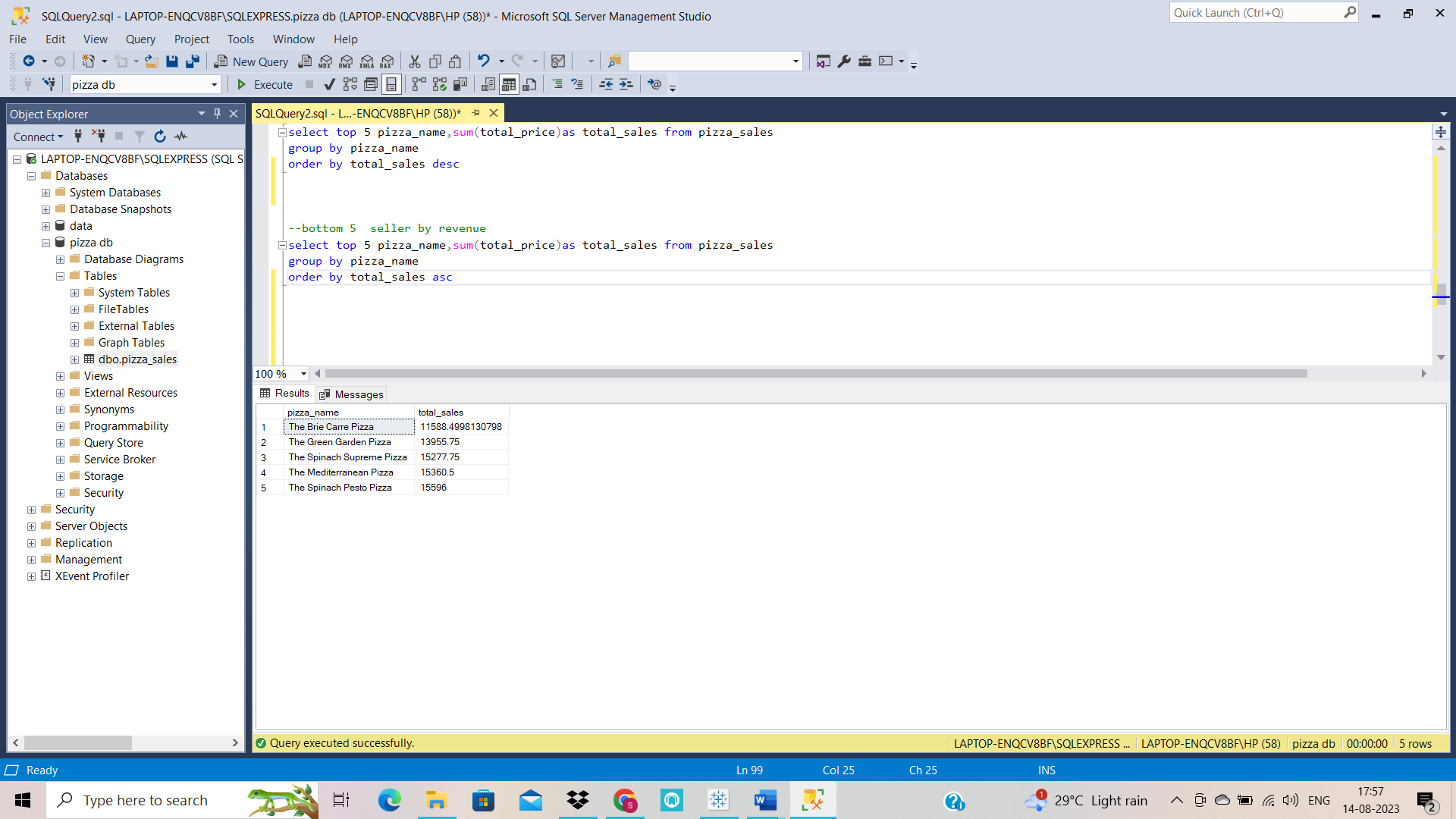
1. **Percentage of sale of pizza category by quarter**

