Objective:

The goal of this data analysis task was to extract meaningful insights from the pizza sales dataset, providing key performance indicators (KPIs) and trends that can help in understanding and optimizing the business.

Dataset:

The dataset, named pizza_sales, contains information about pizza orders. Key columns include order_id, order_date, order_time, pizza_name, pizza_category, pizza_size, quantity, and total_price.

Link:

[Tableau Visualization]

Queries:

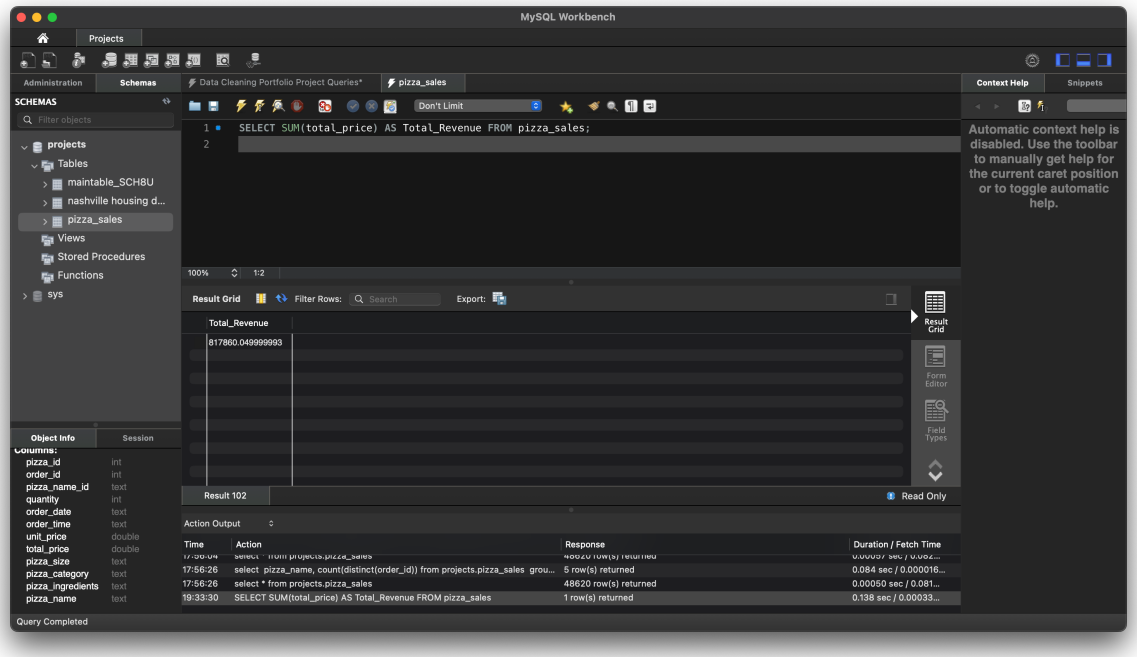
Below.

PIZZA SALES SQL QUERIES

A. KPI's

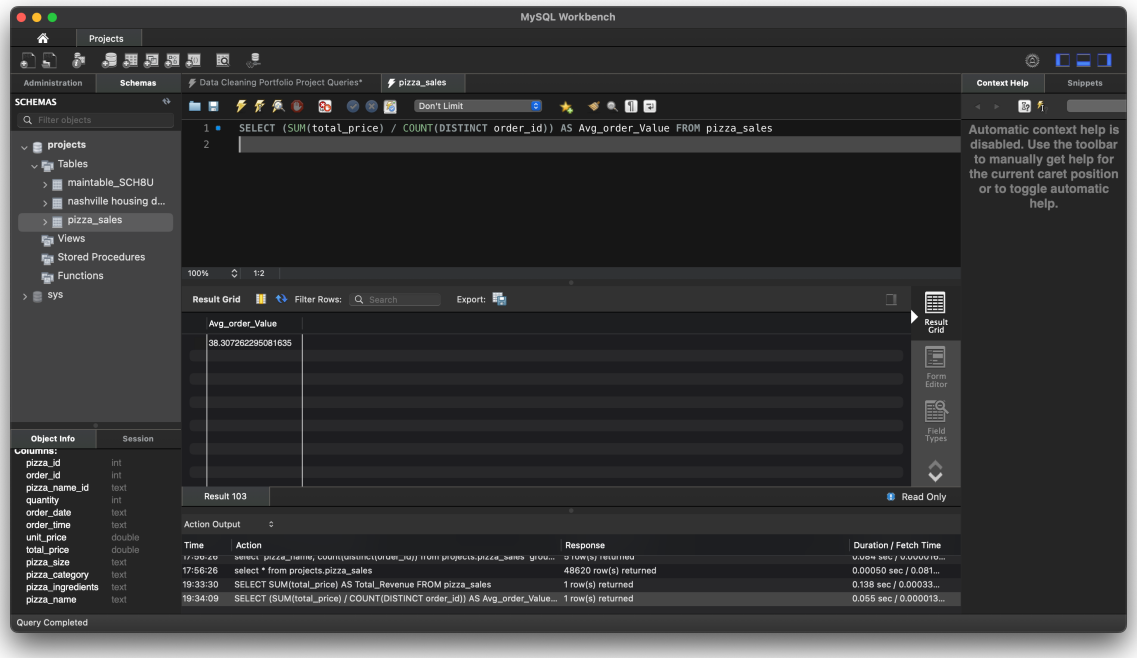
1. Total Revenue:

SELECT SUM(total_price) AS Total_Revenue FROM pizza_sales



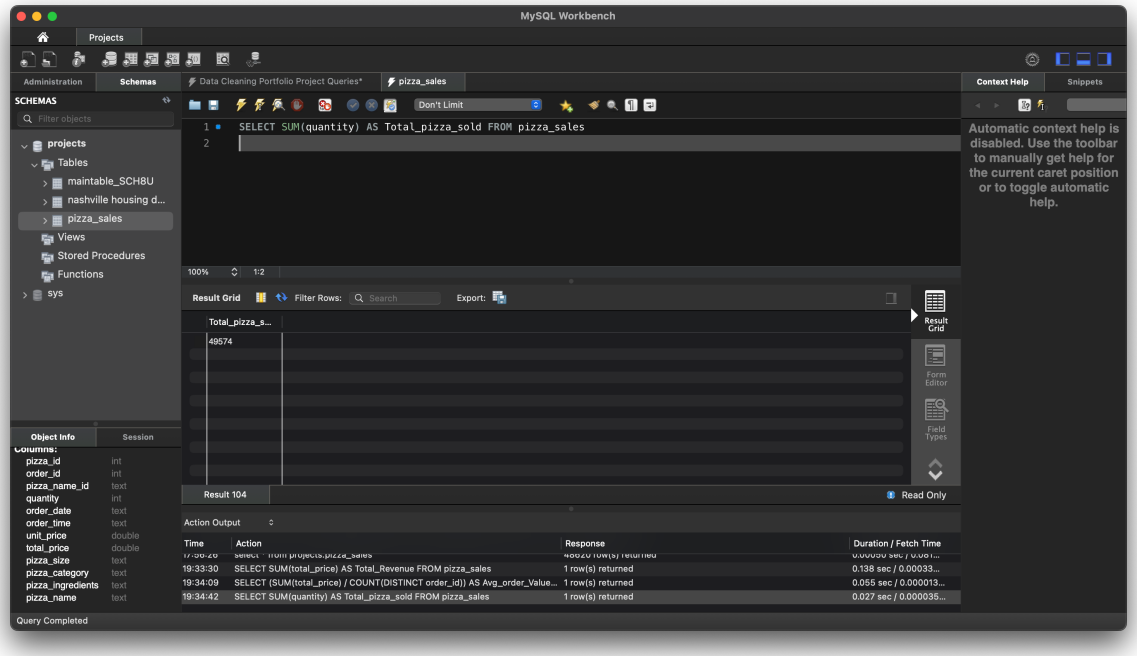
2. Average Order Value

SELECT (SUM(total_price) / COUNT(DISTINCT order_id)) AS Avg_order_Value FROM pizza_sales



