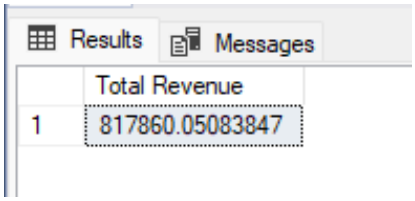
# PIZZA SALES REPORT USING SQL QUERIES

## A. KPI'(s)

### 1. Total Revenue

```
SELECT SUM(total_price) AS [Total Revenue]
FROM pizza_sales;
```

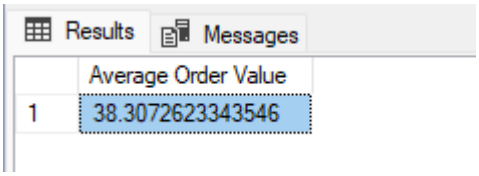


Results | Messages

| | Total Revenue |
|---|---|
| 1 | 817860.05083847 |

### 2. Average Order Value

```
SELECT SUM(total_price)/COUNT(DISTINCT order_id) AS [Average Order Value]
FROM pizza_sales;
```

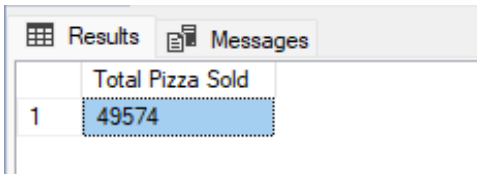


Results | Messages

| | Average Order Value |
|---|---|
| 1 | 38.3072623343546 |

### 3. Total Pizza Sold

```
SELECT SUM(quantity) AS [Total Pizza Sold]
FROM pizza_sales;
```

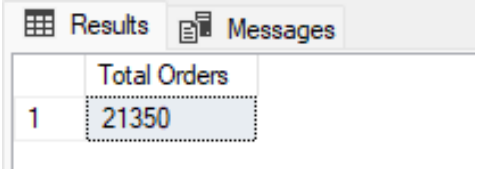


Results | Messages

| | Total Pizza Sold |
|---|---|
| 1 | 49574 |

### 4. Total Orders

```
SELECT COUNT(DISTINCT order_id) AS [Total Orders]
FROM pizza_sales;
```

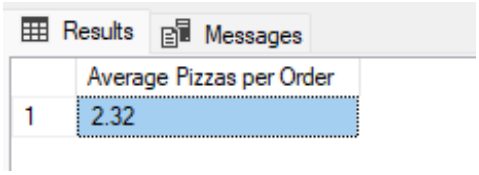


Results | Messages

| | Total Orders |
|---|---|
| 1 | 21350 |

## 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 [Average Pizzas per Order]
FROM pizza_sales;
```



Results | Messages

| | Average Pizzas per Order |
|---|---|
| 1 | 2.32 |

# B. CHART'(s)

## 1. Daily Trend for Total Orders

```
SELECT DATENAME(DW,order_date) AS [Order Day], COUNT(DISTINCT order_id) AS
[Total Order]
FROM pizza_sales
GROUP BY DATENAME(DW,order_date);
```

Results Messages

| | Order Day | Total Order |
|---|---|---|
| 1 | Saturday | 3158 |
| 2 | Wednesday | 3024 |
| 3 | Monday | 2794 |
| 4 | Sunday | 2624 |
| 5 | Friday | 3538 |
| 6 | Thursday | 3239 |
| 7 | Tuesday | 2973 |

## 2. Monthly Trend for Total Orders

```
SELECT DATENAME(M,order_date) AS [Order Month], COUNT(DISTINCT order_id) AS
[Total Order]
FROM pizza_sales
GROUP BY DATENAME(M,order_date)
ORDER BY [Total Order] DESC;
```

Results Messages

| | Order Month | Total Order |
|---|---|---|
| 1 | July | 1935 |
| 2 | May | 1853 |
| 3 | January | 1845 |
| 4 | August | 1841 |
| 5 | March | 1840 |
| 6 | April | 1799 |
| 7 | November | 1792 |
| 8 | June | 1773 |
| 9 | February | 1685 |
| 10 | December | 1680 |
| 11 | September | 1661 |
| 12 | October | 1646 |

## 3. Percentage 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 [% of Total Sales]
FROM pizza_sales
GROUP BY pizza_category;
```

Results Messages

| | pizza_category | Total Revenue | % of Total Sales |
|---|---|---|---|
| 1 | Classic | 220053.10 | 26.91 |
| 2 | Chicken | 195919.50 | 23.96 |
| 3 | Veggie | 193690.45 | 23.68 |
| 4 | Supreme | 208197.00 | 25.46 |

