Select \*

From pizza\_sales;

-- 1) What is the total reveunue: Sum of the tal price of all pizzas

Select sum(total\_price) As total\_revenue

From pizza\_sales;

-- 81,7860.05

--2) Average order value: The average amount spent per oder, calulated by dividing the total revenue by the toal number of orders.

-- using disttinct count because duplicate orderIds

Select Sum(total\_price)/ Count(DISTINCT order\_id) As avg\_orderValue

From pizza\_sales;

-- 38.30

--3 Total pizza sold: The sum of the quantitities of all orders.

Select Sum(quantity) As total\_pizzaSold

From pizza\_sales;

-- 49574

-- 3) What is the total orders sold- sum of orders sold? using disttinct count because duplicate orderIds

Select Count(Distinct order\_id)

From pizza\_sales;

-- 21,350

-- 4 Average Pizza Per order : Average number of pizzas sold per order, calculated by dividing the total number of

-- pizza sold by the total number of orders

Select

Cast(Sum(quantity) As decimal(10,2)) /

Cast(Count(Distinct order\_id) As decimal(10,2)) As ave\_pizzaPerOrder

From pizza\_sales;

--2.32

--5) What is the 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 by total\_orders desc;

--Friday led with highest amount of pizzas ordered at 3538. The least was the Sunday - Wednesday. This makes sense with most meeting up with friends

-- or not wanting to cook going into the weekend. Thu, Fri, Sat makes sense why they would lead in orders vs other days.

-- 6) Monthy trendof total orders

Select DATENAME(MONTH, order\_date) As month\_name,

Count(Distinct order\_id) as monthy\_orders

From pizza\_sales

Group By Datename(Month,order\_date)

Order by monthy\_orders desc;

-- July had the highest orders with 1,935. This makes sense with pool parties, Fourth of July and other events.

7) -- Percentage of sales by pizza category:

Select pizza\_category,

Sum(total\_price) \* 100 / (Select Sum(total\_price)

From pizza\_sales) As pct\_Sales

From pizza\_sales

Group by pizza\_category;

-- Classic sold the most with around 27 percent.

-- add to get total sales or gross revenue for a month and filter a month

Select pizza\_category, Sum(total\_price) as total\_sales,

Sum(total\_price) \* 100 / (Select Sum(total\_price) From pizza\_sales Where Month(order\_date) = 1) As pct\_Sales

From pizza\_sales

Where Month(order\_date) = 1

Group by pizza\_category;

-- 8) percent of sales per pizza size using subquery and cast

Select pizza\_size, Cast(sum(total\_price) As Decimal(10,2)) as total\_sales,

Cast(Sum(total\_price) \* 100 / (Select Sum(total\_price) from pizza\_sales)

As decimal(10,2)) as pct\_sales

From pizza\_sales

Group By pizza\_size

Order By pct\_sales desc;

-- Large had the highest percent of sales at 46 percent.

-- lowest percent of sales was xxl at 12 percent

-- Adding quarter to the query

Select pizza\_size, Cast(sum(total\_price) As Decimal(10,2)) as total\_sales,

Cast(Sum(total\_price) \* 100 / (Select Sum(total\_price) from pizza\_sales Where Datepart(quarter, order\_date) = 1)

As decimal(10,2)) as pct\_sales

From pizza\_sales

Where Datepart(quarter, order\_date) = 1

Group By pizza\_size

Order By pct\_sales desc;

--9) top 5 best sellers by Revenue, total quantitly and toal orders. using Top keyword

Select Top 5 pizza\_name, Cast(Sum(total\_price) As decimal(10,2)) As total\_revenue

From pizza\_sales

Group by pizza\_name

Order By total\_revenue desc;

-- Thai chicken pizzza had the highest rev

-- bottom 5 pizza types by rev

Select Top 5 pizza\_name , Cast(Sum(total\_price) As decimal(10,2)) As total\_revenue

From pizza\_sales

Group by pizza\_name

Order By total\_revenue asc;

-- Brie carre pizza had the lowest rev

-- top pizza types by qty

Select Top 5 pizza\_name, Sum(quantity) As total\_quatity

From pizza\_sales

Group by pizza\_name

Order By total\_quatity desc;

-- classic deluxe pizza had the most qty sold with 2,453

-- bottom pizza qtl by pizza type

Select Top 5 pizza\_name , Sum(quantity) As total\_quatity

From pizza\_sales

Group by pizza\_name

Order By total\_quatity asc;

-- breie carre pizza was the lowest in qty sold

-- top orders by type

Select top 5 pizza\_name, Count( order\_id) as total\_orders

From pizza\_sales

Group by pizza\_name

Order By total\_orders desc

-- Classic deluxe pizza was the most ordered type of pizza with 2,329 total orders

Select top 5 pizza\_name, Count( order\_id) as total\_orders

From pizza\_sales

Group by pizza\_name

Order By total\_orders asc

-- the least ordered pizza is The Brie Carre Pizza in 480 orders