Pizza Sales Report

1. Total Revenue:

select sum(total_price) as Total_Revenue from pizza_sales;

Total_Revenue
817860.049999993

2. Average Order Value :

select sum(total_price) / count(distinct order_id) as Avg_order_value from pizza_sales;

Result Grid | Filter Rows: | Export: | Wrap Cell Content:

Avg_order_value
38.307262295081635

3.Total Pizzas Sold:

select sum(quantity) as total_pizzas_sold from pizza_sales;

Result Grid | Filter Rows: | Export: | Wrap Cell Content:

total_pizzas_sold
49574

4. Total Orders

select count(distinct order_id) as total_orders from pizza_sales;

Result Grid | Filter Rows: | Export: | Wrap Cell Content:

total_orders
21350

5. Average Pizzas Per Order

select cast(sum(quantity) / count(distinct order_id) as decimal (10,2)) as Avg_pizzas_per_order from pizza_sales;

Result Grid | Filter Rows: | Export: | Wrap Cell Content:

Avg_pizzas_per_order
2.32

6. Daily Trend for Total Orders

```
SELECT
    DAYNAME(order_date) AS order_day,
        COUNT(DISTINCT order_id) AS total_orders
FROM pizza_sales
GROUP BY DAYNAME(order_date);
```

Result Grid | Filter Rows: | Export: | Wrap Cell Content:

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

7. Monthly Trend for Orders

```
SELECT
    MONTHNAME(order_date) AS Monthly_orders,
        COUNT(DISTINCT order_id) AS total_orders
FROM pizza_sales
GROUP BY MONTHNAME(order_date)
ORDER BY TOTAL_ORDERS ASC;
```

Result Grid | Filter Rows: | Export: | Wrap Cell Content:

Monthly_orders	total_orders
October	1646
September	1661
December	1680
February	1685
June	1773
November	1792
April	1799
March	1840
August	1841
January	1845
May	1853
July	1935

8. % of Sales by Pizza Category

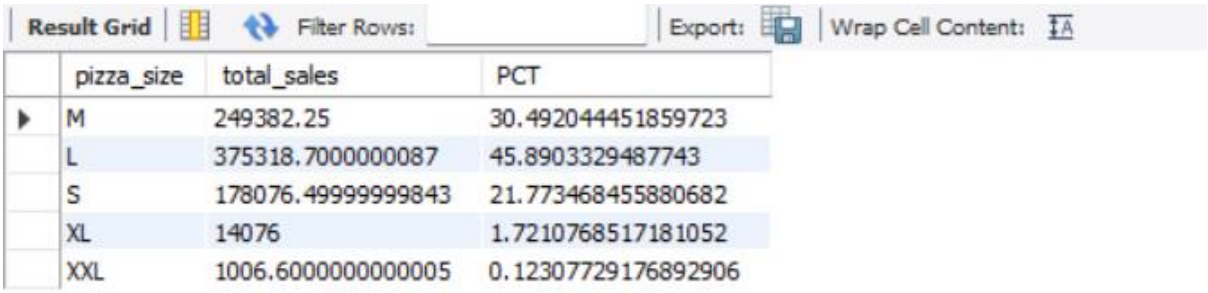
```
select pizza_category,sum(total_price) as total_sales,
sum(total_price) * 100 / (select sum(total_price) from pizza_sales) as PCT
from pizza_sales
group by pizza_category;
```

Result Grid | Filter Rows: | Export: | Wrap Cell Content:

pizza_category	total_sales	PCT
Classic	220053.1000000001	26.9059602556699
Veggie	193690.45000000298	23.682590927384783
Supreme	208196.99999999822	25.45631126009884
Chicken	195919.5	23.955137556847493

9. % of Sales by Pizza Size:

```
select pizza_size,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_size;
```



Result Grid | Filter Rows: | Export: | Wrap Cell Content:

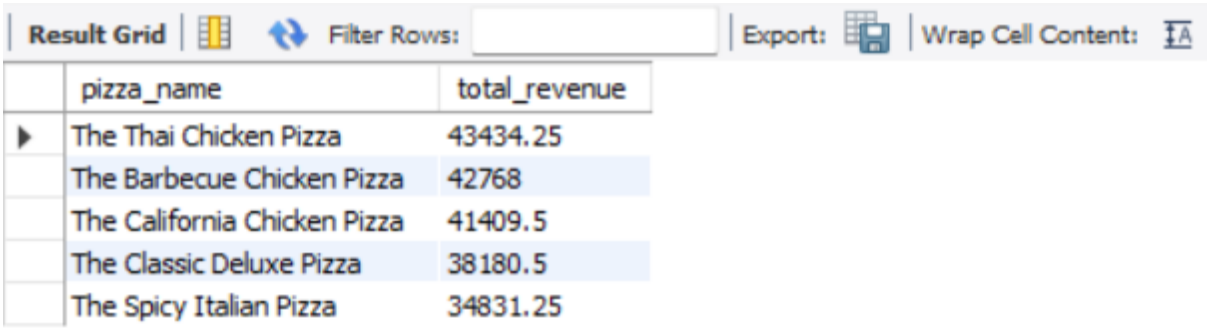
pizza_size	total_sales	PCT
M	249382.25	30.492044451859723
L	375318.7000000087	45.8903329487743
S	178076.49999999843	21.773468455880682
XL	14076	1.7210768517181052
XXL	1006.6000000000005	0.12307729176892906

10. Top 5 Pizzas by Revenue

```
select  pizza_name,sum(total_price) as total_revenue from
pizza_sales

group by pizza_name

order by total_revenue desc limit 5;
```



Result Grid | Filter Rows: | Export: | Wrap Cell Content:

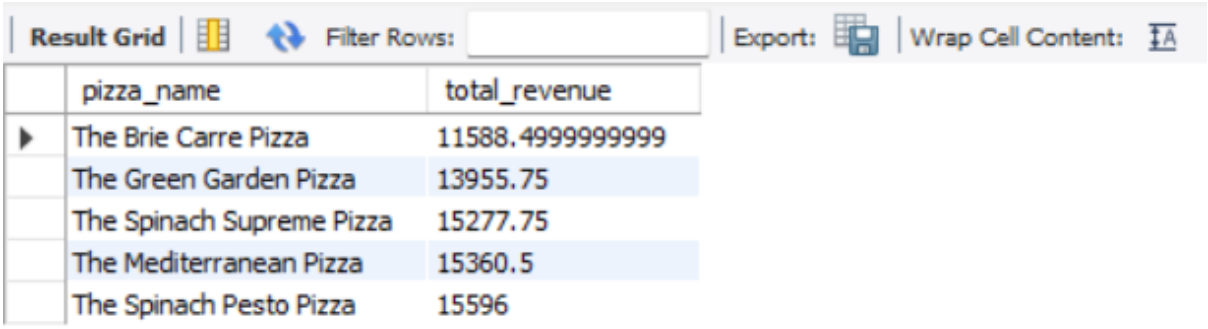
pizza_name	total_revenue
The Thai Chicken Pizza	43434.25
The Barbecue Chicken Pizza	42768
The California Chicken Pizza	41409.5
The Classic Deluxe Pizza	38180.5
The Spicy Italian Pizza	34831.25

11.Bottom 5 Pizzas by Revenue

```
select  pizza_name,sum(total_price) as total_revenue from
pizza_sales

group by pizza_name

order by total_revenue asc limit 5;
```