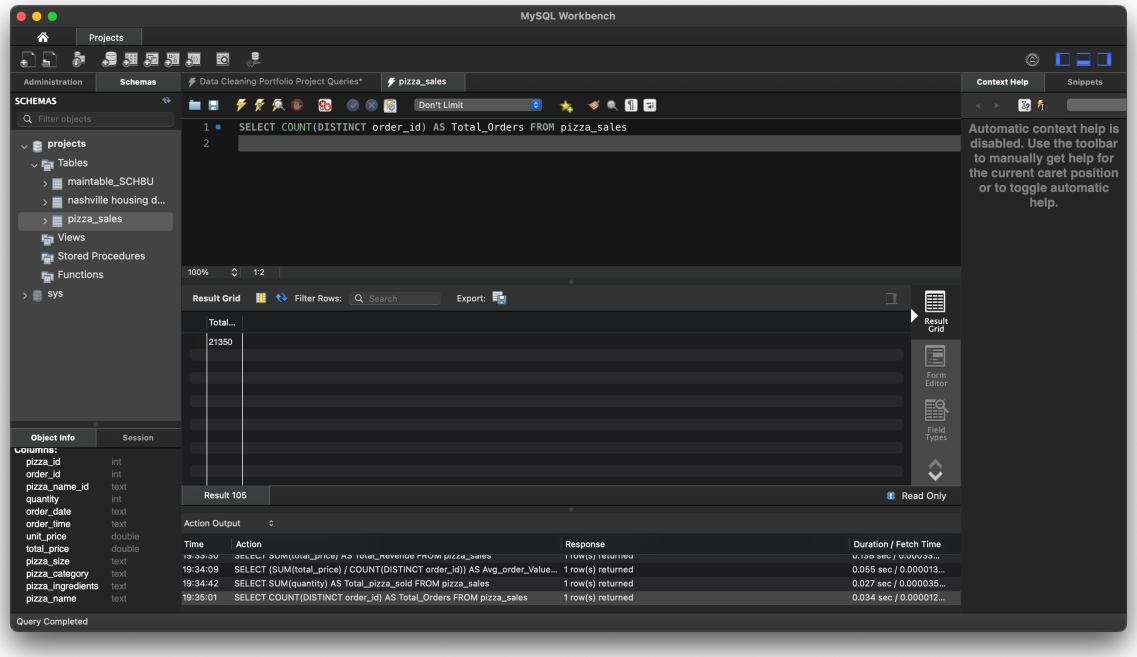
3. Total Pizzas Sold

SELECT SUM(quantity) AS Total_pizza_sold FROM pizza_sales



4. Total Orders

SELECT COUNT(DISTINCT order_id) AS Total_Orders FROM pizza_sales



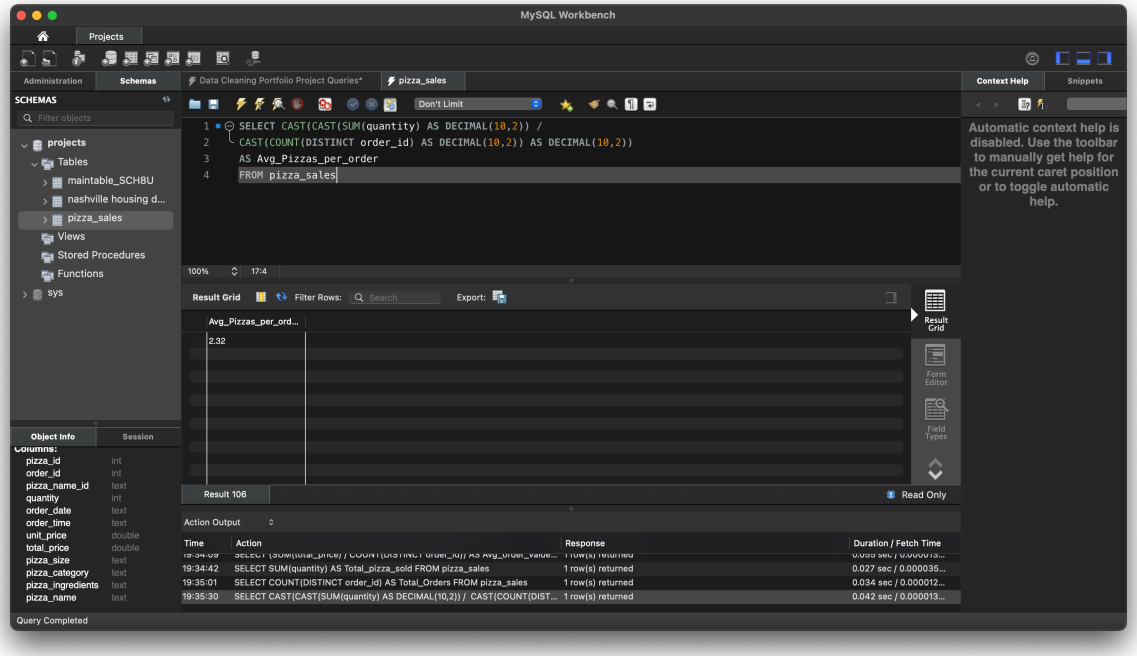
5. Average Pizzas Per Order

SELECT CAST(CAST(SUM(quantity) AS DECIMAL(10,2)) /

CAST(COUNT(DISTINCT order_id) AS DECIMAL(10,2)) AS DECIMAL(10,2))

