# **Pizza Sales SQL Report**

**KPIs**

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\_Pizzas\_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;



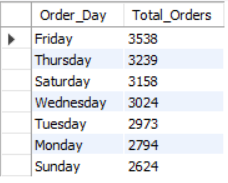
**Daily Trend for Total Orders**

SELECT DAYNAME(STR\_TO\_DATE(order\_date, '%d-%m-%Y')) AS Order\_Day, COUNT(DISTINCT order\_id) AS Total\_Orders

FROM pizza\_sales

GROUP BY Order\_Day

order by Total\_Orders desc;



**Hourly Trend for Total Orders**

(24*-*HourTimeFormat)

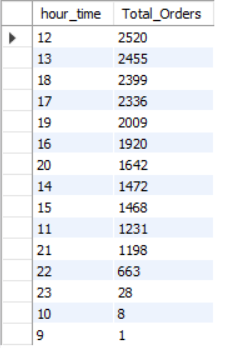
Note: Here 12 means 12-13, 13 means 13-14 and so on.

select hour(order\_time) as hour\_time, count(distinct order\_id) as Total\_Orders

from pizza\_sales

group by hour\_time

order by Total\_Orders desc;



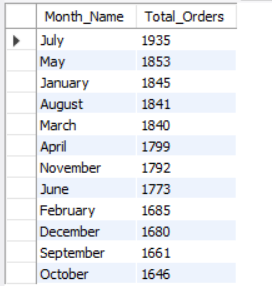
**Monthly Trend for Total Orders**

SELECT monthname(STR\_TO\_DATE(order\_date, '%d-%m-%Y')) AS Month\_Name, COUNT(DISTINCT order\_id) AS Total\_Orders

FROM pizza\_sales

GROUP BY Month\_Name

order by Total\_Orders desc;



**% Of Sales by Pizza Category**

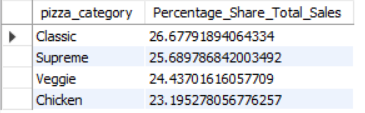
select pizza\_category, ((sum(total\_price))/ (select sum(total\_price) from pizza\_sales where month(STR\_TO\_DATE(order\_date, '%d-%m-%Y'))=1))\*100 as Percentage\_Share\_Total\_Sales

from pizza\_sales

where month(STR\_TO\_DATE(order\_date, '%d-%m-%Y'))=1

group by pizza\_category

order by Percentage\_Share\_Total\_Sales desc;



**% Of Sales by Pizza Size**

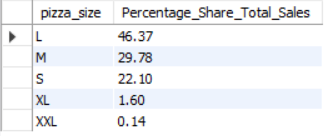
select pizza\_size, cast(((sum(total\_price))/ (select sum(total\_price) from pizza\_sales where quarter(STR\_TO\_DATE(order\_date, '%d-%m-%Y'))=1))\*100 as decimal(10,2)) as Percentage\_Share\_Total\_Sales

from pizza\_sales

where quarter(STR\_TO\_DATE(order\_date, '%d-%m-%Y'))=1

group by pizza\_size

order by Percentage\_Share\_Total\_Sales desc;



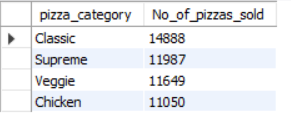
**Total Pizzas Sold by Pizza Category**

select pizza\_category, sum(quantity) as No\_of\_pizzas\_sold

from pizza\_sales

group by pizza\_category

order by No\_of\_pizzas\_sold desc;



**Top 5 Pizzas by Revenue**

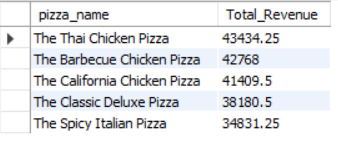
select pizza\_name, sum(total\_price) as Total\_Revenue

from pizza\_sales

group by pizza\_name

order by Total\_Revenue desc

limit 5;



**Bottom 5 Pizzas by Revenue**

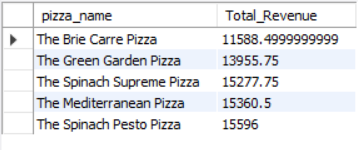
select pizza\_name, sum(total\_price) as Total\_Revenue

from pizza\_sales

group by pizza\_name

order by Total\_Revenue asc

limit 5;



**Top 5 Pizzas by Quantity**

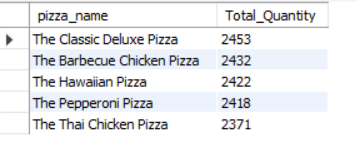
select pizza\_name, sum(quantity) as Total\_Quantity

from pizza\_sales

group by pizza\_name

order by Total\_Quantity desc

limit 5;



**Bottom 5 Pizzas by Quantity**

select pizza\_name, sum(quantity) as Total\_Quantity

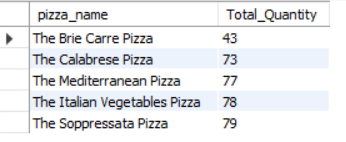
from pizza\_sales

where month(str\_to\_date(order\_date, '%d-%m-%Y'))=8

group by pizza\_name

order by Total\_Quantity asc

limit 5;



**Top 5 Pizzas by Total Orders**

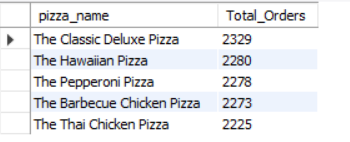
select pizza\_name, count(distinct order\_id) as Total\_Orders

from pizza\_sales

group by pizza\_name

order by Total\_Orders desc

limit 5;



**Bottom 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;

