PIZZA SALES SQL & POWER BI PROJECT

A. KPI's

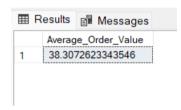
1. Total Revenue

SELECT SUM(total_price) AS total_revenue FROM pizza_sales;



2. Average Order Value

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



3. Total Pizza Sold

SELECT SUM(quantity) AS Total_Pizza_Sold FROM pizza_sales;



4. Total Orders

SELECT COUNT(DISTINCT order_id) AS Total_Orders FROM pizza_sales;



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



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;
```



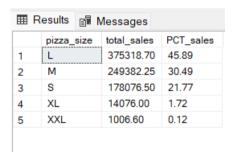
3. Percentage of Sales by Pizza Category

```
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;
```



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;
```



5. Total Pizzas Sold by Pizza Category

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



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 Total_quantity	
	pizza_name		
		T	
	pizza_name	l otal_quantity	
_	TI 01 : D I D:	0.450	
1	The Classic Deluxe Pizza	2453	
1	The Classic Deluxe Pizza The Barbecue Chicken Pizza	2453 2432	
•			
2	The Barbecue Chicken Pizza	2432	
2	The Barbecue Chicken Pizza The Hawaiian Pizza	2432 2422	
2 3 4	The Barbecue Chicken Pizza The Hawaiian Pizza The Pepperoni Pizza	2432 2422 2418	
2 3 4	The Barbecue Chicken Pizza The Hawaiian Pizza The Pepperoni Pizza	2432 2422 2418	
2 3 4	The Barbecue Chicken Pizza The Hawaiian Pizza The Pepperoni Pizza The Thai Chicken Pizza	2432 2422 2418 2371	
2 3 4 5	The Barbecue Chicken Pizza The Hawaiian Pizza The Pepperoni Pizza The Thai Chicken Pizza pizza_name	2432 2422 2418 2371 Total_orders	
2 3 4 5	The Barbecue Chicken Pizza The Hawaiian Pizza The Pepperoni Pizza The Thai Chicken Pizza pizza_name The Classic Deluxe Pizza	2432 2422 2418 2371 Total_orders 2329	

2225

5

The Thai Chicken Pizza

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;
```

	pizza_name		total_revenu	ue
1	The Brie Carre Pizza		11588.4998130798	
2	The Green Garden Pizza The Spinach Supreme Pizza The Mediterranean Pizza		13955.75	
3			15277.75	
4			15360.5	
5	The Spinach Pesto Pizza		15596	
	pizza_name		Total_quan	tity
1	The Brie Carre Pizza The Mediterranean Pizza The Calabrese Pizza The Spinach Supreme Pizza		934 937 950	
2				
3				
4				
5	The Soppressata Pizza		961	
	pizza_name	To	otal_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		

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