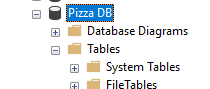
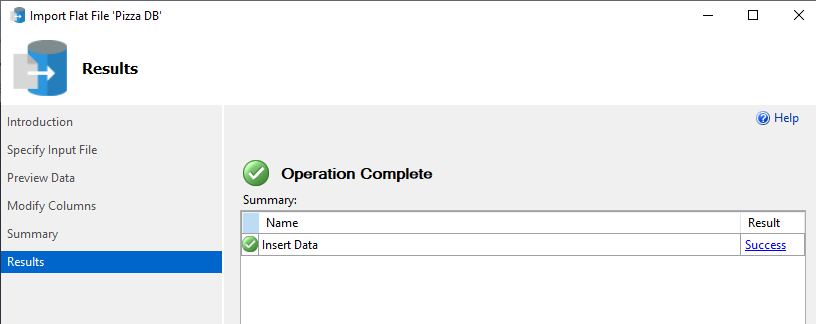
**Tasty Pizza Store Data Analysis**

**Creating a new database named Pizza DB for our data.**

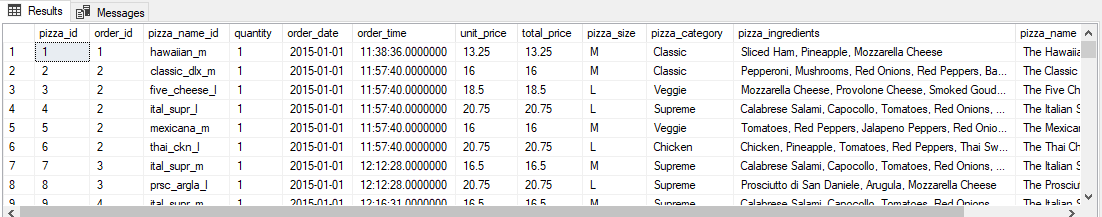


**Imported data from the csv file to Microsoft SQL server.**



**Checking the data in our table**

SELECT \* FROM pizza\_sales

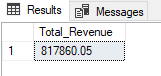


**KPIs**

**Total Revenue**

SELECT ROUND(SUM(total\_price), 2) AS Total\_Revenue

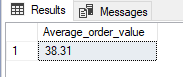
FROM pizza\_sales



**Average Order Value**

SELECT ROUND(SUM(total\_price)/COUNT(DISTINCT(order\_id)) ,2) AS Average\_order\_value

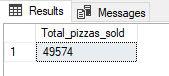
FROM pizza\_sales

****

**Total Pizzas Sold**

SELECT SUM(quantity) AS Total\_pizzas\_sold

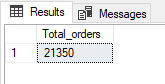
FROM pizza\_sales

****

**Total Orders**

SELECT COUNT(DISTINCT(order\_id)) AS Total\_orders

FROM pizza\_sales

****

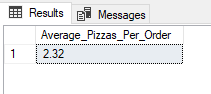
**Average number of pizzas per order**

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

****

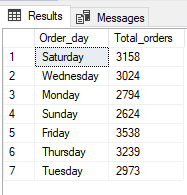
**Daily Trend for total orders**

SELECT DATENAME(DW, order\_date) AS Order\_day,

COUNT(DISTINCT order\_id) AS Total\_orders

FROM pizza\_sales

GROUP BY DATENAME(DW, order\_date)



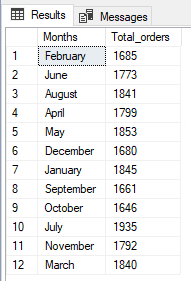
**Monthly Trend for total orders**

SELECT DATENAME(MONTH, order\_date) AS Months,

COUNT(DISTINCT order\_id) AS Total\_orders

FROM pizza\_sales

GROUP BY DATENAME(MONTH, order\_date)

****

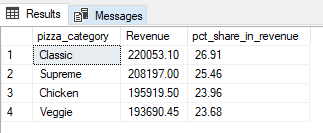
**Sales by Pizza Category**

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



**Sales by Pizza Size**

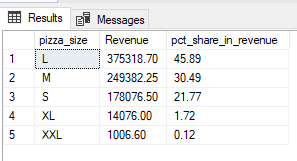
SELECT pizza\_size, CAST(SUM(total\_price) AS DECIMAL(10,2)) as Revenue,

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



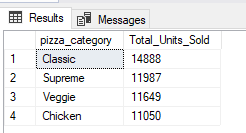
**Units sold by Pizza Category**

SELECT pizza\_category, SUM(quantity) as Total\_Units\_Sold

FROM pizza\_sales

GROUP BY pizza\_category

ORDER BY Total\_Units\_Sold DESC



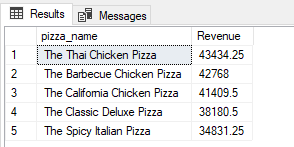
**Top 5 Pizzas by Revenue**

SELECT TOP 5 pizza\_name, SUM(total\_price) AS Revenue

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Revenue DESC



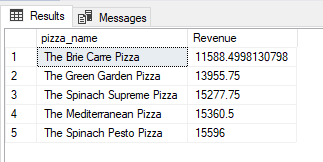
**Bottom 5 Pizzas by Revenue**

SELECT TOP 5 pizza\_name, SUM(total\_price) AS Revenue

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Revenue ASC



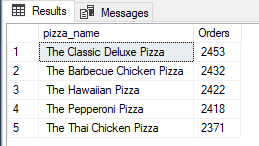
**Top 5 Pizzas sold by units sold**

SELECT TOP 5 pizza\_name, SUM(quantity) AS Orders

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Orders DESC

****

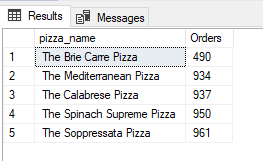
**Bottom 5 Pizzas sold by units sold**

SELECT TOP 5 pizza\_name, SUM(quantity) AS Orders

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Orders ASC



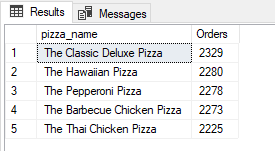
**Top 5 Pizzas sold by total orders**

SELECT TOP 5 pizza\_name, COUNT(DISTINCT(order\_id)) AS Orders

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Orders DESC

****

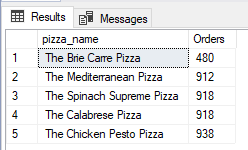
**Bottom 5 Pizzas sold by total orders**

SELECT TOP 5 pizza\_name, COUNT(DISTINCT(order\_id)) AS Orders

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Orders ASC

****