

Sales Analysis SQL Queries Report

1.KPI'S

1.1 Total Revenue:

SELECT SUM(total_price) AS Total_Revenue FROM pizza_sales;

Results Messages	
	Total_Revenue
1	817860.05083847

1.2 Average Order Value:

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

Results Messages	
	Average_Order_Value
1	38.3072623343546

1.3 Total Pizzas Sold:

SELECT SUM(quantity) AS Total_Pizzas_Sold from pizza_sales;

Results Messages	
	Total_Pizzas_Sold
1	49574

1.4 Total Orders:

SELECT COUNT(DISTINCT order_id) AS Total_Orders FROM pizza_sales;

Results Messages	
	Total_Orders
1	21350

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 DECIMAL(10,2)) AS Average_Pizzas_Per_Order FROM pizza_sales;

Results Messages	
	Average_Pizzas_Per_Order
1	2.32

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);
```

	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);
```

	Order_Month	Total_Orders
1	February	1685
2	June	1773
3	August	1841
4	April	1799
5	May	1853
6	December	1680
7	January	1845
8	September	1661
9	October	1646
10	July	1935
11	November	1792
12	March	1840

4. Percentage Of Sales By Pizza Category

```
SELECT pizza_category, CAST(SUM(total_price) AS DECIMAL(10,2)) as total_revenue,  
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,  
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_Quantity_Sold  
FROM pizza_sales  
GROUP BY pizza_category;
```

Results Messages		
	pizza_category	Total_Quantity_Sold
1	Classic	14888
2	Chicken	11050
3	Veggie	11649
4	Supreme	11987

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;
```

Results Messages		
	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;
```

 Results  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;
```

 Results  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;
```

Results Messages

	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;

Results 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