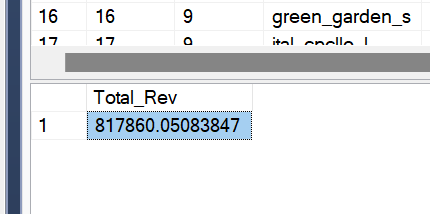
*Pizza Sales SQL Queries Documentation*

1. KPI’s
2. **Total Revenue :**

SELECT SUM(total\_price) AS Total\_Rev FROM Pizza\_Sales\_FinalSheet

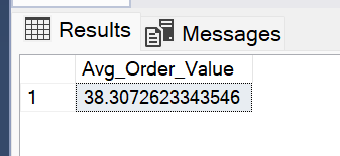
**OUTPUT:**



1. **Average Order Value :**

SELECT SUM(total\_price) / COUNT(DISTINCT order\_id) AS Avg\_Order\_Value FROM Pizza\_Sales\_FinalSheet

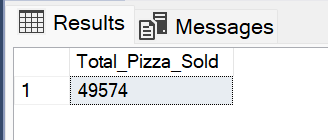
**OUTPUT:**



1. **Total Pizza Sold :**

Select Sum(quantity) As Total\_Pizza\_Sold From Pizza\_Sales\_FinalSheet

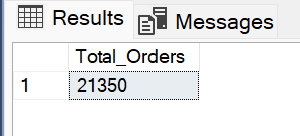
**OUTPUT:**



1. **Total No. Of Orders Placed:**

Select COUNT(DISTINCT order\_id) As Total\_Orders From Pizza\_Sales\_FinalSheet

**OUTPUT:**

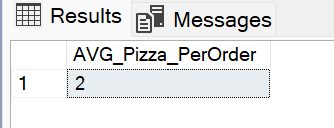


1. **Average Pizzas per Order :**

SELECT SUM(quantity) / COUNT(DISTINCT order\_id) AS AVG\_Pizza\_PerOrder

FROM Pizza\_Sales\_FinalSheet

**OUTPUT:**



The pizzas can be in decimal numbers too hence, Using CAST function to change the data type of Numerator and denominator to get decimal numbers as precise as possible.

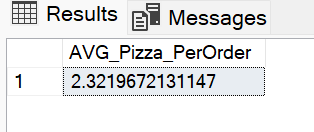
SELECT CAST(SUM(quantity) AS DECIMAL(10,2)) /

CAST(COUNT(DISTINCT order\_id) AS DECIMAL(10,2))

AS AVG\_Pizza\_PerOrder

FROM Pizza\_Sales\_FinalSheet

**OUTPUT:**



***PROBLEM STATEMENTS***

***CHARTS REQUIERED***

1. **Daily Trend for Total Orders:**

SELECT DATENAME(DW, order\_date) AS Order\_Day,

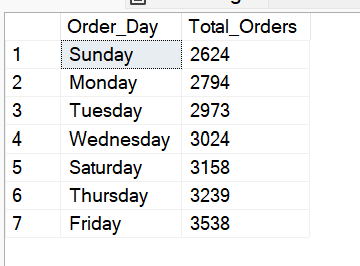
COUNT(DISTINCT order\_id) AS Total\_Orders

FROM Pizza\_Sales\_FinalSheet

GROUP BY DATENAME(DW, order\_date)

ORDER BY Total\_Orders

**OUTPUT:**



1. **Monthly Trend for Total Orders:**

SELECT DATENAME(MONTH,order\_date) AS Month\_Name,

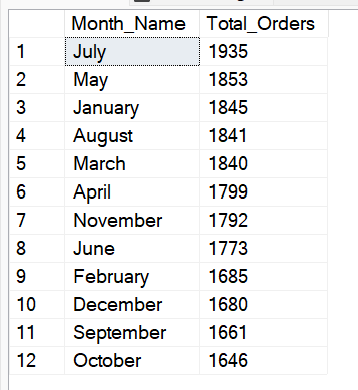
COUNT(DISTINCT order\_id) AS Total\_Orders

FROM pizza\_sales21

GROUP BY DATENAME(MONTH, order\_date)

ORDER BY Total\_Orders DESC

**OUTPUT:**



1. **Percentage of Sales by Pizza Category :**

SELECT pizza\_category, SUM(total\_price) \* 100 /

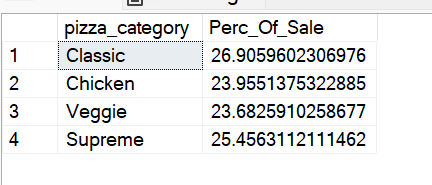
(SELECT SUM(total\_price) AS Total\_Revenue

FROM Pizza\_Sales\_FinalSheet) AS Perc\_Of\_Sale

FROM Pizza\_Sales\_FinalSheet

GROUP BY pizza\_category

**OUTPUT:**



/\* we can add the filters in the same query to find out the same percentage of total sale by using WHERE Clause for both the query & Subquery.\*/

Example : Percentage of Sale of Month January by Pizza Category

SELECT pizza\_category, sum(total\_price) \*100 /

(SELECT SUM(total\_price)