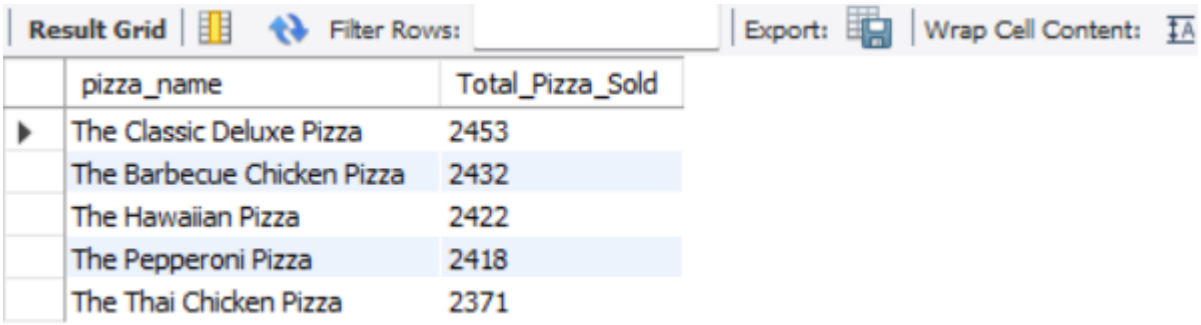


Result Grid | Filter Rows: | Export: | Wrap Cell Content:

pizza_name	total_revenue
The Brie Carre Pizza	11588.4999999999
The Green Garden Pizza	13955.75
The Spinach Supreme Pizza	15277.75
The Mediterranean Pizza	15360.5
The Spinach Pesto Pizza	15596

12.Top 5 Pizzas by Quantity

```
SELECT  pizza_name, SUM(quantity) AS Total_Pizza_Sold
FROM pizza_sales
GROUP BY pizza_name
ORDER BY Total_Pizza_Sold DESC limit 5;
```

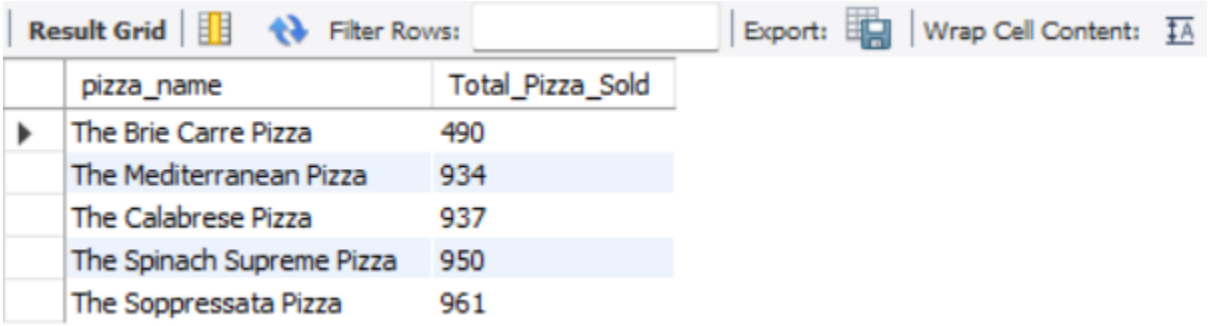


Result Grid | Filter Rows: | Export: | Wrap Cell Content:

pizza_name	Total_Pizza_Sold
The Classic Deluxe Pizza	2453
The Barbecue Chicken Pizza	2432
The Hawaiian Pizza	2422
The Pepperoni Pizza	2418
The Thai Chicken Pizza	2371

13. Bottom 5 Pizzas by Quantity

```
SELECT  pizza_name, SUM(quantity) AS Total_Pizza_Sold
FROM pizza_sales
GROUP BY pizza_name
ORDER BY Total_Pizza_Sold ASC LIMIT 5;
```