AS Avg_Pizzas_per_order

FROM pizza_sales



B. Hourly Trend for Total Pizzas Sold

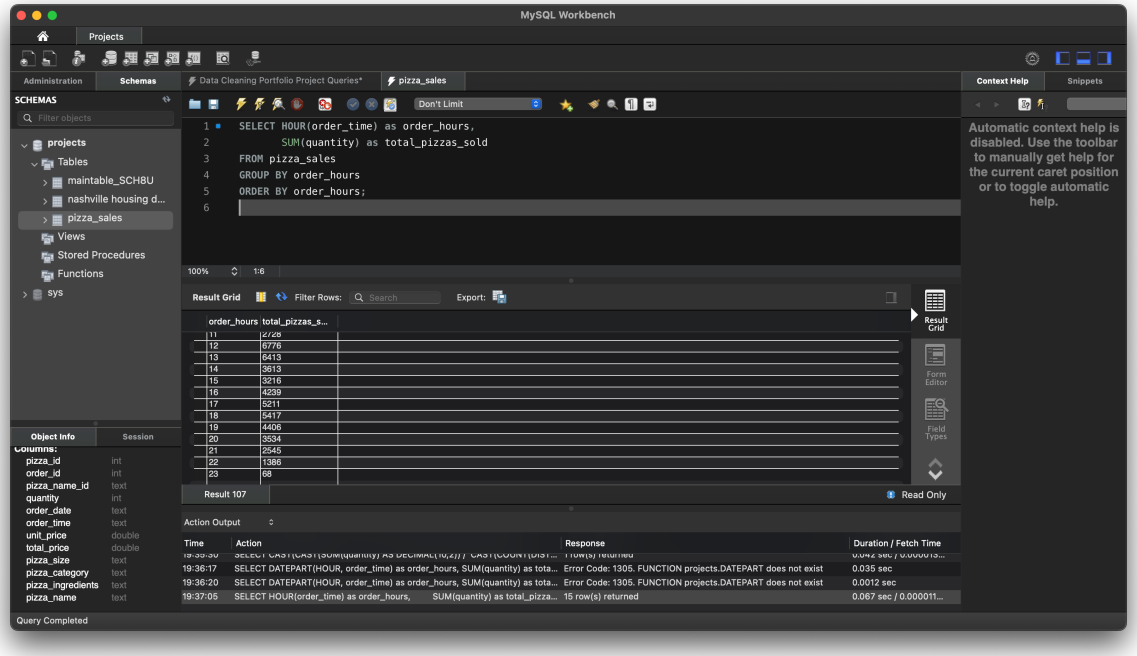
SELECT HOUR(order_time) as order_hours,

SUM(quantity) as total_pizzas_sold

FROM pizza_sales

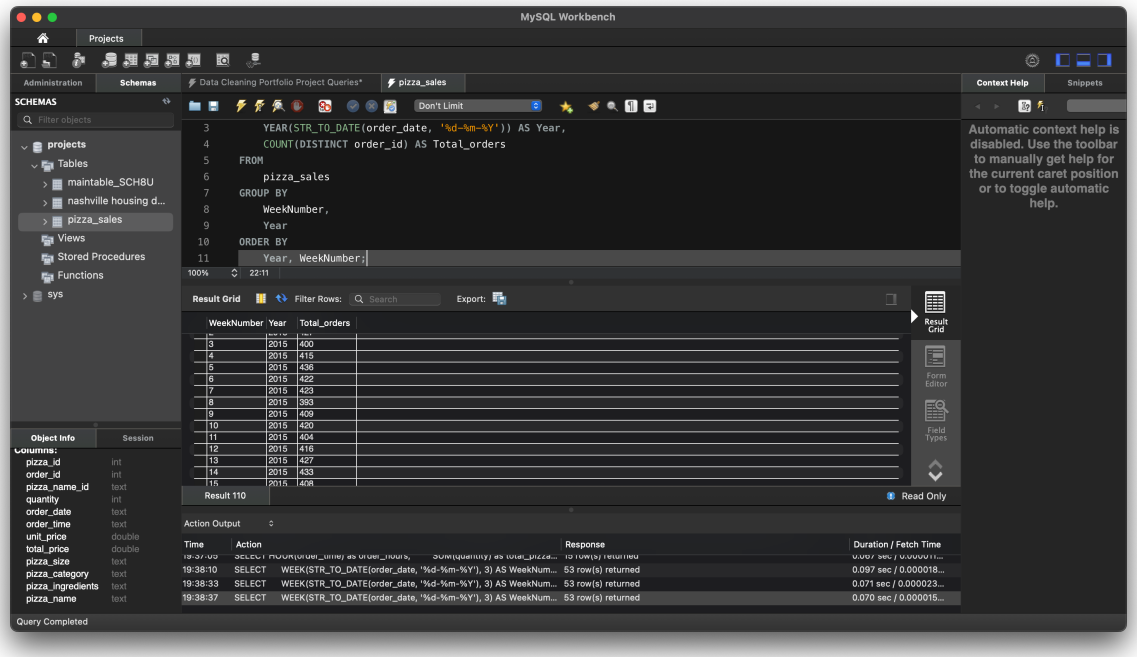
GROUP BY order_hours

ORDER BY order_hours;



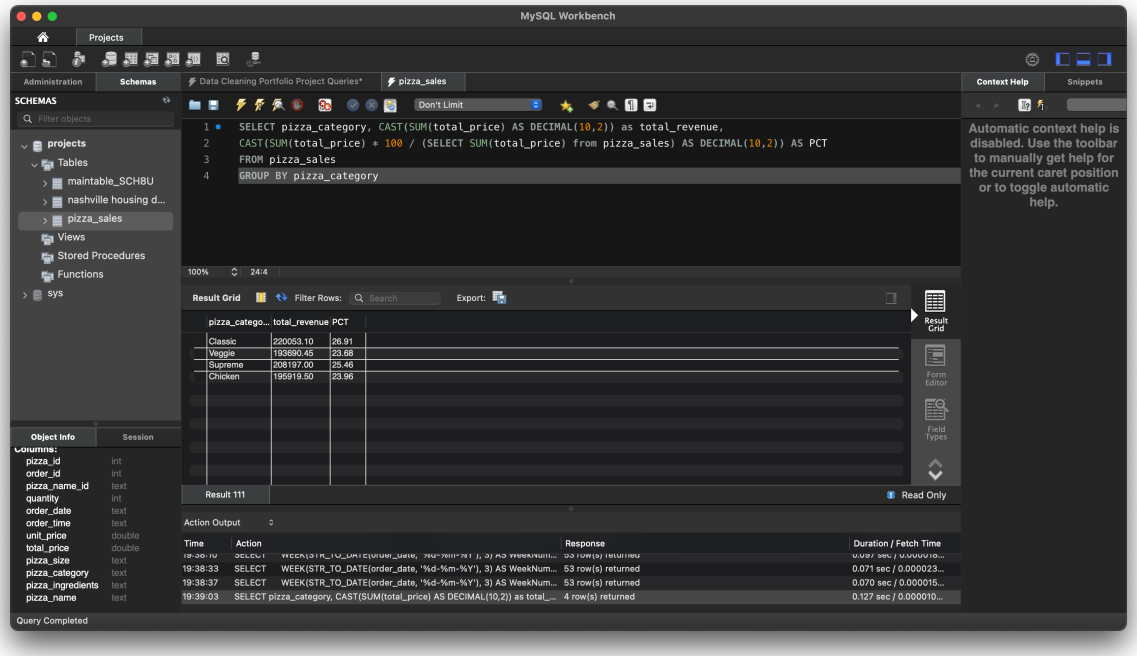
C. Weekly Trend for Orders

```
SELECT
    WEEK(STR_TO_DATE(order_date, '%d-%m-%Y'), 3) AS WeekNumber,
    YEAR(STR_TO_DATE(order_date, '%d-%m-%Y')) AS Year,
    COUNT(DISTINCT order_id) AS Total_orders
FROM
    pizza_sales
GROUP BY
    WeekNumber,
    Year
ORDER BY
    Year, WeekNumber;
```



D. % of Sales by Pizza Category

```
SELECT pizza_category, CAST(SUM(total_price) AS DECIMAL(10,2)) as total_revenue,
CAST(SUM(total_price) * 100 / (SELECT SUM(total_price) from pizza_sales) AS DECIMAL(10,2)) AS PCT
FROM pizza_sales
GROUP BY pizza_category
```



E. % of Sales by Pizza Size

SELECT pizza_size, CAST(SUM(total_price) AS DECIMAL(10,2)) as total_revenue,

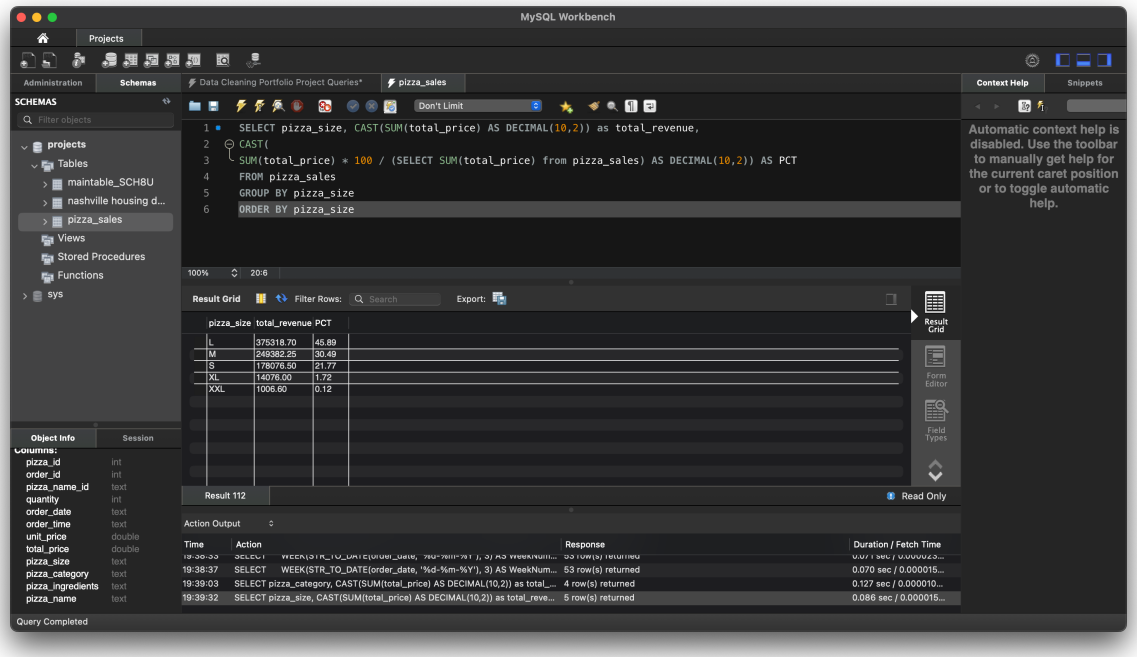
CAST(

SUM(total_price) * 100 / (SELECT SUM(total_price) from pizza_sales) AS DECIMAL(10,2)) AS PCT

FROM pizza_sales

GROUP BY pizza_size

ORDER BY pizza_size



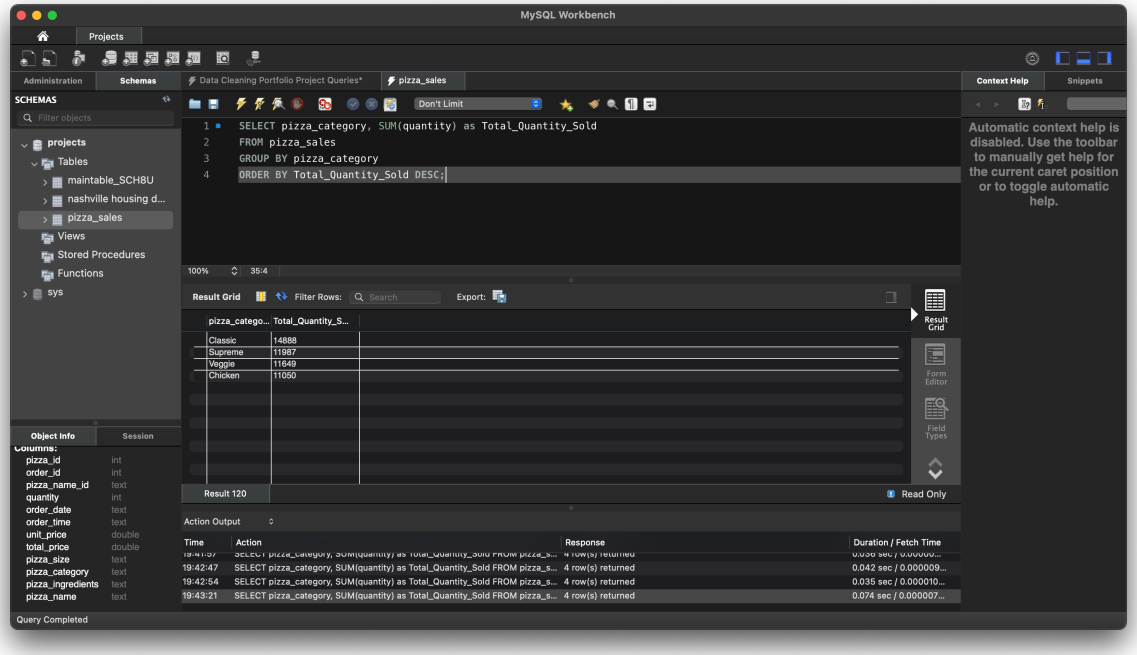
F. Total Pizzas Sold by Pizza Category

SELECT pizza_category, SUM(quantity) as Total_Quantity_Sold

FROM pizza_sales

GROUP BY pizza_category

ORDER BY Total_Quantity_Sold DESC;



