

Pizza Sales Report

KPI'S

1. Total Revenue:

```
SELECT SUM(total_price) AS Total_Revenue FROM Pizza_sales
```

Output:

Results		Messages
Total_Revenue		
1	817860.05083847	

2. Average Order Value:

```
SELECT SUM(total_price) / COUNT(DISTINCT order_id) AS Avg_Order_Value FROM Pizza_sales
```

Output:

Results		Messages
Avg_Order_Value		
1	38.3072623343546	

3. Total Pizzas Sold:

```
SELECT SUM(quantity) AS Total_Pizza_Sold FROM Pizza_sales
```

Output:

Results		Messages
Total_Pizza_Sold		
1	49574	

4.Total Orders:

```
SELECT COUNT(DISTINCT Order_id) AS Total_Orders FROM Pizza_sales
```

Output:

Results		Messages
Total_Orders		
1	21350	

4. 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  
Avg_Pizzas_Per_Order FROM pizza_sales
```

Output:

Results		Messages
Avg_Pizzas_Per_Order		
1	2.32	

Charts

1. Daily Trend For Total Orders:

```
SELECT DATENAME(DW,Order_date) AS Order_day, COUNT(DISTINCT Order_id) AS  
Total_Orders FROM Pizza_sales  
GROUP BY DATENAME(DW,Order_date)
```

Output:

Results		Messages
Order_day	Total_Orders	
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(Month,Order_date) AS Month_Name, COUNT(DISTINCT Order_id) AS  
Total_orders  
FROM Pizza_sales  
GROUP BY DATENAME(Month,Order_date)  
ORDER BY Total_orders DESC
```

Output:

	Month_Name	Total_orders
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, SUM(total_price)*100 / (SELECT SUM(total_price) FROM  
Pizza_sales) AS PCT  
FROM Pizza_sales  
GROUP BY Pizza_Category
```

Output:

	Pizza_category	PCT
1	Classic	26.9059602306976
2	Chicken	23.9551375322885
3	Veggie	23.6825910258677
4	Supreme	25.4563112111462

```
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
```

Output:

	Pizza_category	Total_Sales	PCT
1	Classic	220053.100021362	26.9059602306976
2	Chicken	195919.5	23.9551375322885
3	Veggie	193690.451004028	23.6825910258677
4	Supreme	208196.99981308	25.4563112111462

```
SELECT Pizza_category, SUM(Total_price) AS Total_Sales, SUM(total_price)*100 /  
(SELECT SUM(total_price) FROM Pizza_sales WHERE MONTH(Order_date)=1) AS PCT  
FROM Pizza_sales  
WHERE MONTH(Order_date)=1  
GROUP BY Pizza_Category
```

Output:

	Pizza_category	Total_Sales	PCT
1	Classic	18619.4000015259	26.6779189176038
2	Chicken	16188.75	23.1952780348435
3	Veggie	17055.4000778198	24.4370162489706
4	Supreme	17929.7499866486	25.6897867985821

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) AS  
DECIMAL(10,2)) AS PCT  
FROM Pizza_sales  
GROUP BY Pizza_size  
ORDER BY PCT DESC
```

Output:

	Pizza_size	Total_Sales	PCT
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

```
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  
DATEPART(quarter,order_date)=1) AS DECIMAL(10,2)) AS PCT  
FROM Pizza_sales  
WHERE DATEPART(quarter,order_date)=1  
GROUP BY Pizza_size  
ORDER BY PCT DESC (filtered by quarter)
```

Output:

	Pizza_size	Total_Sales	PCT
1	L	95229.65	46.37
2	M	61159.00	29.78
3	S	45384.25	22.10
4	XL	3289.50	1.60
5	XXL	287.60	0.14

5. Best & Worst Sellers By Revenue, Total Quantity And Total Orders(Top 5):

Top 5 By Revenue:

```
SELECT TOP 5 Pizza_name, SUM(total_price) AS Total_Revenue FROM Pizza_sales  
GROUP BY Pizza_name  
ORDER BY Total_Revenue DESC
```

Output:

	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

Bottom 5 By Revenue:

```
SELECT TOP 5 Pizza_name, SUM(total_price) AS Total_Revenue FROM Pizza_sales  
GROUP BY Pizza_name  
ORDER BY Total_Revenue Asc
```

Output:

	Pizza_name	Total_Revenue
1	The Brie Carne Pizza	11588.4998130798
2	The Green Garden Pizza	13955.75
3	The Spinach Supreme Pizza	15277.75
4	The Mediterranean Pizza	15360.5
5	The Spinach Pesto Pizza	15596

Top 5 By Quantity:

```
SELECT TOP 5 Pizza_name, SUM(Quantity) AS Total_Quantity FROM Pizza_sales  
GROUP BY Pizza_name  
ORDER BY Total_Quantity DESC
```

Output:

	Pizza_name	Total_Quantity
1	The Classic Deluxe Pizza	2453
2	The Barbecue Chicken Pizza	2432
3	The Hawaiian Pizza	2422
4	The Pepperoni Pizza	2418
5	The Thai Chicken Pizza	2371

Bottom 5 By Quantity:

```
SELECT TOP 5 Pizza_name, SUM(Quantity) AS Total_Quantity FROM Pizza_sales  
GROUP BY Pizza_name  
ORDER BY Total_Quantity ASC
```

Output:

	Pizza_name	Total_Quantity
1	The Brie Carre Pizza	490
2	The Mediterranean Pizza	934
3	The Calabrese Pizza	937
4	The Spinach Supreme Pizza	950
5	The Soppressata Pizza	961

Top 5 By Total Orders:

```
SELECT TOP 5 Pizza_name, COUNT(DISTINCT Order_id) AS Total_Orders FROM  
Pizza_sales  
GROUP BY Pizza_name  
ORDER BY Total_Orders DESC
```

Output:

	Pizza_name	Total_Orders
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

Bottom 5 By Total Orders:

```
SELECT TOP 5 Pizza_name, COUNT(DISTINCT Order_id) AS Total_Orders FROM  
Pizza_sales  
GROUP BY Pizza_name  
ORDER BY Total_Orders ASC
```

Output:

	Pizza_name	Total_Orders
1	The Brie Carre Pizza	480
2	The Mediterranean Pizza	912
3	The Spinach Supreme Pizza	918
4	The Calabrese Pizza	918
5	The Chicken Pesto Pizza	938