## 4. Percentage 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 [% of Total Sales]
FROM pizza_sales
GROUP BY pizza_size
ORDER BY 3 DESC;
```

Results Messages

| | pizza_size | Total Revenue | % of Total Sales |
|---|---|---|---|
| 1 | L | 375318.70 | 45.89 |
| 2 | M | 249382.25 | 30.49 |
| 3 | S | 178076.50 | 21.77 |
| 4 | XL | 14076.00 | 1.72 |
| 5 | XXL | 1006.60 | 0.12 |

## 5. Total pizzas sold by pizzas category

```
SELECT pizza_category , sum(quantity) AS [Total Pizzas]
FROM pizza_sales
GROUP BY pizza_category
ORDER BY 2 DESC;
```

Results Messages

| | pizza_category | Total Pizzas |
|---|---|---|
| 1 | Classic | 14888 |
| 2 | Supreme | 11987 |
| 3 | Veggie | 11649 |
| 4 | Chicken | 11050 |

## 6. Top 5 Best seller pizzas by revenue

```
SELECT TOP 5 pizza_name , SUM(total_price) AS [Total Revenue]
FROM pizza_sales
GROUP BY pizza_name
ORDER BY 2 DESC;
```

Results | Messages

| | pizza_name | Total Revenue |
|---|---|---|
| 1 | The Thai Chicken Pizza | 43434.25 |
| 2 | The Barbecue Chicken Pizza | 42768 |
| 3 | The California Chicken Pizza | 41409.5 |
| 4 | The Classic Deluxe Pizza | 38180.5 |
| 5 | The Spicy Italian Pizza | 34831.25 |

## 7. Bottom 5 Best seller pizzas by revenue

```
SELECT TOP 5 pizza_name , SUM(total_price) AS [Total Revenue]
FROM pizza_sales
GROUP BY pizza_name
ORDER BY 2 ASC;
```

Results | Messages

| | pizza_name | Total Revenue |
|---|---|---|
| 1 | The Brie Carre Pizza | 11588.50 |
| 2 | The Green Garden Pizza | 13955.75 |
| 3 | The Spinach Supreme Pizza | 15277.75 |
| 4 | The Mediterranean Pizza | 15360.50 |
| 5 | The Spinach Pesto Pizza | 15596.00 |

## 8. Top 5 Best seller pizzas by Quantity

```
SELECT TOP 5 pizza_name , CAST(SUM(quantity) AS decimal(10,2)) AS [Total
Quantity]
FROM pizza_sales
GROUP BY pizza_name
ORDER BY 2 DESC;
```

Results | Messages

| | pizza_name | Total Quantity |
|---|---|---|
| 1 | The Classic Deluxe Pizza | 2453.00 |
| 2 | The Barbecue Chicken Pizza | 2432.00 |
| 3 | The Hawaiian Pizza | 2422.00 |
| 4 | The Pepperoni Pizza | 2418.00 |
| 5 | The Thai Chicken Pizza | 2371.00 |

## 9. Bottom 5 Best seller pizzas by Quantity

```
SELECT TOP 5 pizza_name , CAST(SUM(quantity) AS decimal(10,2)) AS [Total
Quantity]
FROM pizza_sales
GROUP BY pizza_name
ORDER BY 2 ASC;
```

Results | Messages

| | pizza_name | Total Quantity |
|---|---|---|
| 1 | The Classic Deluxe Pizza | 2453.00 |
| 2 | The Barbecue Chicken Pizza | 2432.00 |
| 3 | The Hawaiian Pizza | 2422.00 |
| 4 | The Pepperoni Pizza | 2418.00 |
| 5 | The Thai Chicken Pizza | 2371.00 |

## 10. Top 5 Best seller pizzas by Order

```
SELECT TOP 5 pizza_name , COUNT(DISTINCT order_id) AS [Total Order]
FROM pizza_sales
GROUP BY pizza_name
ORDER BY 2 DESC;
```

Results | Messages

| | pizza_name | Total Order |
|---|---|---|
| 1 | The Classic Deluxe Pizza | 2329 |
| 2 | The Hawaiian Pizza | 2280 |
| 3 | The Pepperoni Pizza | 2278 |
| 4 | The Barbecue Chicken Pizza | 2273 |
| 5 | The Thai Chicken Pizza | 2225 |

## 11. Bottom 5 Best seller pizzas by Order

```
SELECT TOP 5 pizza_name , COUNT(DISTINCT order_id) AS [Total Order]
FROM pizza_sales
GROUP BY pizza_name
ORDER BY 2 ASC;
```

Results | Messages | Client Statistics

| | pizza_name | Total Order |
|---|---|---|
| 1 | The Brie Carre Pizza | 490.00 |
| 2 | The Mediterranean Pizza | 934.00 |
| 3 | The Calabrese Pizza | 937.00 |
| 4 | The Spinach Supreme Pizza | 950.00 |
| 5 | The Soppressata Pizza | 961.00 |