G. Top 5 Pizzas by Revenue

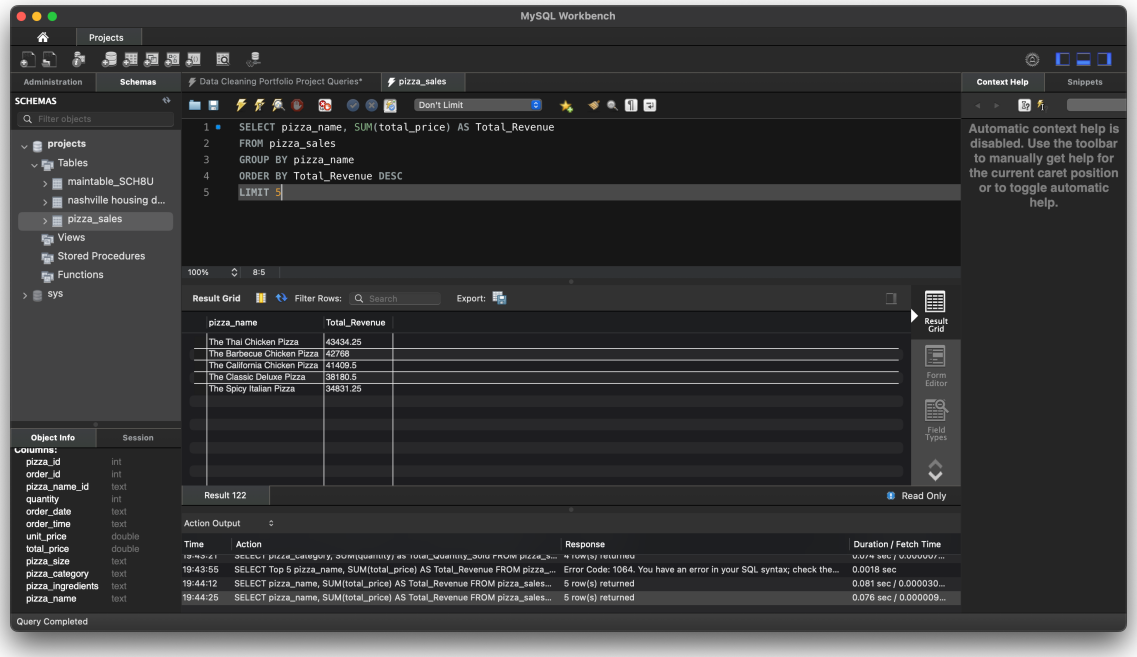
SELECT pizza_name, SUM(total_price) AS Total_Revenue

