

SALES REPORT

18 June, 2024



INTRODUCTION

Welcome to our Sales Report Presentation. Today, we delve into a comprehensive overview of our sales performance, exploring the highs, challenges, and strategic insights that have shaped our journey. This presentation is more than just numbers, it's a narrative of our collective efforts, showcasing the impact of our sales strategies and the pathways to future success.

AGENDA

01

Retrieve the total number of orders placed.

02

Calculate the total revenue generated from pizza sales.

03

Identify the highest-priced pizza.

04

Identify the most common pizza size ordered.

05

List the top 5 most ordered pizza types along with their quantities.

06

Join the necessary tables to find the total quantity of each pizza category ordered.

07

Determine the distribution of orders by hour of the day.

AGENDA

08

Join relevant tables to find the category-wise distribution of pizzas.

09

Group the orders by date and calculate the average number of pizzas ordered per day.

10

Determine the top 3 most ordered pizza types based on revenue.

11

Calculate the percentage contribution of each pizza type to total revenue.

12

Analyze the cumulative revenue generated over time.

13

Determine the top 3 most ordered pizza types based on revenue for each pizza category.

RETRIEVE THE TOTAL NUMBER OF ORDERS PLACED

```
SELECT  
    COUNT(order_id) AS total_orders  
FROM  
    orders;
```

Result Grid	
	total_orders
▶	21350

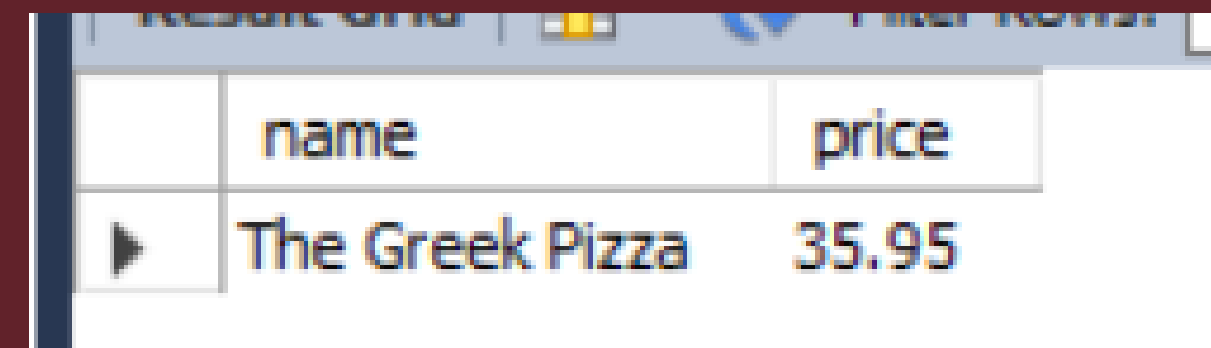
CALCULATE THE TOTAL REVENUE GENERATED FROM PIZZA SALES.

```
SELECT
    ROUND(SUM(order_details.quantity *
pizzas.price),
        2) AS total_sales
FROM
    order_details
    JOIN
    pizzas ON pizzas.pizza_id = order_details.pizza_id
```

Result Grid	
	total_sales
▶	817860.05

IDENTIFY THE HIGHEST-PRICED PIZZA

```
SELECT
    pizza_types.name, pizzas.price
FROM
    pizza_types
    JOIN
        pizzas ON pizza_types.pizza_type_id =
            pizzas.pizza_type_id
ORDER BY pizzas.price DESC
LIMIT 1;
```

