PROBLEM STATEMENT

KPI’s REQUIREMENT

We need to analyze key indicators for our sandwich sales data to data to gain insights into our business performance. Specifically, we want to calculate the following metrics

* Total revenue
* Average Order Value
* Total Sandwich Quantity Sold
* Total Orders
* Average Sandwich Per Order

CHART REQUIREMENT

1. Daily Trend for Total Orders:

Create a bar chart that displays the daily trend of total orders over a specific time period. The chart will help us identify any patterns or fluctuations in order volumes on a daily basis.

1. Hourly Trend for Total Orders:

Create a line chart that illustrates the hourly trend of total orders throughout the day. This chart will allow us to identify peak hours or periods of high order activity.

1. Percentage of Sales by Sandwich Category:

Create a pie chart that shows the distribution of sales across different sandwich categories. The chart will provide insights into the popularity of various pizza categories and their contribution to overall sales.

1. Percentage of Sales by Sandwich Size:

Generate a pie chart that represents the percentage of sales attributed to different Sandwich sizes. This chart will help us understand customer preferences for sandwich size and their impact on sales.

1. Total Sandwichs sold by the company:

Create a funnel chart that presents the total number of sandwich sold for each sandwich category. This chart will allow us to compare the sales performance of different pizza categories.

1. Top 5 Best Sellers by Total Sandwich Sold:

Create a bar chart highlighting the top 5 best selling sandwiches based on the total number of pizza sold. This chart will help us identify the most popular sandwich options.

1. Bottom 5 Worst Sellers by the Pizzas sold:

Create a bar chart showcasing the bottom 5 worst-selling sandwiches based on the total number of sandwiches sold. The chart will enable us to identify underperforming or less popular sandwich options.

Software Used

Microsoft Excel:

SQL Server Management Studio

**SANDWICH SALES SQL QUERIES**

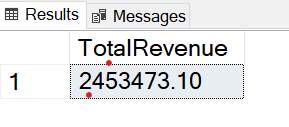
1. What is the total revenue

SELECT

Round(SUM(total\_price),2) As TotalRevenue

FROM

Sandwich\_sales



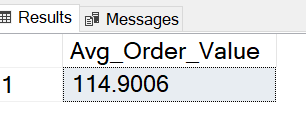
1. What is the average order value

SELECT

SUM(total\_price)/COUNT(Distinct order\_id) AS Avg\_Order\_Value

FROM

Sandwich\_sales



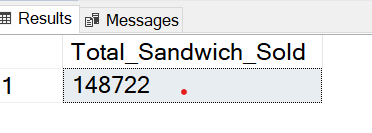
1. What is the total number of sandwiches sold

SELECT

SUM(quantity) AS Total\_Sandwich\_Sold

FROM

Sandwich\_sales



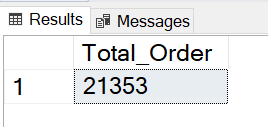
1. What is the total order placed

SELECT

COUNT(Distinct order\_id) AS Total\_Order

FROM

Sandwich\_sales



1. What is the average sandwich per order

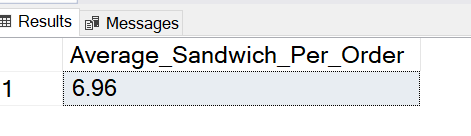
SELECT

CAST((CAST(SUM(quantity) AS DECIMAL(10,2))/

CAST(COUNT(Distinct order\_id) AS DECIMAL(10,2))) AS DECIMAL(10,2)) AS Average\_Sandwich\_Per\_Order