****

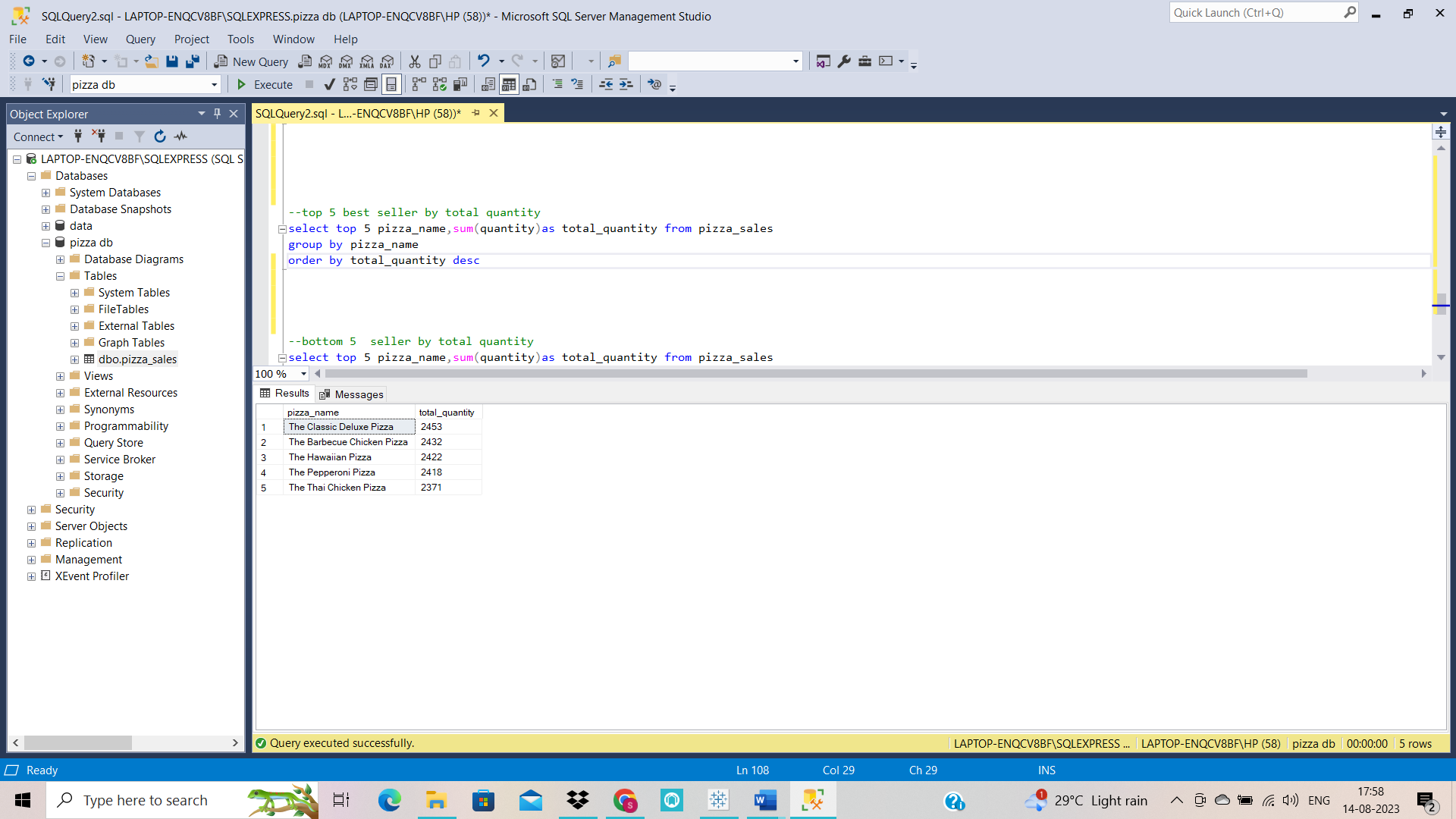
1. **Top 5 Pizzas by Revenue**

****

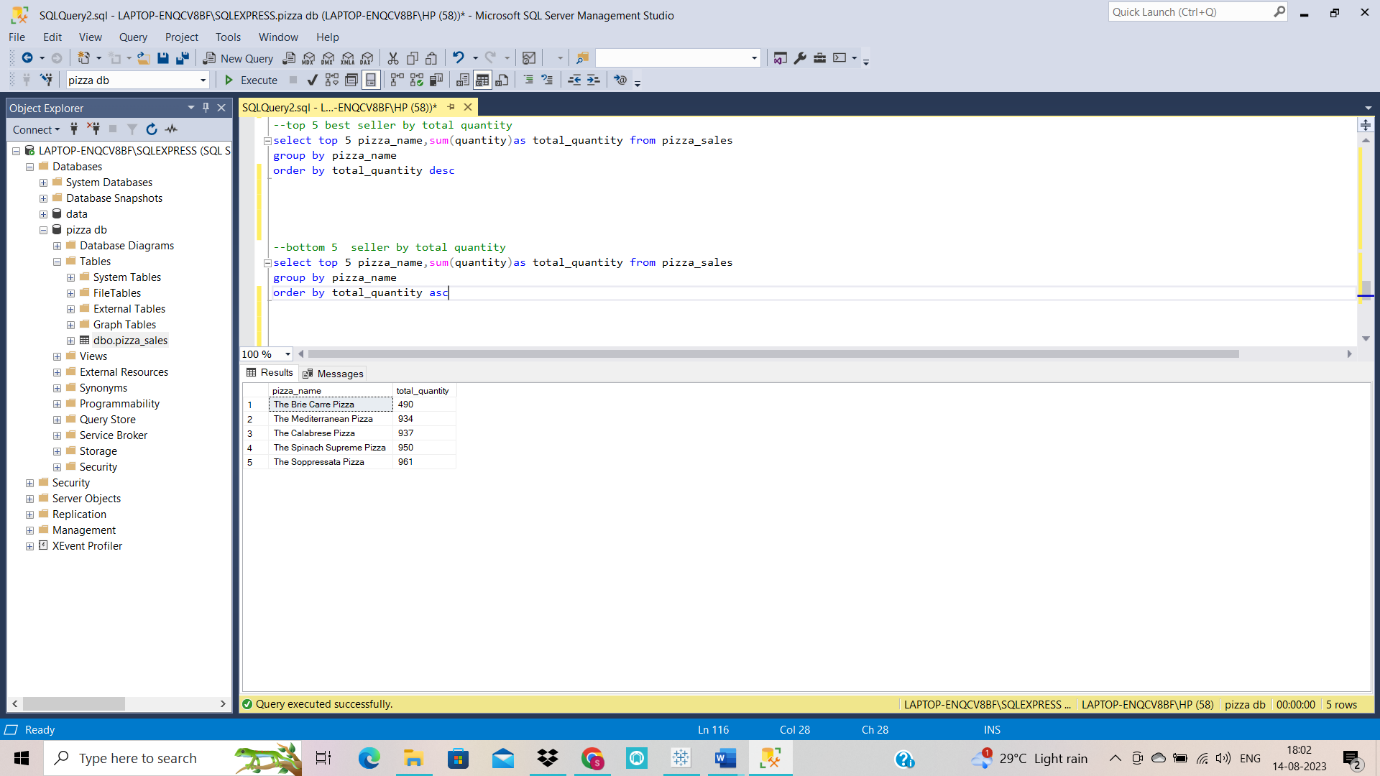