FROM pizza_sales

GROUP BY pizza_name

ORDER BY Total_Revenue DESC

LIMIT 5



H. Bottom 5 Pizzas by Revenue

SELECT pizza_name, SUM(total_price) AS Total_Revenue

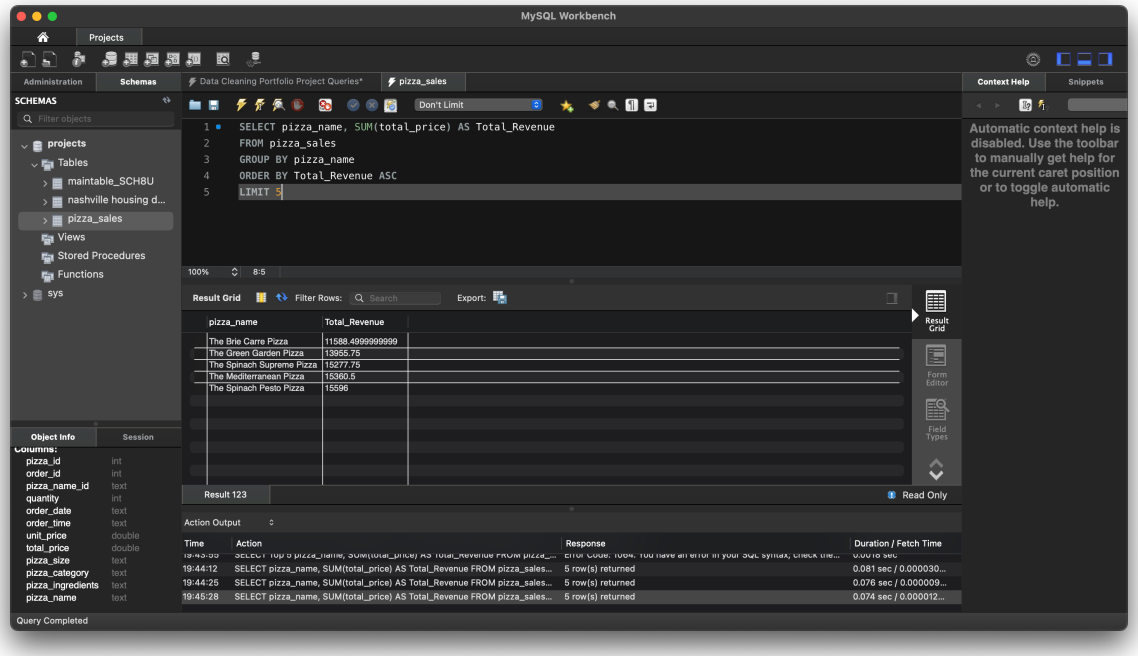
FROM pizza_sales

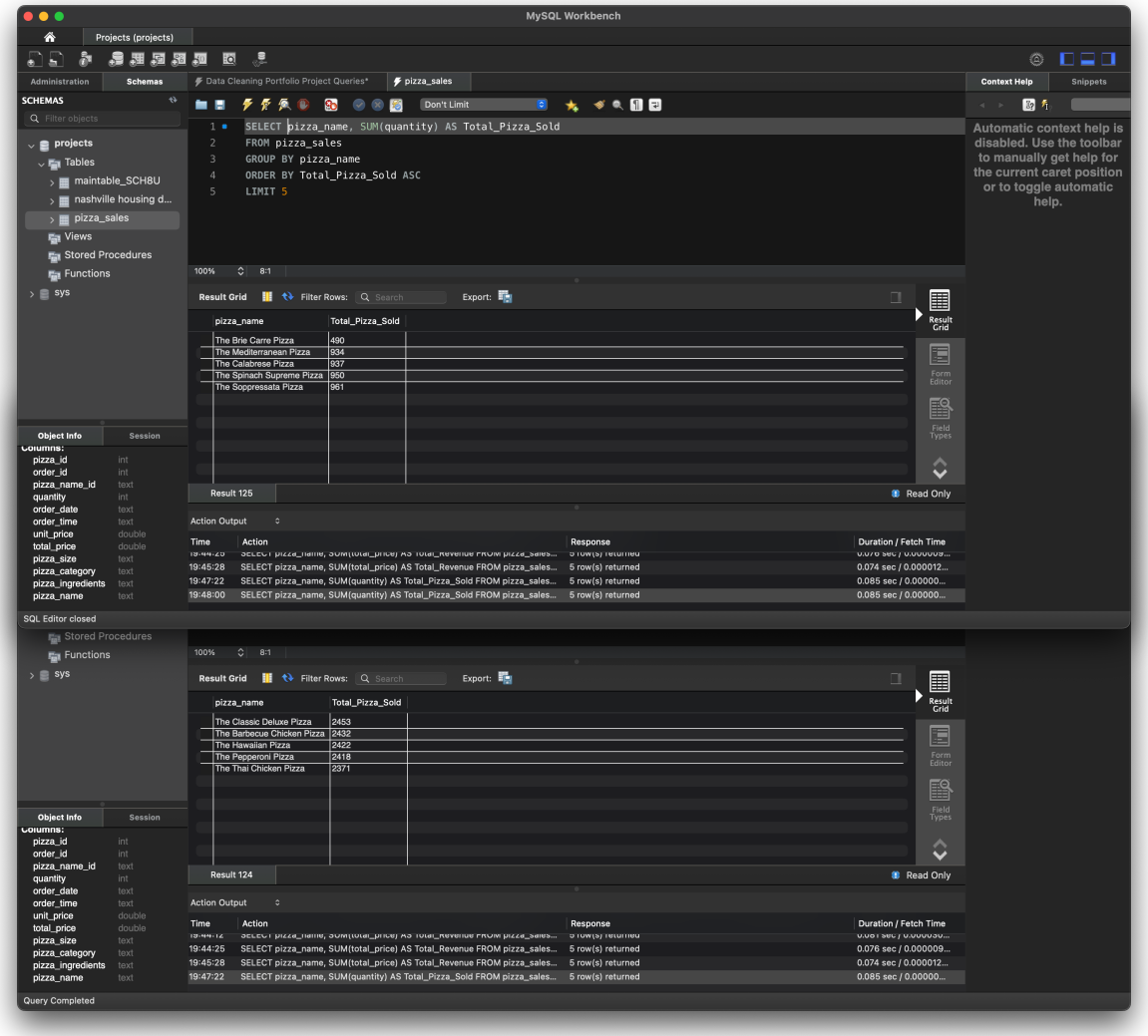
GROUP BY pizza_name

ORDER BY Total_Revenue ASC

LIMIT 5

I. Top 5 Pizzas by Quantity





SELECT pizza_name, SUM(quantity) AS Total_Pizza_Sold

FROM pizza_sales

GROUP BY pizza_name

ORDER BY Total_Pizza_Sold DESC

LIMIT 5

J. Bottom 5 Pizzas by Quantity

SELECT pizza_name, SUM(quantity) AS Total_Pizza_Sold

FROM pizza_sales

GROUP BY pizza_name

ORDER BY Total_Pizza_Sold ASC

LIMIT 5

K. Top 5 Pizzas by Total Orders

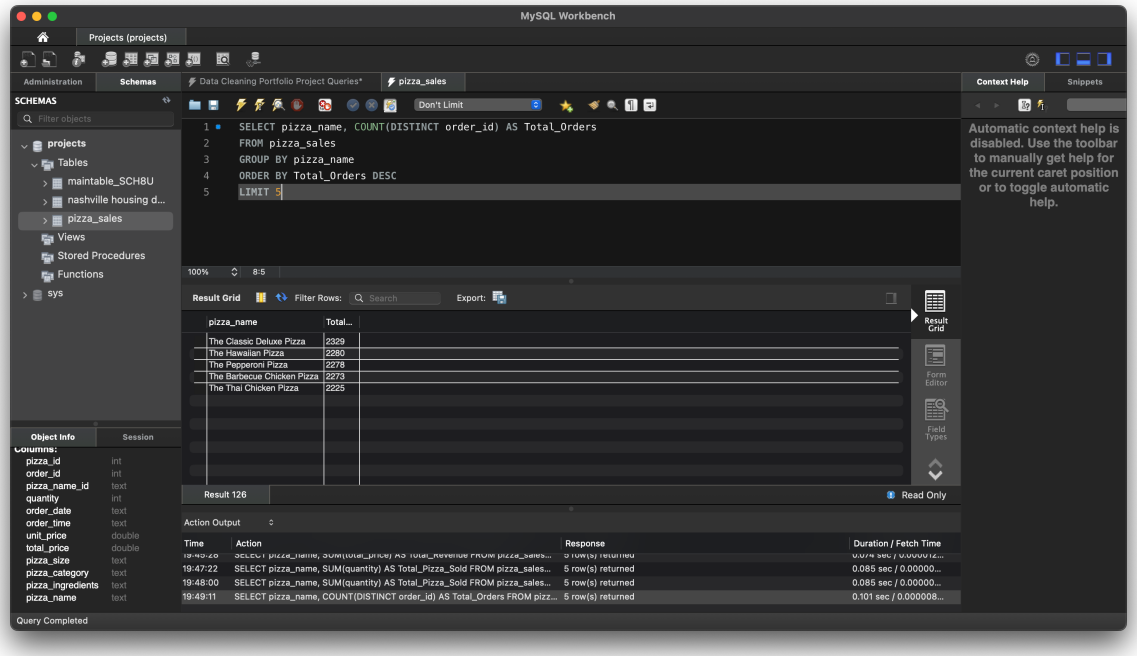
SELECT pizza_name, COUNT(DISTINCT order_id) AS Total_Orders

