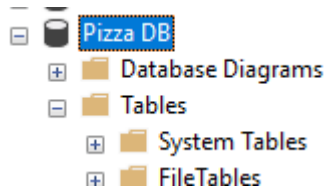
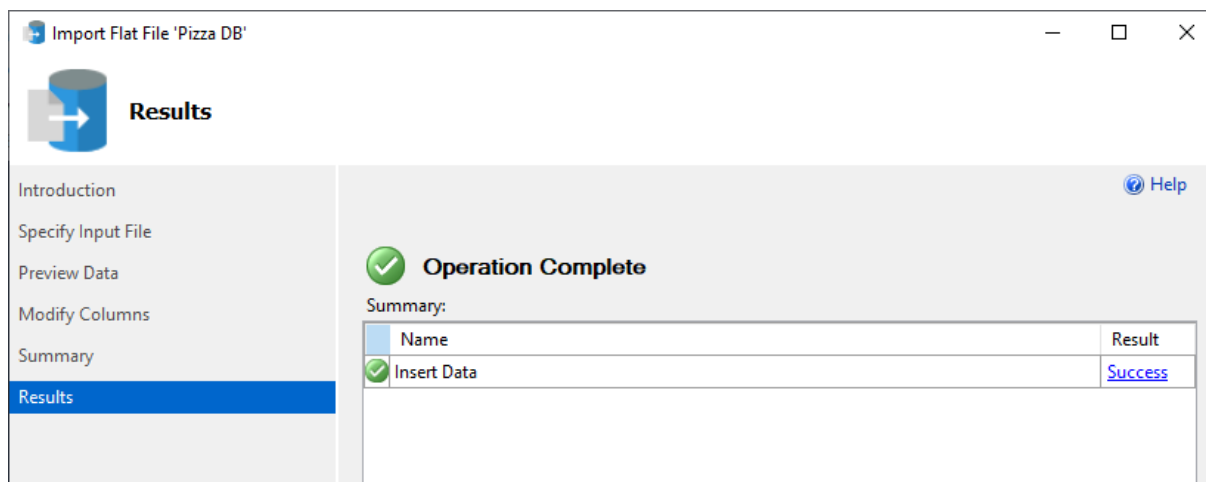


# Tasty Pizza Store Data Analysis

Creating a new database named Pizza DB for our data.



Imported data from the csv file to Microsoft SQL server.



Checking the data in our table

```
SELECT * FROM pizza_sales
```

Results												Messages
	pizza_id	order_id	pizza_name_id	quantity	order_date	order_time	unit_price	total_price	pizza_size	pizza_category	pizza_ingredients	pizza_name
1	1	1	hawaiian_m	1	2015-01-01	11:38:36.0000000	13.25	13.25	M	Classic	Sliced Ham, Pineapple, Mozzarella Cheese	The Hawaiia
2	2	2	classic_dlx_m	1	2015-01-01	11:57:40.0000000	16	16	M	Classic	Pepperoni, Mushrooms, Red Onions, Red Peppers, Ba...	The Classic
3	3	2	five_cheese_J	1	2015-01-01	11:57:40.0000000	18.5	18.5	L	Veggie	Mozzarella Cheese, Provolone Cheese, Smoked Goud...	The Five Ch
4	4	2	ital_supr_J	1	2015-01-01	11:57:40.0000000	20.75	20.75	L	Supreme	Calabrese Salami, Capocollo, Tomatoes, Red Onions, ...	The Italian S
5	5	2	mexicana_m	1	2015-01-01	11:57:40.0000000	16	16	M	Veggie	Tomatoes, Red Peppers, Jalapeno Peppers, Red Onio...	The Mexica
6	6	2	thai_chn_J	1	2015-01-01	11:57:40.0000000	20.75	20.75	L	Chicken	Chicken, Pineapple, Tomatoes, Red Peppers, Thai Sw...	The Thai Ch
7	7	3	ital_supr_m	1	2015-01-01	12:12:28.0000000	16.5	16.5	M	Supreme	Calabrese Salami, Capocollo, Tomatoes, Red Onions, ...	The Italian S
8	8	3	prsc_argla_J	1	2015-01-01	12:12:28.0000000	20.75	20.75	L	Supreme	Prosciutto di San Daniele, Arugula, Mozzarella Cheese	The Prosci
9	9	4	ital_supr_m	1	2015-01-01	12:16:31.0000000	16.5	16.5	M	Supreme	Calabrese Salami, Capocollo, Tomatoes, Red Onions, ...	The Italian S

## KPIs

### Total Revenue

```
SELECT ROUND(SUM(total_price), 2) AS Total_Revenue  
FROM pizza_sales
```

Results		Messages
Total_Revenue		
1	817860.05	

### Average Order Value

```
SELECT ROUND(SUM(total_price)/COUNT(DISTINCT(order_id)) ,2) AS  
Average_order_value  
FROM pizza_sales
```

Results		Messages
Average_order_value		
1	38.31	

### Total Pizzas Sold

```
SELECT SUM(quantity) AS Total_pizzas_sold  
FROM pizza_sales
```

Results		Messages
Total_pizzas_sold		
1	49574	

### Total Orders

```
SELECT COUNT(DISTINCT(order_id)) AS Total_orders  
FROM pizza_sales
```

Results		Messages
Total_orders		
1	21350	

### Average number of pizzas 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 Average_Pizzas_Per_Order  
FROM pizza_sales
```

Results		Messages
Average_Pizzas_Per_Order		
1	2.32	

## Daily Trend for total orders

```
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

## Monthly Trend for total orders

```
SELECT DATENAME(MONTH, order_date) AS Months,  
COUNT(DISTINCT order_id) AS Total_orders  
FROM pizza_sales  
GROUP BY DATENAME(MONTH, order_date)
```

	Months	Total_orders
1	February	1685
2	June	1773
3	August	1841
4	April	1799
5	May	1853
6	December	1680
7	January	1845
8	September	1661
9	October	1646
10	July	1935
11	November	1792
12	March	1840

## Sales by Pizza Category

```
SELECT pizza_category, CAST(SUM(total_price) AS DECIMAL(10,2)) as Revenue,  
CAST(SUM(total_price) * 100 / (SELECT SUM(total_price) from pizza_sales)  
AS DECIMAL(10,2)) AS pct_share_in_revenue  
FROM pizza_sales  
GROUP BY pizza_category  
ORDER BY pct_share_in_revenue DESC
```

	pizza_category	Revenue	pct_share_in_revenue
1	Classic	220053.10	26.91
2	Supreme	208197.00	25.46
3	Chicken	195919.50	23.96
4	Veggie	193690.45	23.68

## Sales by Pizza Size

```
SELECT pizza_size, CAST(SUM(total_price) AS DECIMAL(10,2)) as Revenue,  
CAST(SUM(total_price) * 100 / (SELECT SUM(total_price) from pizza_sales)  
AS DECIMAL(10,2)) AS pct_share_in_revenue  
FROM pizza_sales  
GROUP BY pizza_size  
ORDER BY pct_share_in_revenue DESC
```

	pizza_size	Revenue	pct_share_in_revenue
1	L	375318.70	45.89
2	M	249382.25	30.49
3	S	178076.50	21.77
4	XL	14076.00	1.72
5	XXL	1006.60	0.12

## Units sold by Pizza Category

```
SELECT pizza_category, SUM(quantity) as Total_Units_Sold  
FROM pizza_sales  
GROUP BY pizza_category  
ORDER BY Total_Units_Sold DESC
```

	pizza_category	Total_Units_Sold
1	Classic	14888
2	Supreme	11987
3	Veggie	11649
4	Chicken	11050

## Top 5 Pizzas by Revenue

```
SELECT TOP 5 pizza_name, SUM(total_price) AS Revenue
FROM pizza_sales
GROUP BY pizza_name
ORDER BY Revenue DESC
```

	pizza_name	Revenue
1	The Thai Chicken Pizza	43434.25
2	The Barbecue Chicken Pizza	42768
3	The California Chicken Pizza	41409.5
4	The Classic Deluxe Pizza	38180.5
5	The Spicy Italian Pizza	34831.25

## Bottom 5 Pizzas by Revenue

```
SELECT TOP 5 pizza_name, SUM(total_price) AS Revenue
FROM pizza_sales
GROUP BY pizza_name
ORDER BY Revenue ASC
```

	pizza_name	Revenue
1	The Brie Camé Pizza	11588.4998130798
2	The Green Garden Pizza	13955.75
3	The Spinach Supreme Pizza	15277.75
4	The Mediterranean Pizza	15360.5
5	The Spinach Pesto Pizza	15596

## Top 5 Pizzas sold by units sold

```
SELECT TOP 5 pizza_name, SUM(quantity) AS Orders
FROM pizza_sales
GROUP BY pizza_name
ORDER BY Orders DESC
```

	pizza_name	Orders
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 Pizzas sold by units sold

```
SELECT TOP 5 pizza_name, SUM(quantity) AS Orders
FROM pizza_sales
GROUP BY pizza_name
ORDER BY Orders ASC
```

	pizza_name	Orders
1	The Brie Carré Pizza	490
2	The Mediterranean Pizza	934
3	The Calabrese Pizza	937
4	The Spinach Supreme Pizza	950
5	The Soppresata Pizza	961

## Top 5 Pizzas sold by total orders

```
SELECT TOP 5 pizza_name, COUNT(DISTINCT(order_id)) AS Orders
FROM pizza_sales
GROUP BY pizza_name
ORDER BY Orders DESC
```

	pizza_name	Orders
1	The Classic Deluxe Pizza	2329
2	The Hawaiian Pizza	2280
3	The Pepperoni Pizza	2278
4	The Barbecue Chicken Pizza	2273
5	The Thai Chicken Pizza	2225

## Bottom 5 Pizzas sold by total orders

```
SELECT TOP 5 pizza_name, COUNT(DISTINCT(order_id)) AS Orders
FROM pizza_sales
GROUP BY pizza_name
ORDER BY Orders ASC
```

	pizza_name	Orders
1	The Brie Carré Pizza	480
2	The Mediterranean Pizza	912
3	The Spinach Supreme Pizza	918
4	The Calabrese Pizza	918
5	The Chicken Pesto Pizza	938