**Pizza Sales SQL Report**

*A) KPI’s*

**1) Total Revenue of the Pizza shop**

SELECT SUM (total\_price) AS Total\_Revenue

FROM order\_sheet;

*Output: -*

A screenshot of a computer

Description automatically generated

**2) Average order value per order**

SELECT SUM (total\_price) / COUNT (DISTINCT order\_id) AS Average\_order\_value

FROM order\_sheet;

*Output: -*

A screenshot of a computer

Description automatically generated

**3) Total Quantities of pizza sold**

SELECT SUM (quantity) as Quantity\_Sold

from order\_sheet;

*Output: -*

A screenshot of a computer

Description automatically generated

**4) Total orders placed**

SELECT COUNT (DISTINCT order\_id) AS Total\_orders\_placed

FROM order\_sheet;

*Output: -*

A screenshot of a computer

Description automatically generated

**5) Average pizzas per order**

SELECT SUM (quantity) / COUNT (DISTINCT order\_id) AS Average\_pizza\_per\_order

FROM order\_sheet;

*Output: -*

A screenshot of a computer

Description automatically generated

*B) Monthly and yearly Trends*

**6) Daily trend for total orders**

SELECT DAYNAME (order\_date) AS order\_day, COUNT (DISTINCT order\_id) AS Total\_order

FROM order\_sheet

GROUP BY order\_day;

*Output: -*

A screenshot of a computer

Description automatically generated

**7) Monthly trend for total orders**

SELECT MONTHNAME (order\_date) AS `Month`, COUNT (DISTINCT order\_date) AS Total\_order

FROM order\_sheet

GROUP BY `Month`

ORDER BY Total\_order DESC;

*Output: -*

A screenshot of a computer

Description automatically generated

*C) Best seller, Worst seller, Percentage of Sales*

**8) Percentage of sales by pizza category**

SELECT pizza\_category, SUM (total\_price) AS Total\_Sales, SUM (total\_price) \* 100 / (SELECT SUM (total\_price) FROM order\_sheet) AS Percentage\_of\_sales

FROM order\_sheet

GROUP BY pizza\_category;

*Output: -*

A screenshot of a computer

Description automatically generated

**9) Percentage of sales by size**

SELECT pizza\_size, SUM (total\_price) AS Total\_sales, SUM (total\_price) \* 100 / (SELECT SUM (total\_price) FROM order\_sheet) AS percentage\_of\_sales

FROM order\_sheet

GROUP BY pizza\_size;

*Output: -*

A screenshot of a computer

Description automatically generated

**10) Top 5 best sellers by revenue, orders, and quantity**

SELECT pizza\_name, SUM (total\_price) AS Total\_revenue, SUM (quantity) AS Quantity\_sold, COUNT (DISTINCT order\_id) AS Total\_orders

FROM order\_sheet

GROUP BY pizza\_name

ORDER BY Total\_revenue DESC

LIMIT 5;

*Output: -*

A screenshot of a computer

Description automatically generated

**11) Top 5 worst sellers by revenue, orders, quantity**

SELECT pizza\_name, FORMAT (SUM (total\_price), 2) AS Total\_revenue, SUM (quantity) AS Quantity\_sold, COUNT (DISTINCT order\_id) AS Total\_orders

FROM order\_sheet

GROUP BY pizza\_name

ORDER BY Total\_revenue ASC

LIMIT 5;

*Output: -*

A screenshot of a computer screen

Description automatically generated