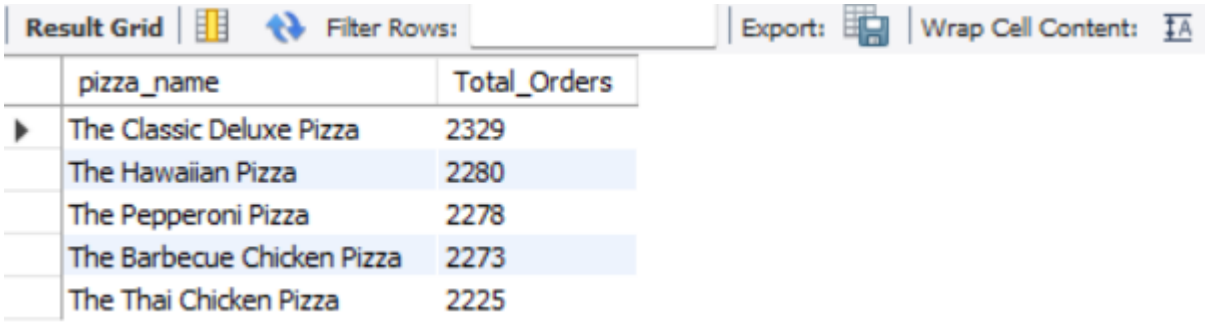


Result Grid | Filter Rows: | Export: | Wrap Cell Content:

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

14.. Top 5 Pizzas by Total Orders

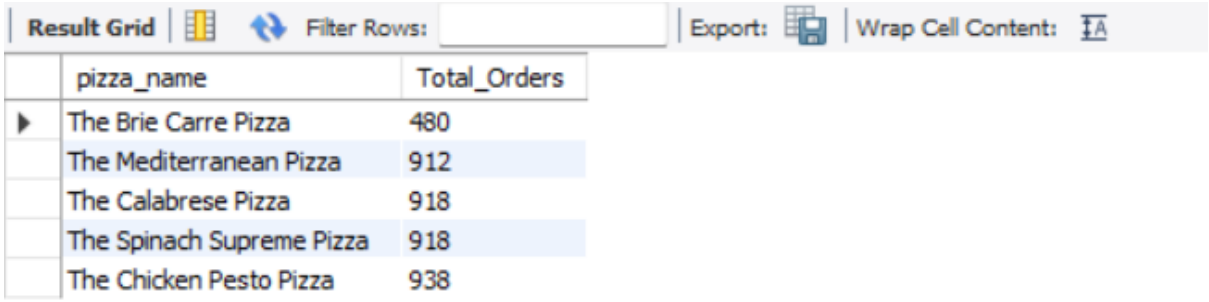
```
SELECT pizza_name, COUNT(DISTINCT order_id) AS Total_Orders
FROM pizza_sales
GROUP BY pizza_name
ORDER BY Total_Orders DESC LIMIT 5;
```



pizza_name	Total_Orders
The Classic Deluxe Pizza	2329
The Hawaiian Pizza	2280
The Pepperoni Pizza	2278
The Barbecue Chicken Pizza	2273
The Thai Chicken Pizza	2225

15.Borrom 5 Pizzas by Total Orders

```
SELECT pizza_name, COUNT(DISTINCT order_id) AS Total_Orders
FROM pizza_sales
GROUP BY pizza_name
ORDER BY Total_Orders ASC LIMIT 5;
```



pizza_name	Total_Orders
The Brie Carre Pizza	480
The Mediterranean Pizza	912
The Calabrese Pizza	918
The Spinach Supreme Pizza	918
The Chicken Pesto Pizza	938

Insights and Recommendations

1. Peak Times and Demand Patterns: Analyzing the hourly trends can reveal peak hours, helping optimize staffing and inventory during high-demand periods.

2. Popular Pizza Categories and Sizes: The pie charts on pizza categories and sizes can show preferences, which can guide promotions and targeted offers for high-demand items or help increase sales for lower-performing ones.
3. Best and Worst Sellers: Identifying top and bottom sellers by revenue, quantity, and orders highlights successful items to be promoted further and underperforming items that may need modification, marketing, or could even be discontinued.
4. Order Consistency: Insights from daily and monthly order trends can help recognize consistent growth, seasonal spikes, or dips, assisting in adjusting marketing strategies accordingly.

These analyses can contribute to optimizing menu offerings, improving operational efficiency, and driving profitability through data-driven decision-making.