FROM Pizza\_Sales\_FinalSheet

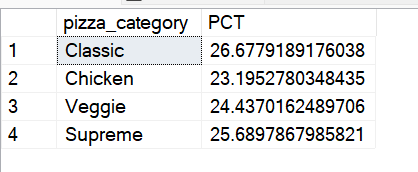
WHERE MONTH(order\_date) = 1) AS PCT

FROM Pizza\_Sales\_FinalSheet

WHERE MONTH(order\_date) = 1

GROUP BY pizza\_category

**OUTPUT:**



1. **Percentage of Sale by Pizza Size :**

SELECT pizza\_size, SUM(total\_price) AS Total\_Revenue,

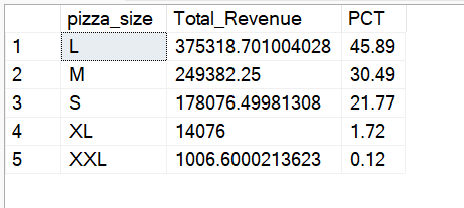
CAST(SUM(total\_price) \*100 / (SELECT SUM(total\_price) FROM Pizza\_Sales\_FinalSheet) AS DECIMAL(10,2)) AS PCT

FROM Pizza\_Sales\_FinalSheet

GROUP BY pizza\_size

ORDER BY pizza\_size

**OUTPUT:**



\*\*\*\*We can add the WHERE Clause and DATEPART function to fetch the data of January Month First Quarter.

SELECT pizza\_size, SUM(total\_price) AS Total\_Revenue,

CAST(SUM(total\_price) \*100 / (SELECT SUM(total\_price) FROM Pizza\_Sales\_FinalSheet WHERE DATEPART(Quarter, order\_date) = 1) AS DECIMAL(10,2)) AS PCT

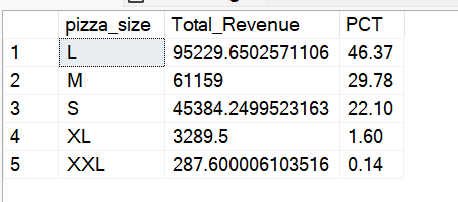
FROM Pizza\_Sales\_FinalSheet

WHERE DATEPART(Quarter, order\_date) = 1

GROUP BY pizza\_size

ORDER BY pizza\_size

**OUTPUT:**



1. **TOP 5 Best Seller Pizza by Total Sale :**

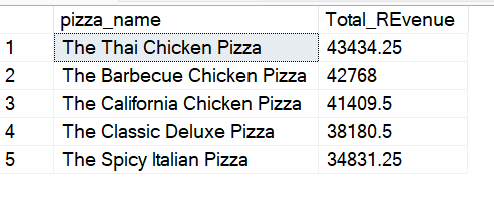
SELECT TOP 5 pizza\_name, SUM(total\_price) AS Total\_Revenue

FROM Pizza\_Sales\_FinalSheet

GROUP BY pizza\_name

ORDER BY Total\_Revenue Desc

**OUTPUT:**



1. **Bottom 5 Worst Pizza Sold with Revenue :**

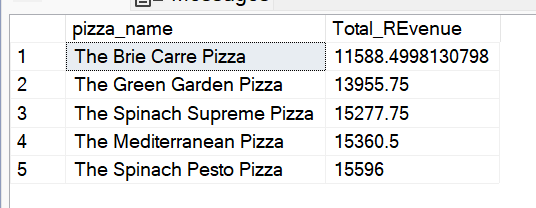
SELECT TOP 5 pizza\_name, SUM(total\_price)AS Total\_REvenue

FROM Pizza\_Sales\_FinalSheet

GROUP BY pizza\_name

ORDER BY Total\_REvenue ASC

**OUTPUT:**



1. **Best Seller TOP 5 Pizzas by Quantity :**

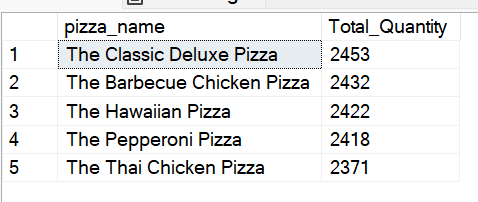
SELECT TOP 5 pizza\_name, SUM(quantity)AS Total\_Quantity

FROM Pizza\_Sales\_FinalSheet

GROUP BY pizza\_name

ORDER BY Total\_Quantity DESC

**OUTPUT:**



1. **Bottom 5 Worst Pizza name by Quantity :**

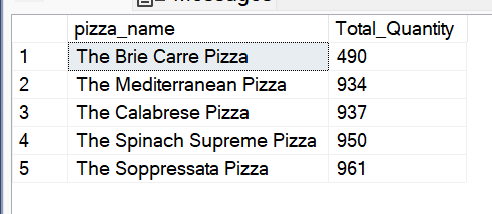
SELECT TOP 5 pizza\_name, SUM(quantity)AS Total\_Quantity

FROM Pizza\_Sales\_FinalSheet

GROUP BY pizza\_name

ORDER BY Total\_Quantity ASC

**OUTPUT:**



**The Project Summery:**

1. Orders are highest on the weekends i.e. Thursday, Friday and Saturday Evenings.
2. Maximum No. of Orders are recorded in the Month of July and January.
3. The Pizza Category : The Classic Pizza Category contributes highest to the Revenue and Orders.
4. The Pizza Size : The Large Pizzas contributes maximum to the total revenue.
5. Top Seller : The Thai Chicken Pizza Contributes maximum to the Revenue followed by The Barbeque Chicken Pizza, The California Chicken Pizza, The Classic Deluxe and The Spicy Italian Pizza.
6. The Classic Deluxe Pizza contributes maximum in terms of Orders.
7. The Brie Carre Pizza is the one contributes least to the revenue and in terms of Orders.