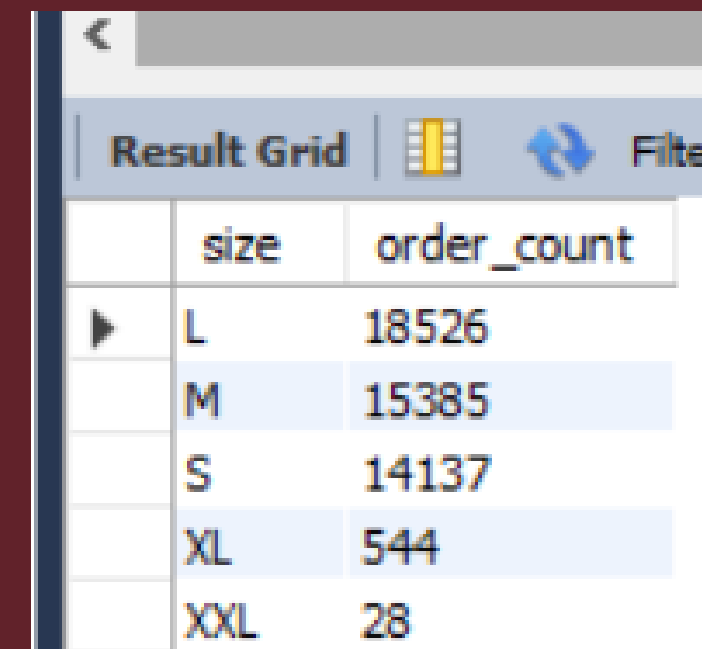


	name	price
▶	The Greek Pizza	35.95

IDENTIFY THE MOST COMMON PIZZA SIZE ORDERED.

```
SELECT
    pizzas.size,

    COUNT(order_details.order_details_id)
    AS order_count
FROM
    pizzas
    JOIN
        order_details ON pizzas.pizza_id =
        order_details.pizza_id
GROUP BY pizzas.size
ORDER BY order_count DESC;
```



	size	order_count
▶	L	18526
	M	15385
	S	14137
	XL	544
	XXL	28

LIST THE TOP 5 MOST ORDERED PIZZA types along with their quantities.

```
SELECT
    pizza_types.name,
    SUM(order_details.quantity) AS quantity
FROM
    pizza_types
    JOIN
        pizzas ON pizza_types.pizza_type_id =
        pizzas.pizza_type_id
    JOIN
        order_details ON order_details.pizza_id =
        pizzas.pizza_id
GROUP BY pizza_types.name
ORDER BY quantity DESC
LIMIT 5;
```

	name	quantity
▶	The Classic Deluxe Pizza	2453
	The Barbecue Chicken Pizza	2432
	The Hawaiian Pizza	2422
	The Pepperoni Pizza	2418
	The Thai Chicken Pizza	2371

**JOIN THE NECESSARY
TABLES TO FIND THE
TOTAL QUANTITY OF
EACH PIZZA CATEGORY
ORDERED.**

```
SELECT
    pizza_types.category,
    SUM(order_details.quantity) AS quantity
FROM
    pizza_types
    JOIN
    pizzas ON pizza_types.pizza_type_id = pizzas.pizza_type_id
    JOIN
    order_details ON order_details.pizza_id = pizzas.pizza_id
GROUP BY pizza_types.category
ORDER BY quantity DESC;
```

Result Grid				
	category	quantity		
▶	Classic	14888		
	Supreme	11987		
	Veggie	11649		
	Chicken	11050		

DETERMINE THE DISTRIBUTION OF ORDERS BY HOUR OF THE DAY.

```
SELECT  
    HOUR(order_time) AS hour,  
    COUNT(order_id) AS order_count  
FROM  
    orders  
GROUP BY HOUR(order_time);
```

	hour	order_count
	21	1198
	22	663
	23	28
	10	8
	9	1

JOIN RELEVANT TABLES TO FIND THE CATEGORY- WISE DISTRIBUTION OF PIZZAS.

```
select category , count(name) from  
pizza_types  
group by category
```

Result Grid			Filter Rows
	category	count(name)	
▶	Chicken	6	
	Classic	8	
	Supreme	9	
	Veggie	9	

**GROUP THE ORDERS BY
DATE AND CALCULATE
THE AVERAGE NUMBER
OF PIZZAS ORDERED PER
DAY.**

```
SELECT  
  ROUND(AVG(quantity), 0) as avg_pizza_ordered_per_day  
FROM  
  (SELECT  
    orders.order_date, SUM(order_details.quantity) AS quantity  
  FROM  
    orders  
  JOIN order_details ON orders.order_id = order_details.order_id  
  GROUP BY orders.order_date) AS order_quantity;
```

	avg_pizza_ordered_per_day
▶	138

DETERMINE THE TOP 3 MOST ORDERED PIZZA TYPES BASED ON REVENUE.

```
SELECT
  pizza_types.name,
  SUM(order_details.quantity * pizzas.price) AS revenue
FROM
  pizza_types
  JOIN
  pizzas ON pizzas.pizza_type_id = pizza_types.pizza_type_id
  JOIN
  order_details ON order_details.pizza_id = pizzas.pizza_id
GROUP BY pizza_types.name
ORDER BY revenue DESC
LIMIT 3;
```