1. **Bottom 5 Pizzas by Revenue**

****

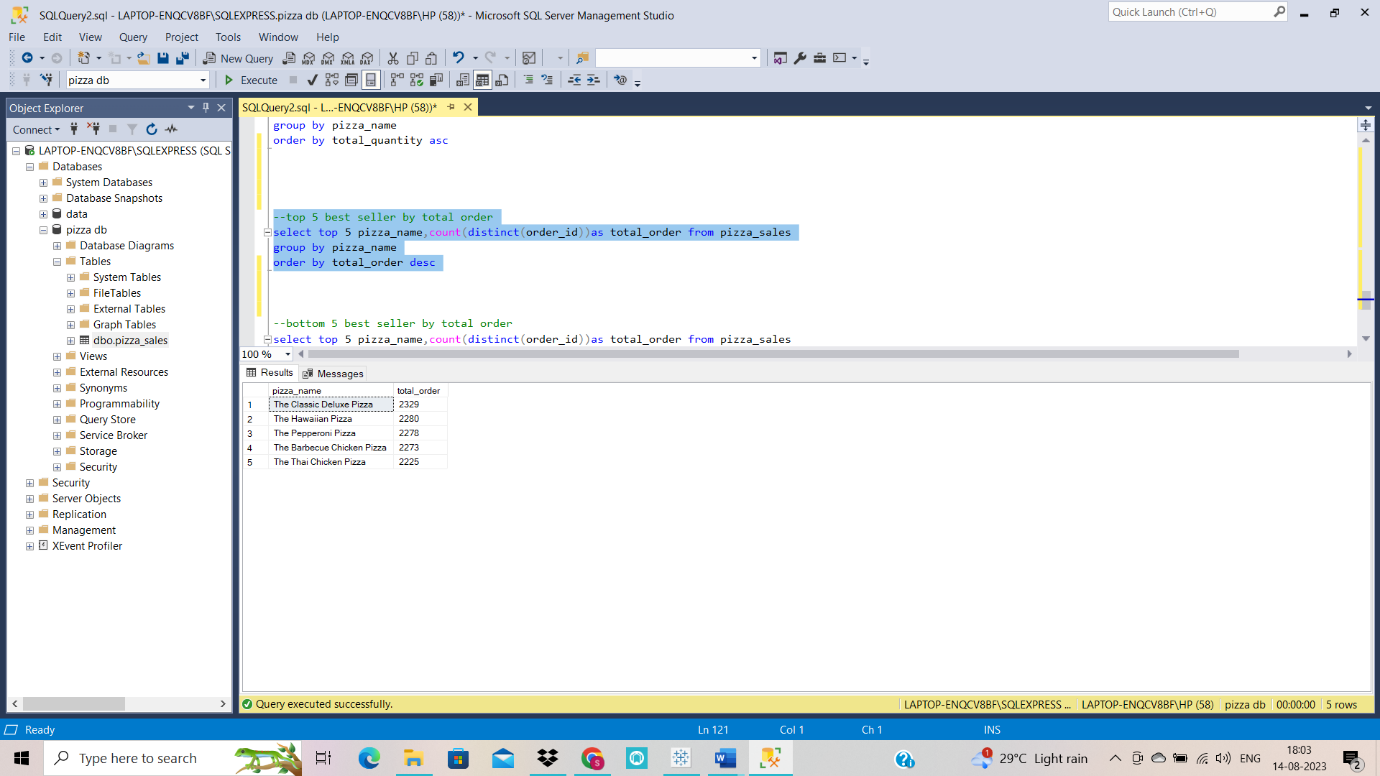
1. **Top 5 Pizzas by Quantity**

****

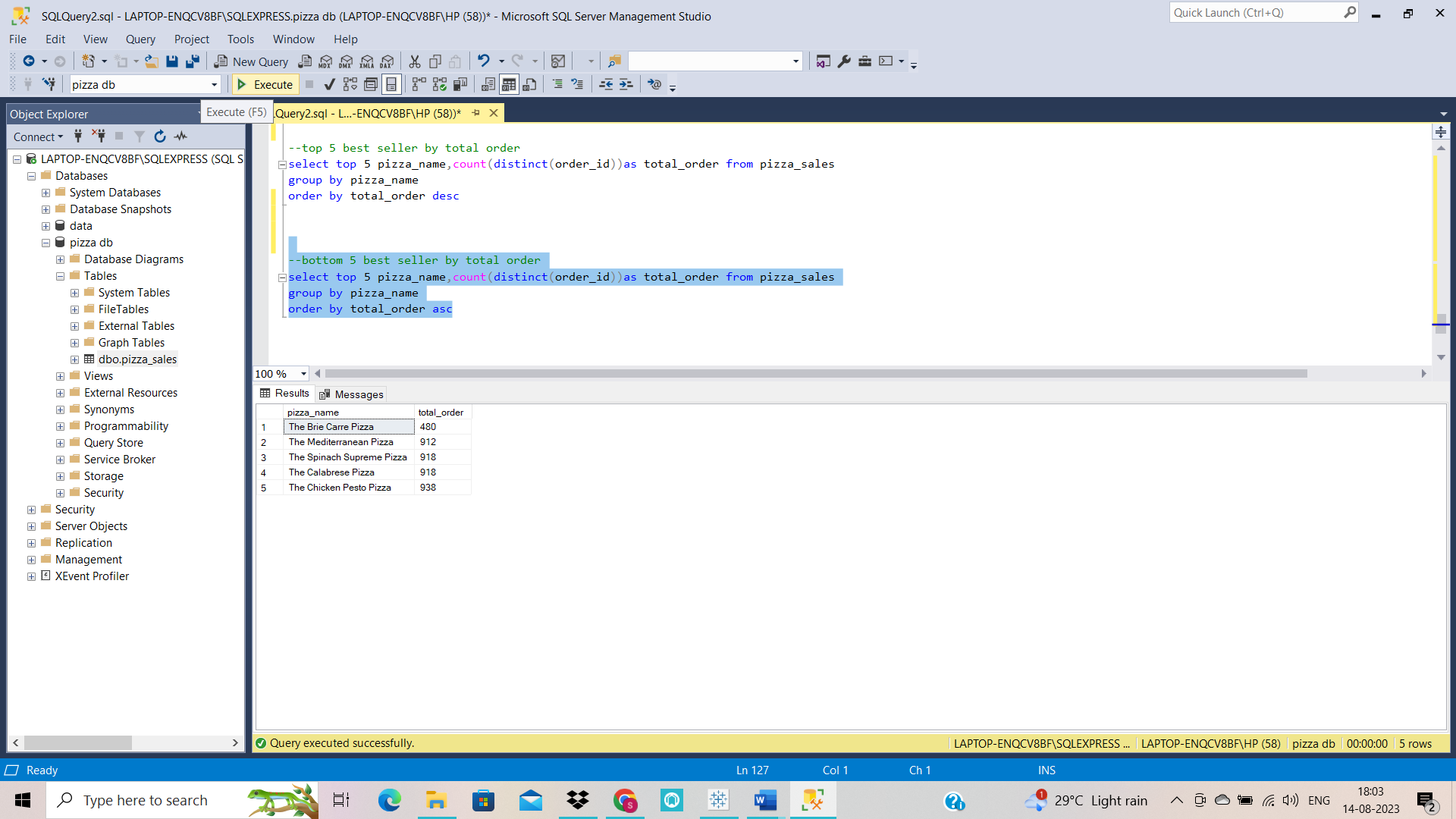
1. **Bottom 5 Pizzas by Quantity**

****

1. **Top 5 Pizzas by Total Orders**

****

1. **Bottom 5 Pizzas by Total Orders**

****