Pizza Sales Report

1. KPI's :

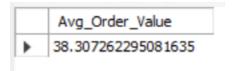### 1. Total_Revenue:

SELECT SUM(total_price) AS Total_Revenue from pizzadb.pizza_sales;

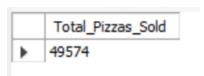| Total_Revenue |
|---|
| ▶ 817860.049999993 |

2. Average Order Value:

select sum(total_price)/count(distinct order_id) as Avg_Order_Value from pizzadb.pizza_sales;

Avg_Order_Value
▶ 38.307262295081635

3. Total Pizzas Sold

select sum(quantity) as Total_Pizzas_Sold from pizzadb.pizza_sales;

Total_Pizzas_Sold
▶ 49574

4. Total Orders

select count(distinct order_id) as Total_orders from pizzadb.pizza_sales;

Total_orders
▶ 21350

5. Average Pizzas Per Order

select sum(quantity)/count(distinct order_id) as Avg_Pizzas_Per_Order from pizzadb.pizza_sales;

Avg_Pizzas_Per_Order
▶ 2.3220

2.Chart Requirements:

Daily Trend for orders

Select dayname(str_to_date(order_date,"%d-%m-%Y")) as order_day,

count(distinct order_id) as total_orders

from pizzadb.pizza_sales

group by dayname(str_to_date(order_date,"%d-%m-%Y"));

order_day	total_orders
▶ Friday	3538
Monday	2794
Saturday	3158
Sunday	2624
Thursday	3239
Tuesday	2973
Wednesday	3024

Monthly Trend for orders

select monthname(str_to_date(order_date,"%d-%m-%Y")) as Order_Month,

count(distinct order_id) as total_orders

from pizzadb.pizza_sales

group by monthname(str_to_date(order_date,"%d-%m-%Y"));

Order_Month	total_orders
April	1799
August	1841
December	1680
February	1685
January	1845
July	1935
June	1773
March	1840
May	1853
November	1792
October	1646
September	1661

Percentage of sales by pizza category

select pizza_category, sum(total_price) * 100/(select sum(total_price) from pizzadb.pizza_sales) as "Sales by pizza category"

from pizzadb.pizza_sales

group by pizza_category;

pizza_category	Sales by pizza category
Classic	26.9059602556699
Veggie	23.682590927384783
Supreme	25.45631126009884
Chicken	23.955137556847493

Percentage of sales by pizza size

select pizza_size, sum(total_price) * 100/(select sum(total_price) from pizzadb.pizza_sales) as "Sales by pizza size"

from pizzadb.pizza_sales

group by pizza_size;

	pizza_size	Sales by pizza size
▶	M	30.492044451859723
	L	45.8903329487743
	S	21.773468455880682
	XL	1.7210768517181052
	XXL	0.12307729176892906

Total pizzas sold by pizza category

select pizza_category , count(pizza_category) as "Total pizzas"

from pizzadb.pizza_sales

group by pizza_category;

	pizza_category	Total pizzas
▶	Classic	14579
	Veggie	11449
	Supreme	11777
	Chicken	10815

Top 5 best-sellers by revenue

select pizza_name, sum(total_price) as Revenue

from pizzadb.pizza_sales

group by pizza_name

order by revenue DESC limit 5;

	pizza_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 Spicy Italian Pizza	34831.25

Bottom 5 worst-sellers by revenue

select pizza_name, sum(total_price) as Revenue

from pizzadb.pizza_sales

group by pizza_name

order by revenue limit 5;

	pizza_name	Revenue
▶	The Brie Carre Pizza	11588.4999999999
	The Green Garden Pizza	13955.75
	The Spinach Supreme Pizza	15277.75
	The Mediterranean Pizza	15360.5
	The Spinach Pesto Pizza	15596

Top 5 best-sellers by total quantity

select pizza_name, sum(quantity) as "Total_Quantity"

from pizzadb.pizza_sales

group by pizza_name

order by Total_Quantity DESC limit 5;

	pizza_name	Total_Quantity
▶	The Classic Deluxe Pizza	2453
	The Barbecue Chicken Pizza	2432
	The Hawaiian Pizza	2422
	The Pepperoni Pizza	2418
	The Thai Chicken Pizza	2371

Bottom 5 worst-sellers by total quantity

select pizza_name, sum(quantity) as "Total_Quantity"

from pizzadb.pizza_sales

group by pizza_name

order by Total_Quantity limit 5;

pizza_name	Total_Quantity
▶ The Brie Carre Pizza	490
The Mediterranean Pizza	934
The Calabrese Pizza	937
The Spinach Supreme Pizza	950
The Soppressata Pizza	961

Top 5 best-sellers by total orders

select pizza_name, count(distinct order_id) as "Total_Orders"

from pizzadb.pizza_sales

group by pizza_name

order by Total_Orders DESC limit 5;

pizza_name	Total_Orders
▶ The Classic Deluxe Pizza	2329
The Hawaiian Pizza	2280
The Pepperoni Pizza	2278
The Barbecue Chicken Pizza	2273
The Thai Chicken Pizza	2225

Bottom 5 worst-sellers by total orders

select pizza_name, count(distinct order_id) as "Total_Orders"

from pizzadb.pizza_sales

group by pizza_name

order by Total_Orders limit 5;

pizza_name	Total_Orders
▶ The Brie Carre Pizza	480
The Mediterranean Pizza	912
The Calabrese Pizza	918
The Spinach Supreme Pizza	918
The Chicken Pesto Pizza	938