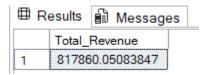
Sales Analysis SQL Queries Report

1.KPI'S

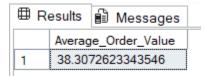
1.1 Total Revenue:

SELECT SUM(total_price) AS Total_Revenue FROM pizza_sales;



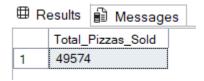
1.2 Average Order Value:

SELECT SUM(total_price) / COUNT(DISTINCT order_id) AS Average_Order_Value FROM pizza_sales;



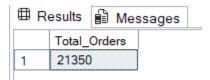
1.3 Total Pizzas Sold:

SELECT SUM(quantity) AS Total_Pizzas_Sold from pizza_sales;



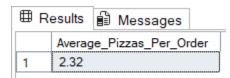
1.4 Total Orders:

SELECT COUNT(DISTINCT order_id) AS Total_Orders FROM pizza_sales;



1.5 Average Pizzas Per Order:

SELECT CAST(CAST(SUM(quantity) AS DECIMAL(10,2)) / CAST(COUNT(DISTINCT order_id) AS DECIMAL(10,2)) AS Average_Pizzas_Per_Order FROM pizza_sales;



2. 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);

⊞ Results		
	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

3. Monthly Trend For Total Orders

SELECT DATENAME(MONTH, order_date) AS Order_Month , COUNT(DISTINCT order_id) AS Total_Orders FROM pizza_sales

GROUP BY DATENAME(MONTH, order_date);

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

4. Percentage Of Sales By Pizza Category

SELECT pizza_category, CAST(SUM(total_price) AS DECIMAL(10,2)) as total_revenue,

 ${\sf CAST(SUM(total_price)*100/(SELECT\ SUM(total_price)\ from\ pizza_sales)\ AS\ DECIMAL(10,2))\ AS\ PCT}$

FROM pizza_sales

GROUP BY pizza_category;

⊞ Results 🖺 Messages			
	pizza_category	total_revenue	PCT
1	Classic	220053.10	26.91
2	Chicken	195919.50	23.96
3	Veggie	193690.45	23.68
4	Supreme	208197.00	25.46

5. Percentage of Sales By Pizza Size

SELECT pizza_size, CAST(SUM(total_price) AS DECIMAL(10,2)) as total_revenue,

 ${\sf CAST(SUM(total_price)*100/(SELECT\ SUM(total_price)\ from\ pizza_sales)\ AS\ DECIMAL(10,2))\ AS\ PCT}$

FROM pizza_sales

GROUP BY pizza_size;

⊞ Results 🖺 Messages			
	pizza_size	total_revenue	PCT
1	L	375318.70	45.89
2	XXL	1006.60	0.12
3	M	249382.25	30.49
4	XL	14076.00	1.72
5	S	178076.50	21.77

6. Total Pizzas Sold by Pizza Category

SELECT pizza_category, SUM(quantity) AS Total_Quanity_Sold

FROM pizza_sales

GROUP BY pizza_category;

esults 🖺 Mess	sages	
pizza_category	Total_Quanity_Sold	
Classic	14888	
Chicken	11050	
Veggie	11649	
Supreme	11987	
	pizza_category Classic Chicken Veggie	

7. Top 5 Pizza 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;

⊞ Results 🛍 Messages		
	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

8. Bottom 5 Pizza 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;

⊞R	Results		
	pizza_name	Total_Revenue	
1	The Brie Carre 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	

9. Top 5 Pizza by Quantity

SELECT Top 5 pizza_name, SUM(quantity) AS Total_Quantity

FROM pizza_sales

GROUP BY pizza_name

ORDER BY Total_Quantity DESC;

⊞ R	esults 🗐 Messages	
	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

10. Bottom 5 Pizza by Quantity

SELECT Top 5 pizza_name, SUM(quantity) AS Total_Quantity

FROM pizza_sales

GROUP BY pizza_name

ORDER BY Total_Quantity ASC;

⊞ R	esults 🖺 Messages	
	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

11. Top 5 Pizza 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;

	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

12. Bottom 5 Pizza 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;

⊞ R	esults Messages	
	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