FROM

Sandwich\_sales



1. What is the daily trend for total orders

SELECT

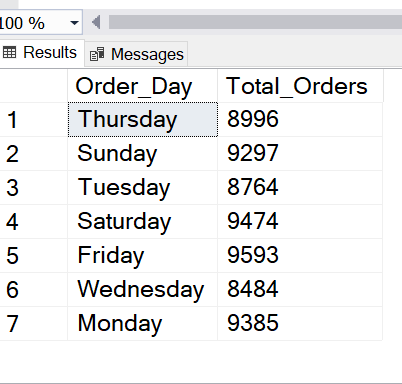
DATENAME(DW,order\_date) AS Order\_Day,

COUNT(DISTINCT order\_id) AS Total\_Orders

FROM

Sandwich\_sales

GROUP BY DATENAME(DW,order\_date)



1. What is the hourly trend for total orders

SELECT

DATEPART(HOUR,order\_time) AS Order\_hours,

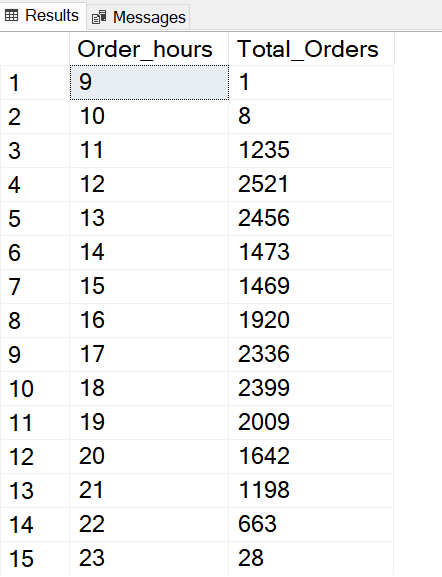
COUNT(DISTINCT order\_id) AS Total\_Orders

FROM

Sandwich\_sales

GROUP BY DATEPART(HOUR,order\_time)

ORDER BY DATEPART(HOUR,order\_time)



1. What is the total sales by Sandwich category

SELECT

Sandwich\_category,

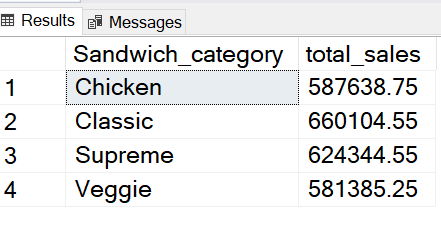
sum(total\_price) AS total\_sales

FROM

Sandwich\_sales

GROUP BY Sandwich\_category

ORDER BY Sandwich\_category



1. What is the percentage of sales by Sandwich category

SELECT

Sandwich\_category,

sum(total\_price) AS Total\_Sales,

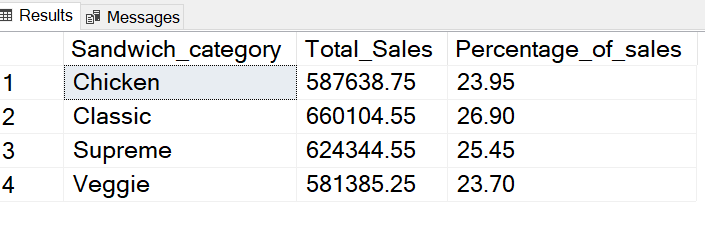
Round(sum(total\_price)\*100/(Select sum(total\_price) from Sandwich\_sales),2) AS Percentage\_of\_sales

FROM

Sandwich\_sales

GROUP BY Sandwich\_category

ORDER BY Sandwich\_category



1. What is the percentage of sales by Sandwich category for the month of January

SELECT

Sandwich\_category,

sum(total\_price) AS Total\_Sales,

Round(sum(total\_price)\*100/(Select sum(total\_price) from Sandwich\_sales WHERE MONTH(order\_date)=1),2) AS Percentage\_of\_sales

