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:

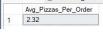
Results Messages
Total_Pizza_Sold
1 49574

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:



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:



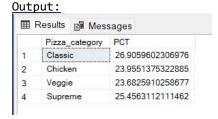
2. Monthly Trend For Total Orders:

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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
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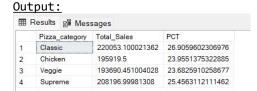


3. Percentage Of sales By Pizza Category:

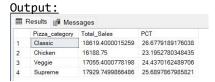
SELECT Pizza_category, SUM(total_price)*100 / (SELECT SUM(total_price) FROM
Pizza_sales) AS PCT
FROM Pizza_sales
GROUP BY Pizza_Category



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



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



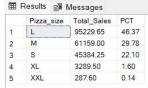
4. Percentage Of sales By Pizza Size:

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:

| Results | Messages | PIZZ_size | Total_Sales | PCT | 1 | L | 275318.70 | 45.89 | 2 | M | 29938.25 | 30.49 | 3 | S | 14076.00 | 1.72 | 5 | XL | 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:

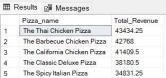


5. Best & Worst Sellers By Revenue, Total Quantity And Total Orders(Top 5):

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:



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:



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:

	Results Messages	
	Pizza_name	Total_Quantity
1	The Classic Deluxe Pizza	2453
2	The Barbecue Chicken P	izza 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:

	Results	Messages	
	Pizza	Total_Orders	
1	The C	2329	
2	The Hawaiian Pizza		2280
3	The P	2278	
4	The B	2273	
5	The T	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:

