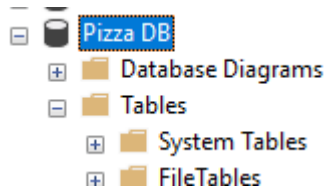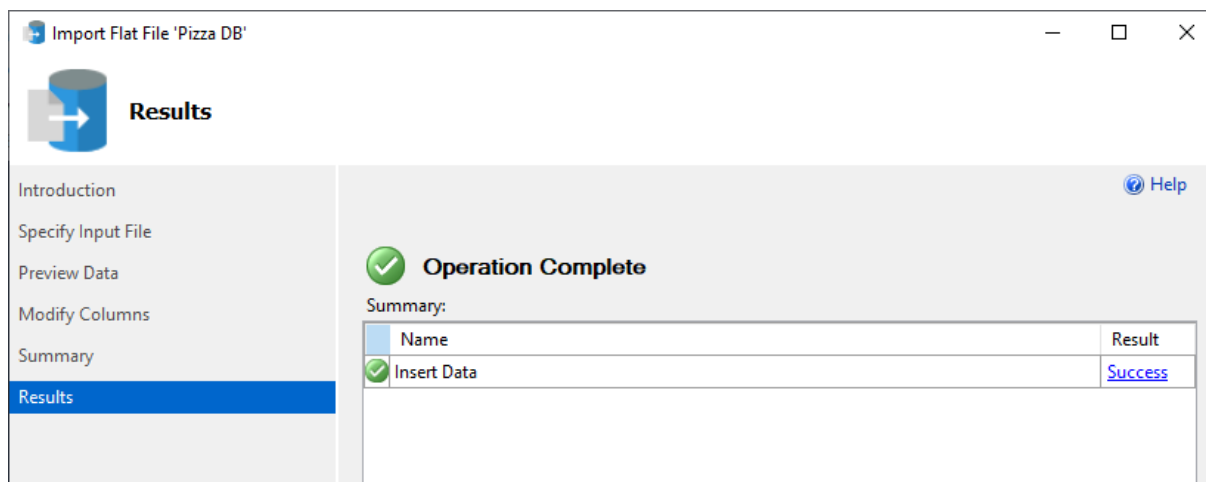# Tasty Pizza Store Data Analysis

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

```sql
SELECT * FROM pizza_sales
```

KPIs

Total Revenue

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

	Total_Revenue
1	817860.05

Average Order Value

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

	Average_order_value
1	38.31

Total Pizzas Sold

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

	Total_pizzas_sold
1	49574

Total Orders

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

	Total_orders
1	21350

Average number of pizzas per order

```sql
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
```

	Average_Pizzas_Per_Order
1	2.32

Daily Trend for total orders

```sql
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

```sql
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

```sql
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

```sql
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

```sql
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

```sql
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

```sql
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 Carre 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

```sql
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

```sql
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 Carre Pizza	490
2	The Mediterranean Pizza	934
3	The Calabrese Pizza	937
4	The Spinach Supreme Pizza	950
5	The Soppressata Pizza	961

Top 5 Pizzas sold by total orders

```sql
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

```sql
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 Carre Pizza	480
2	The Mediterranean Pizza	912
3	The Spinach Supreme Pizza	918
4	The Calabrese Pizza	918
5	The Chicken Pesto Pizza	938