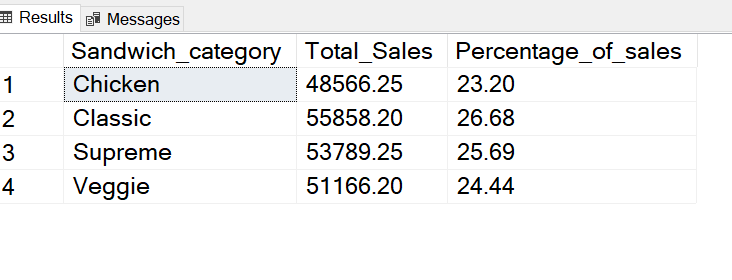
FROM

Sandwich\_sales

WHERE MONTH(order\_date)=1

GROUP BY Sandwich\_category

ORDER BY Sandwich\_category



**Note: Month(order\_date) = 1 indicates that the output is for the month of January.**

1. What is the percentage of sales by Sandwich size

SELECT

Sandwich\_size,

sum(total\_price) AS Total\_Sales,

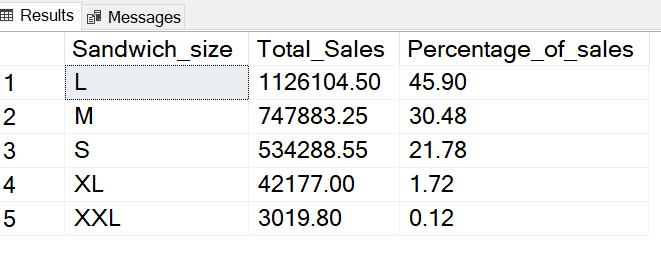
Round(sum(total\_price)\*100/(Select sum(total\_price) from Sandwich\_sales),2) AS Percentage\_of\_sales

FROM

Sandwich\_sales

GROUP BY Sandwich\_size

ORDER BY Sandwich\_size DESC



1. What is the percentage of sales by Sandwich size for 1st quarter

SELECT

Sandwich\_size,

Sum(total\_price) AS Total\_Sales,

Round(sum(total\_price)\*100/(Select sum(total\_price) from Sandwich\_sales WHERE DATEPART(quarter,order\_id)=1),2) AS Percentage\_of\_sales

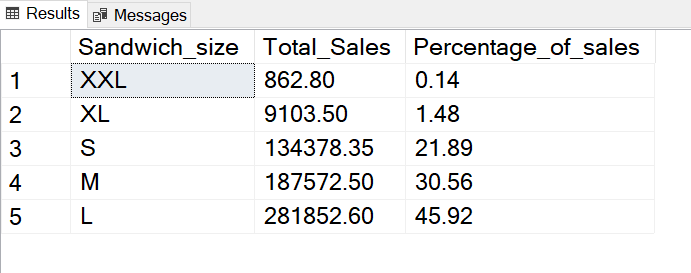
FROM

Sandwich\_sales

WHERE DATEPART(quarter,order\_id)=1

GROUP BY Sandwich\_size

ORDER BY Sandwich\_size DESC



**Note: DATEPART(quarter,order\_id) = 1 indicates that the output is for the 1st Quarter.**

1. What is the total sandwich order by sandwich category

SELECT

Sandwich\_category,

sum(quantity) AS Total\_Quantity,

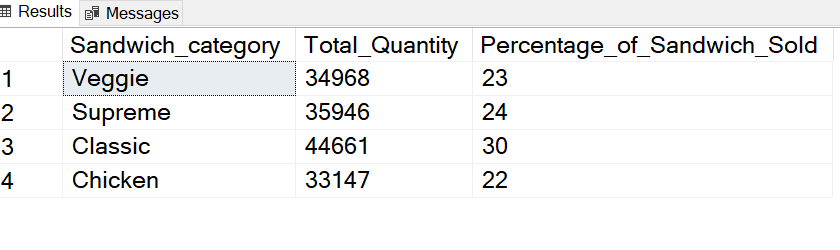
Round(sum(quantity)\*100/(Select sum(quantity) from Sandwich\_sales),2) AS Percentage\_of\_Sandwich\_Sold

