

PIZZA SALES SQL & POWER BI PROJECT

A. KPI's

1. Total Revenue

```
SELECT SUM(total_price) AS total_revenue FROM pizza_sales;
```

Results		Messages	
		total_revenue	
1		817860.05083847	

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	

3. Total Pizza Sold

```
SELECT SUM(quantity) AS Total_Pizza_Sold FROM pizza_sales;
```

Results		Messages	
		Total_Pizza_Sold	
1		49574	

4. Total Orders

```
SELECT COUNT(DISTINCT order_id) AS Total_Orders FROM pizza_sales;
```

Results		Messages	
		Total_Orders	
1		21350	

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	

B. CHARTS REQUIREMENT

1.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		Messages
	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

2. Monthly Trend for Total Order

```

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 BY Total_orders DESC;

```

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

3. Percentage of Sales by Pizza Category

```
SELECT DISTINCT pizza_category AS pizza_category,  
CAST(SUM(total_price) AS DECIMAL(10,2)) AS Total_Sales,  
CAST(SUM(total_price)*100/(SELECT SUM(total_price) FROM pizza_sales)AS  
DECIMAL(10,2)) AS PCT_sales  
FROM pizza_sales  
GROUP BY pizza_category;
```

	pizza_category	Total_Sales	PCT_sales
1	Classic	220053.10	26.91
2	Chicken	195919.50	23.96
3	Veggie	193690.45	23.68
4	Supreme	208197.00	25.46

4. Percentage of Sales by Pizza Size

```
SELECT DISTINCT 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) AS DECIMAL  
(10,2)) AS PCT_sales  
FROM pizza_sales  
GROUP BY pizza_size ORDER BY PCT_sales DESC;
```

	pizza_size	total_sales	PCT_sales
1	L	375318.70	45.89
2	M	249382.25	30.49
3	S	178076.50	21.77
4	XL	14076.00	1.72
5	XXL	1006.60	0.12

5. Total Pizzas Sold by Pizza Category

```
SELECT DISTINCT pizza_category,SUM(quantity) AS total_pizzas  
FROM pizza_sales  
GROUP BY pizza_category;
```

	pizza_category	total_pizzas
1	Classic	14888
2	Chicken	11050
3	Veggie	11649
4	Supreme	11987

6. Top 5 Best Sellers by Revenue, Total Quantity and Total Orders

```
SELECT TOP 5 pizza_name,  
SUM(total_price) AS total_revenue  
FROM pizza_sales  
GROUP BY pizza_name  
ORDER BY total_revenue DESC;
```

```
SELECT TOP 5 pizza_name,  
SUM(quantity) AS Total_quantity  
FROM pizza_sales  
GROUP BY pizza_name  
ORDER BY Total_quantity DESC;
```

```
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_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	

	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	

	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	

7. Bottom 5 Sellers by Revenue, Total Quantity and Total Orders

```
SELECT TOP 5 pizza_name,  
SUM(total_price) AS total_revenue  
FROM pizza_sales  
GROUP BY pizza_name  
ORDER BY total_revenue ASC;
```

```
SELECT TOP 5 pizza_name,  
SUM(quantity) AS Total_quantity  
FROM pizza_sales  
GROUP BY pizza_name  
ORDER BY Total_quantity ASC;
```

```
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_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

	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

	pizza_name	Total_orders
1	The Brie Carre Pizza	480
2	The Mediterranean Pizza	912
3	The Spinach Supreme ...	918
4	The Calabrese Pizza	918
5	The Chicken Pesto Pizza	938

Pavankumar B Mudigoudra..