PIZZA SALES REPORT(SQL)

A.KPIs

1. Total revenue

```
select SUM(total_price) as Total_Revenue from [PIZZA SALES DATASET]
```

Total_Revenue
817860.05083847

2. Average order value

```
select SUM(total_price) / COUNT(DISTINCT order_id) as Average_Order_Amount from [PIZZA
SALES DATASET]
```

Average_Order_Amount
38.3072623343546

3. Total Pizza Sold

```
select SUM(quantity)as Total_Pizza_Sold from [PIZZA SALES DATASET]
```

Total_Pizza_Sold
49574

4. Total Orders

```
select COUNT(DISTINCT order_id) as Total_Orders from [PIZZA SALES DATASET]
```

Total_Orders
21350

5. Average Pizza 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 DATASET]
```

Avg_Pizzas_Per_Order
2.32

CHARTS

1.Daily Trend

```
select DATENAME(DW,order_date) as order_day, COUNT(DISTINCT order_id) as Total_Orders
from [PIZZA SALES DATASET]
GROUP BY DATENAME(DW, order_date)
```

	order_day	Total_Orders
1	Saturday	1291
2	Wednesday	1227
3	Monday	1056
4	NULL	12773
5	Sunday	1118
6	Friday	1371
7	Thursday	1341
8	Tuesday	1173

2.Monthly Trend

```
select DATENAME(MONTH,order_date) as Month_name, COUNT(DISTINCT order_id) Total_Orders
from [PIZZA SALES DATASET]
GROUP BY DATENAME(MONTH, order_date)
ORDER BY Total_Orders DESC
```

	Month_name	Total_Orders
1	NULL	12773
2	July	785
3	February	749
4	January	736
5	June	729
6	December	729
7	September	726
8	August	725
9	April	717
10	May	713
11	March	697
12	November	679
13	October	592

3.Percentage 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 DATASET])  AS Percentage_sales
from [PIZZA SALES DATASET]
GROUP BY pizza_size
ORDER BY Percentage_sales DESC
```

	pizza_size	Total_Sales	Percentage_sales
1	L	375318.701004028	45.8903330244889
2	M	249382.25	30.492044420599
3	S	178076.49981308	21.7734684107037
4	XL	14076	1.72107684995364
5	XXL	1006.6000213623	0.123077294254725

NB: Filtering per quarter say quarter 1

```
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 DATASET] WHERE DATEPART(QUARTER,order_date)=1) AS DECIMAL(10,2))  AS
Percentage_sales
from [PIZZA SALES DATASET]
WHERE DATEPART(QUARTER,order_date)=1
GROUP BY pizza_size
ORDER BY Percentage_sales DESC
```

	pizza_size	Total_Sales	Percentage_sales
1	L	38795.35	46.68
2	M	25057.00	30.15
3	S	18157.25	21.85
4	XL	1096.50	1.32

4.Percentage of sales per pizza category

```
select pizza_category, SUM(total_price) as Total_Sales,SUM(total_price)*100/(SELECT
SUM(total_price) from [PIZZA SALES DATASET]) AS Percentage_sales
from [PIZZA SALES DATASET]
GROUP BY pizza_category
```

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

NB:Filtering one month, say January

```
select pizza_category, SUM(total_price) as Total_Sales,SUM(total_price)*100/(SELECT
SUM(total_price) from [PIZZA SALES DATASET] WHERE MONTH(order_date)=1) AS
Percentage_sales
from [PIZZA SALES DATASET]
WHERE MONTH(order_date)=1
GROUP BY pizza_category
```

	pizza_category	Total_Sales	Percentage_sales
1	Chicken	6386	22.9863543040441
2	Supreme	7264.79999542236	26.1495876358904
3	Classic	7329.5	26.3824747684765
4	Veggie	6801.40003204346	24.481583291589

5.Top 5 Best sellers and Bottom 5 worst sellers by Revenue, Total Quantity and Total Orders.

```
select TOP 5 pizza_name, SUM(total_price) as Total_Revenue from [PIZZA SALES DATASET]
GROUP BY pizza_name
ORDER BY Total_Revenue DESC
```

TOP 5 BY REVENUE

	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 DATASET]
GROUP BY pizza_name
ORDER BY Total_Revenue ASC
```

	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

TOP 5 BY QUANTITY

```
select TOP 5 pizza_name, SUM(quantity) as Total_Quantity from [PIZZA SALES DATASET]
GROUP BY pizza_name
ORDER BY Total_Quantity DESC
```

	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 DATASET]
GROUP BY pizza_name
ORDER BY Total_Quantity ASC
```

	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
DATASET]
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

BOTTOM 5 BY TOTAL ORDERS

```
select TOP 5 pizza_name, COUNT(DISTINCT order_id) as Total_Orders from [PIZZA SALES
DATASET]
GROUP BY pizza_name
ORDER BY Total_Orders ASC
```

	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