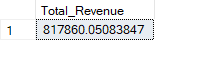
🍕 Pizza Sales Analysis - SQL Queries

## 1. Total Revenue

Returns the total revenue generated from all pizza sales.

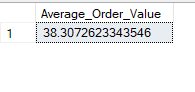
SELECT SUM(total\_price) AS Total\_Revenue  
FROM pizza\_sales;



## 2. Average Order Value

Calculates the average order value based on total revenue and number of orders.

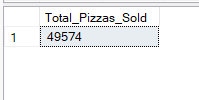
SELECT   
 SUM(total\_price) / COUNT(DISTINCT order\_id) AS Average\_Order\_Value  
FROM pizza\_sales;



## 3. Total Pizzas Sold

Counts the total quantity of pizzas sold.

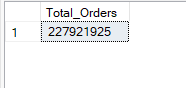
SELECT SUM(quantity) AS Total\_Pizzas\_Sold  
FROM pizza\_sales;



## 4. Total Orders

Returns the total number of distinct orders.

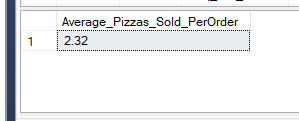
SELECT COUNT(DISTINCT order\_id) AS Total\_Orders  
FROM pizza\_sales;



## 5. Average Pizzas Per Order

Calculates the 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\_Sold\_PerOrder  
FROM pizza\_sales;



# 📊 Chart Queries

## 1. Daily Trend for Total Orders

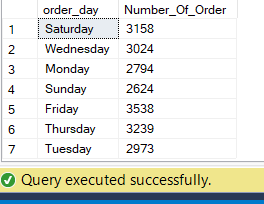
Shows number of orders per day.

SELECT   
 COUNT(DISTINCT order\_id) AS Number\_Of\_Order,  
 order\_date  
FROM pizza\_sales  
GROUP BY order\_date;

## ➤ By Day of Week

Displays the trend of orders by weekday name.

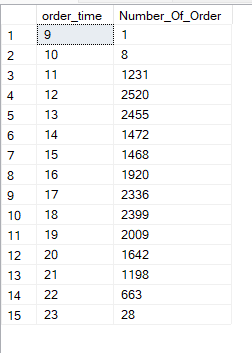
SELECT   
 DATENAME(DW, order\_date) AS order\_day,  
 COUNT(DISTINCT order\_id) AS Number\_Of\_Order  
FROM pizza\_sales  
GROUP BY DATENAME(DW, order\_date);



## 2. Hourly Trend

Shows number of orders placed by each hour of the day.

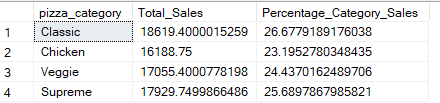
SELECT   
 DATEPART(HOUR, order\_time) AS order\_time,  
 COUNT(DISTINCT order\_id) AS Number\_Of\_Order  
FROM pizza\_sales  
GROUP BY DATEPART(HOUR, order\_time)  
ORDER BY DATEPART(HOUR, order\_time);



## 3. Sales by Category (January)

Shows sales and their percentage by category for January.

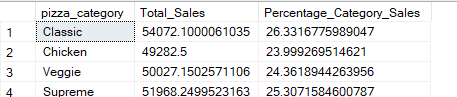
SELECT   
 pizza\_category,  
 SUM(total\_price) AS Total\_Sales,  
 SUM(total\_price) \* 100 /   
 (SELECT SUM(total\_price) FROM pizza\_sales WHERE MONTH(order\_date) = 1)   
 AS Percentage\_Category\_Sales  
FROM pizza\_sales  
WHERE MONTH(order\_date) = 1  
GROUP BY pizza\_category;



## 4. Quarterly Sales by Category (Q1)

Sales distribution by category for the first quarter.

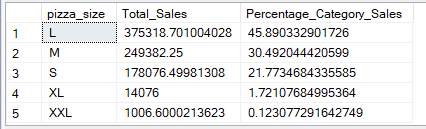
SELECT   
 pizza\_category,  
 SUM(total\_price) AS Total\_Sales,  
 SUM(total\_price) \* 100 /   
 (SELECT SUM(total\_price) FROM pizza\_sales WHERE DATEPART(QUARTER, order\_date) = 1)   
 AS Percentage\_Category\_Sales  
FROM pizza\_sales  
WHERE DATEPART(QUARTER, order\_date) = 1  
GROUP BY pizza\_category;



## 5. Percentage Sales by Pizza Size

Percentage of total sales by pizza size.

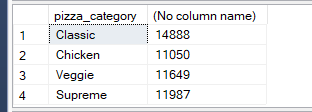
SELECT   
 pizza\_size,  
 SUM(total\_price) AS Total\_Sales,  
 CAST(SUM(total\_price) AS DECIMAL(10,2)) \* 100 /   
 (SELECT SUM(total\_price) FROM pizza\_sales)   
 AS Percentage\_Category\_Sales  
FROM pizza\_sales  
GROUP BY pizza\_size  
ORDER BY Percentage\_Category\_Sales DESC;



## 6. Total Pizzas Sold by Category

Displays number of pizzas sold for each category.

SELECT   
 pizza\_category,  
 SUM(quantity) AS Total\_Pizzas\_Sold  
FROM pizza\_sales  
GROUP BY pizza\_category;



## 7. Top 5 Best Performing Pizzas

Top 5 pizzas based on total quantity sold.

SELECT TOP 5   
 pizza\_name,  
 SUM(quantity) AS Total\_Sold  
FROM pizza\_sales  
GROUP BY pizza\_name  
ORDER BY Total\_Sold DESC;