FROM

Sandwich\_sales

GROUP BY Sandwich\_category

ORDER BY Sandwich\_category DESC



14. What is the top 5 best sellers by total pizza sold

SELECT TOP 5

Sandwich\_name,

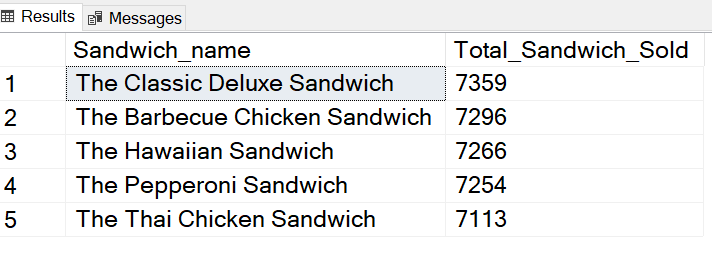
sum(quantity) AS Total\_Sandwich\_Sold

FROM

Sandwich\_sales

GROUP BY Sandwich\_name

ORDER BY sum(quantity) DESC



16. What is the bottom 5 best sellers by total pizza sold

SELECT TOP 5

Sandwich\_name,

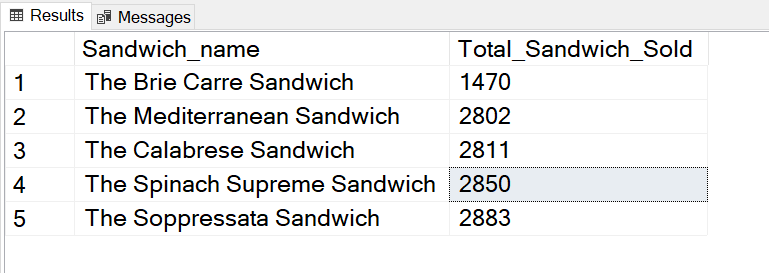
sum(quantity) AS Total\_Sandwich\_Sold

FROM

Sandwich\_sales

GROUP BY Sandwich\_name

ORDER BY sum(quantity)



17 What is the percentage of sales by Sandwich size whose total sales is greater than 50000

SELECT

Sandwich\_size,

sum(total\_price) AS Total\_Sales,

Round(sum(total\_price)\*100/(Select sum(total\_price) from Sandwich\_sales HAVING sum(total\_price)>50000),2) AS Percentage\_of\_sales

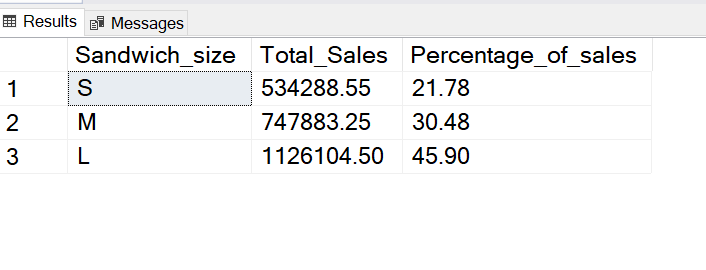
FROM

Sandwich\_sales

GROUP BY Sandwich\_size

Having sum(total\_price)>50000

ORDER BY Sandwich\_size DESC



18. What is the top 10 of sandwich variety

SELECT TOP 10

Sandwich\_ingredients,

COUNT(Sandwich\_ingredients) AS No\_of\_Sandwich\_Ingredients

FROM

Sandwich\_sales

GROUP BY Sandwich\_ingredients

ORDER BY COUNT(Sandwich\_ingredients) DESC

19. Create sales\_category based on the below criteria

Total price less than 50000-low sale, Total price between 50000 and 100000-Average sale, Others- High Sales

SELECT

Sandwich\_name,

Sum(total\_price) AS Total\_Sales,

CASE

WHEN sum(total\_price) <50000 then 'Low\_Sales'

WHEN sum(total\_price) BETWEEN 50000 AND 100000 then 'Average\_Sales'

Else 'High\_Sales'

END 'Sales\_category'

FROM

Sandwich\_sales

GROUP BY Sandwich\_name

