Pizza Sales Analysis (SQL, Excel) Documentation
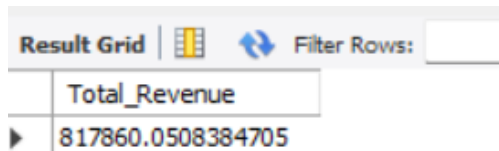
KPI Requirement

1 Total Revenue

SELECT SUM(total_Price) AS Total_Revenue

FROM pizza_sales;
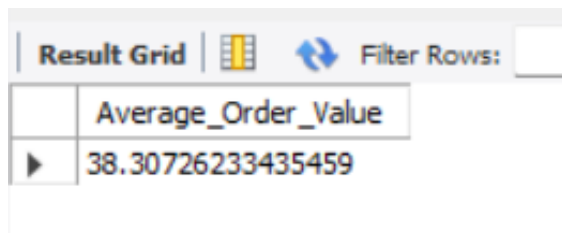

2 Average Order VALUE

SELECT SUM(total_Price) / COUNT(DISTINCT order_id) AS Average_Order_Value

FROM pizza_sales;

3 Total pizzas sold
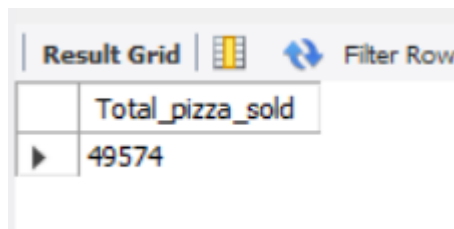
SELECT SUM(quantity) as Total_pizza_sold

FROM pizza_sales;

4 Total orders

SELECT COUNT(DISTINCT order_id) as Total_orders

FROM pizza_sales;

	Total_orders
▶	21350

5 Average pizzas per order

SELECT SUM(quantity)/COUNT(DISTINCT order_id) AS avg_pizzas_per_order

 FROM pizza_sales;

Result Grid | Filter Rows:

	avg_pizzas_per_order
▶	2.3220

charts requirement

1 daily trend for total orders

SELECT

   DAYNAME(order_date) AS order_day,

   COUNT(DISTINCT order_id) AS total_orders

FROM pizza_sales

GROUP BY order_day

ORDER BY FIELD(order_day,

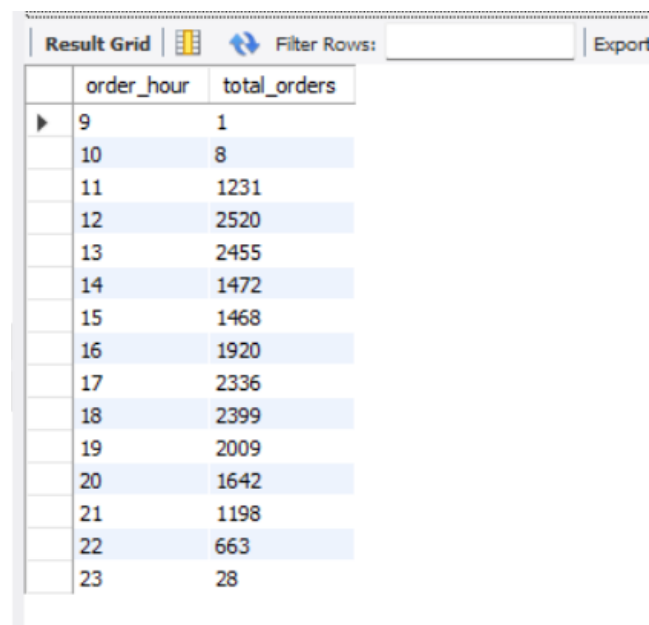   'Monday','Tuesday','Wednesday','Thursday','Friday','Saturday','Sunday');

Result Grid | Filter Rows:

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

2 Hourly Trend for total orders

SELECT hour(order_time) AS order_hour,

 COUNT(DISTINCT order_id) AS total_orders

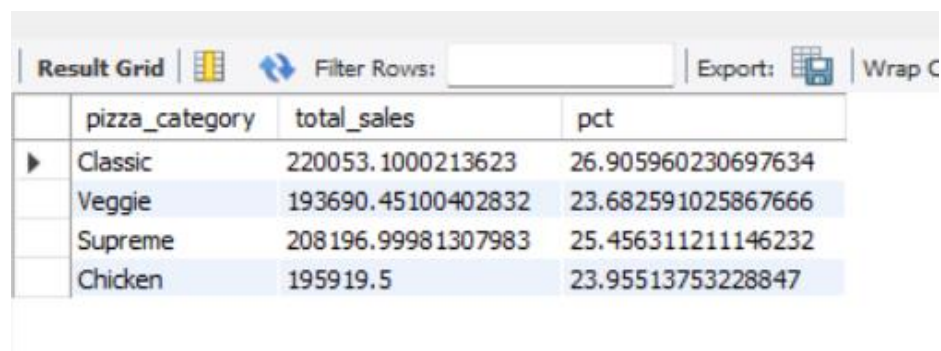 FROM pizza_sales

 GROUP BY order_hour

ORDER BY order_hour;

order_hour	total_orders
9	1
10	8
11	1231
12	2520
13	2455
14	1472
15	1468
16	1920
17	2336
18	2399
19	2009
20	1642
21	1198
22	663
23	28

3 percentage of sales by pizza category

SELECT pizza_category,SUM(total_price) AS total_sales, SUM(total_price)*100/(SELECT SUM(total_price) FROM pizza_sales) AS pct

FROM pizza_sales

GROUP BY pizza_category;

pizza_category	total_sales	pct
Classic	220053.1000213623	26.905960230697634
Veggie	193690.45100402832	23.682591025867666
Supreme	208196.99981307983	25.456311211146232
Chicken	195919.5	23.95513753228847

4 Percentage of sales by pizza size

SELECT

   pizza_size,

   CAST(SUM(total_price) AS DECIMAL(10,2)) AS total_sales,

   CAST(SUM(total_price) * 100 /

     (SELECT SUM(total_price) FROM pizza_sales

     WHERE MONTH(order_date) IN (1,2,3)) AS DECIMAL(10,2)

) AS pct

FROM pizza_sales

WHERE MONTH(order_date) IN (1,2,3)

GROUP BY pizza_size

ORDER BY pct DESC;

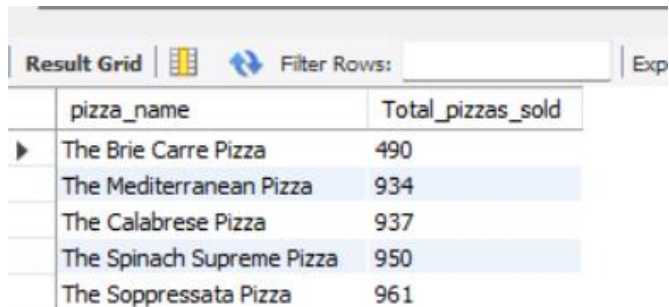| pizza_size	total_sales	pct
L	95229.65	46.37
M	61159.00	29.78
S	45384.25	22.10
XL	3289.50	1.60
XXL	287.60	0.14

5 Total pizza sold by pizza category

SELECT pizza_category , SUM(quantity) AS Total_pizza_sold From pizza_sales

GROUP BY pizza_category;

pizza_category	Total_pizza_sold
Classic	14888
Veggie	11649
Supreme	11987
Chicken	11050

6 Top 5 best sellers by total prize

SELECT pizza_name,SUM(quantity) AS Total_pizzas_sold FROM pizza_sales
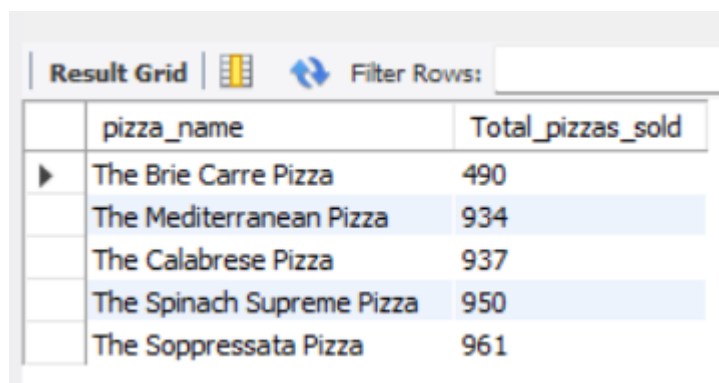
GROUP BY pizza_name

ORDER BY SUM(quantity)

LIMIT 5;

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

7 Botton 5 sellers by total prize

SELECT pizza_name,SUM(quantity) AS Total_pizzas_sold FROM pizza_sales

GROUP BY pizza_name

ORDER BY SUM(quantity) ASC

LIMIT 5;

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