FROM pizza_sales

GROUP BY pizza_name

ORDER BY Total_Orders DESC

LIMIT 5



L. Borrom 5 Pizzas by Total Orders

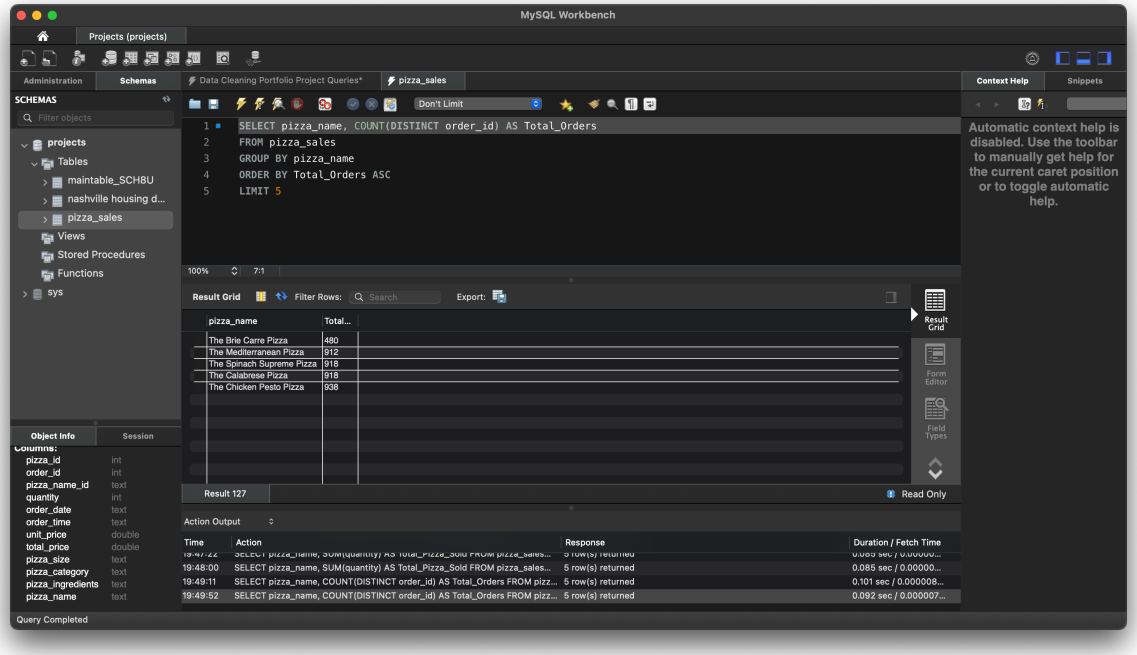
SELECT pizza_name, COUNT(DISTINCT order_id) AS Total_Orders

FROM pizza_sales

GROUP BY pizza_name

ORDER BY Total_Orders ASC

LIMIT 5


MySQL Workbench
Projects (projects)
Administration
Schemas
Data Cleaning Portfolio Project Queries*
pizza_sales
Context Help
Snippets
SCHEMAS
Filter objects
projects
Tables
maintable_SCH8U
nashville housing d...
pizza_sales
Views
Stored Procedures
Functions
sys
Don't Limit
1 SELECT pizza_name, COUNT(DISTINCT order_id) AS Total_Orders
2 FROM pizza_sales
3 GROUP BY pizza_name
4 ORDER BY Total_Orders ASC
5 LIMIT 5
Automatic context help is disabled. Use the toolbar to manually get help for the current caret position or to toggle automatic help.
100%
7:1
Result Grid
Filter Rows:
Search
Export:
pizza_name
Total...
The Brie Carre Pizza 480
The Mediterranean Pizza 912
The Spinach Supreme Pizza 918
The Calabrese Pizza 918
The Chicken Pesto Pizza 938
Result Grid
Form Editor
Field Types
Result 127
Read Only
Object Info
Session
Columns:
pizza_id int
order_id int
pizza_name_id text
quantity int
order_date text
order_time text
unit_price double
total_price double
pizza_size text
pizza_category text
pizza_ingredients text
pizza_name text
Action Output
Time
Action
Response
Duration / Fetch Time
19:48:00 SELECT pizza_name, SUM(quantity) AS Total_Pizza_Sold FROM pizza_sales... 5 row(s) returned 0.085 sec / 0.00000...
19:49:11 SELECT pizza_name, COUNT(DISTINCT order_id) AS Total_Orders FROM pizz... 5 row(s) returned 0.101 sec / 0.000008...
19:49:52 SELECT pizza_name, COUNT(DISTINCT order_id) AS Total_Orders FROM pizz... 5 row(s) returned 0.092 sec / 0.000007...
Query Completed