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**# 🍕 PIZZA SALES REPORT – SQL ANALYSIS**

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**-- View the dataset**

**SELECT \* FROM pizza\_sales;**

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**## ✅ KEY PERFORMANCE INDICATORS (KPIs)**

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**# 1️⃣ Total Revenue from Pizza Sales**

**SELECT SUM(total\_price) AS total\_revenue**

**FROM pizza\_sales;**



**# 2️⃣ Average Order Value**

**SELECT SUM(total\_price) / COUNT(DISTINCT order\_id) AS avg\_order\_value**

**FROM pizza\_sales;**



**# 3️⃣ Total Pizzas Sold**

**SELECT SUM(quantity) AS total\_pizzas\_sold**

**FROM pizza\_sales;**



**# 4️⃣ Total Number of Pizza Orders**

**SELECT COUNT(DISTINCT order\_id) AS total\_orders**

**FROM pizza\_sales;**



**# 5️⃣ 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 avg\_pizza\_per\_order**

**FROM pizza\_sales;**



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**## 📊 SALES TRENDS & CHART ANALYSIS**

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**# 🔹 Daily Trend of Orders Over the Week**

**SELECT**

**DATENAME(WEEKDAY, order\_date) AS order\_day,**

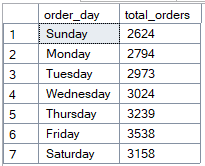
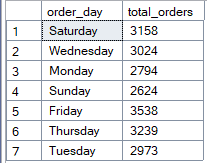
**COUNT(DISTINCT order\_id) AS total\_orders**

**FROM pizza\_sales**

**GROUP BY DATENAME(WEEKDAY, order\_date),**

**DATEPART(WEEKDAY, order\_date)**

**ORDER BY DATEPART(WEEKDAY, order\_date);**



**# 🔹 Monthly Trend of Orders**

**SELECT**

**DATENAME(MONTH, order\_date) AS month\_name,**

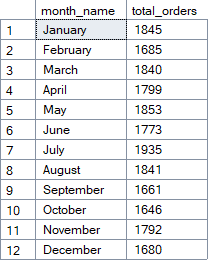
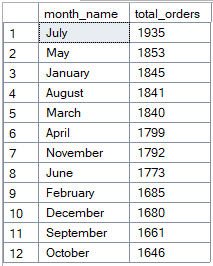
**COUNT(DISTINCT order\_id) AS total\_orders**

**FROM pizza\_sales**

**GROUP BY DATENAME(MONTH, order\_date),**

**DATEPART(MONTH, order\_date)**

**ORDER BY DATEPART(MONTH, order\_date);**



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**## 🍕 SALES PERCENTAGE ANALYSIS**

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**# 🔸 % Sales by Pizza Category (Overall)**

**SELECT**

**pizza\_category,**

**CAST(SUM(total\_price) AS DECIMAL(10,2)) AS total\_sales,**

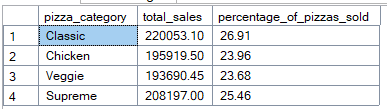
**CAST(**

**SUM(total\_price) \* 100.0 / (SELECT SUM(total\_price) FROM pizza\_sales)**

**AS DECIMAL(10,2)) AS sales\_percentage**

**FROM pizza\_sales**

**GROUP BY pizza\_category;**



**# 🔸 % Sales by Pizza Category (For a Particular Month - Example: January)**

**SELECT**

**pizza\_category,**

**CAST(SUM(total\_price) AS DECIMAL(10,2)) AS total\_sales,**

**CAST(**

**SUM(total\_price) \* 100.0 /**

**(SELECT SUM(total\_price) FROM pizza\_sales WHERE MONTH(order\_date) = 1)**

**AS DECIMAL(10,2)) AS sales\_percentage**

**FROM pizza\_sales**

**WHERE MONTH(order\_date) = 1**

**GROUP BY pizza\_category;**

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**## 🧱 PIZZA SIZE SALES ANALYSIS**

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**# 🍕 Sales % by Pizza Size**

**SELECT**

**pizza\_size,**

**SUM(quantity) AS total\_pizzas\_sold,**

**CAST(**

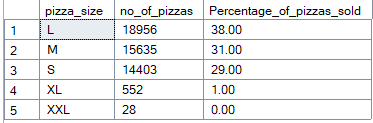
**SUM(quantity) \* 100.0 / (SELECT SUM(quantity) FROM pizza\_sales)**

**AS DECIMAL(10,2)) AS sales\_percentage**

**FROM pizza\_sales**

**GROUP BY pizza\_size**

**ORDER BY total\_pizzas\_sold DESC;**



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**## 🏆 BEST & WORST SELLING PIZZAS**

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**# ⭐ Top 5 Best-Selling Pizzas (by Revenue, Orders, Quantity)**

**SELECT TOP 5**

**pizza\_name\_id,**

**SUM(quantity) AS total\_pizzas\_sold,**

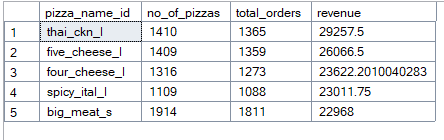
**COUNT(DISTINCT order\_id) AS total\_orders,**

**SUM(total\_price) AS total\_revenue**

**FROM pizza\_sales**

**GROUP BY pizza\_name\_id**

**ORDER BY total\_revenue DESC;**



**# ❌ Bottom 5 Worst-Selling Pizzas (by Revenue, Orders, Quantity)**

**SELECT TOP 5**

**pizza\_name\_id,**

**SUM(quantity) AS total\_pizzas\_sold,**

**COUNT(DISTINCT order\_id) AS total\_orders,**

**CAST(SUM(total\_price) AS DECIMAL(10,2)) AS total\_revenue**

**FROM pizza\_sales**

**GROUP BY pizza\_name\_id**

**ORDER BY total\_revenue ASC;**