Result Grid			Filter Rows:	
	name	revenue		
▶	The Thai Chicken Pizza	43434.25		
	The Barbecue Chicken Pizza	42768		
	The California Chicken Pizza	41409.5		

CALCULATE THE PERCENTAGE CONTRIBUTION OF EACH PIZZA TYPE TO TOTAL REVENUE.

```
SELECT
  pizza_types.category,
  ROUND(SUM(order_details.quantity * pizzas.price) / (SELECT
    ROUND(SUM(order_details.quantity * pizzas.price),
      2) AS total_sales
    FROM
      order_details
      JOIN
        pizzas ON pizzas.pizza_id = order_details.pizza_id) * 100,
    2) AS revenue
FROM
  pizza_types
  JOIN
    pizzas ON pizza_types.pizza_type_id = pizzas.pizza_type_id
  JOIN
    order_details ON order_details.pizza_id = pizzas.pizza_id
GROUP BY pizza_types.category
ORDER BY revenue DESC;
```



	category	revenue
▶	Classic	26.91
	Supreme	25.46
	Chicken	23.96
	Veggie	23.68

ANALYZE THE CUMULATIVE REVENUE GENERATED OVER TIME.

```
select order_date,  
sum(revenue) over(order by order_date) as cum_revenue  
from  
(select orders.order_date,  
sum(order_details.quantity*pizzas.price) as revenue  
from order_details join pizzas  
on order_details.pizza_id = pizzas.pizza_id  
join orders  
on orders.order_id = order_details.order_id  
group by orders.order_date) as sales;
```

Result Grid			Filter Rows:
	order_date	cum_revenue	
▶	2015-01-01	2713.8500000000004	
	2015-01-02	5445.75	
	2015-01-03	8108.15	
	2015-01-04	9863.6	
	2015-01-05	11929.55	
	2015-01-06	14358.5	
	2015-01-07	16560.7	
	2015-01-08	19399.05	
	2015-01-09	21526.4	
	2015-01-10	23990.350000000002	
	2015-01-11	25862.65	
	2015-01-12	27781.7	
	2015-01-13	29831.300000000003	
	2015-01-14	32358.700000000004	
	2015-01-15	34343.500000000001	
	2015-01-16	36937.650000000001	
	2015-01-17	39001.750000000001	
	2015-01-18	40978.600000000006	
	2015-01-19	43365.750000000001	

DETERMINE THE TOP 3 MOST ORDERED PIZZA TYPES BASED ON REVENUE FOR EACH PIZZA CATEGORY.

```
select name,revenue from
(select category,name,revenue,
rank() over(partition by category order by revenue desc) as rn
from
(select pizza_types.category, pizza_types.name,
sum((order_details.quantity)*pizzas.price) as revenue
from pizza_types join pizzas
on pizza_types.pizza_type_id = pizzas.pizza_type_id
join order_details
on order_details.pizza_id = pizzas.pizza_id
group by pizza_types.category, pizza_types.name) as a)as b
where rn<=3;
```



	name	revenue
►	The Thai Chicken Pizza	43434.25
	The Barbecue Chicken Pizza	42768
	The California Chicken Pizza	41409.5
	The Classic Deluxe Pizza	38180.5
	The Hawaiian Pizza	32273.25
	The Pepperoni Pizza	30161.75
	The Spicy Italian Pizza	34831.25
	The Italian Supreme Pizza	33476.75
	The Sicilian Pizza	30940.5
	The Four Cheese Pizza	32265.70000000065
	The Mexicana Pizza	26780.75
	The Five Cheese Pizza	26066.5

THANK YOU