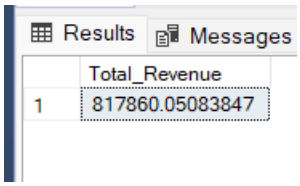
PIZZA SALES REPORT

- ***PIZZA SALES SQL QUERIES***

A.KPI'S

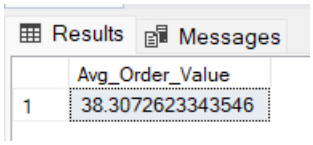
1.Total Revenue

```
select sum(total_price) as Total_Revenue from Pizza_sales
```



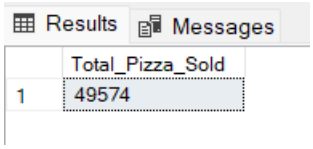
2.Average Order Value

```
select sum(total_price)/count(distinct order_id) as Avg_Order_Value from
Pizza_sales
```



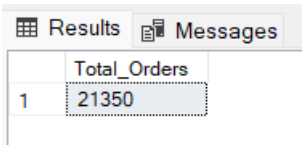
3.Total Pizzas Sold

```
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 Orders

```
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
```

Results | Messages

	Avg_Pizzas_per_Order
1	2.32

B.CHARTS

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 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)
order by Total_orders desc
```

Results | Messages

	Month_Name	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 pizza_category, sum(total_price) as Total_Sales, sum(total_price) *
100/(select sum(total_price) from Pizza_sales)
as PCT
from Pizza_sales
group by pizza_category
```

Results Messages

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

4.Percentage of Pizza Size by Pizza Size

```
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) as
decimal(10,2))
as PCT
from pizza_sales
group by pizza_size
order by PCT desc
```

Results Messages

	pizza_size	Total_Sales	PCT
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. Top 5 Best Sellers by Total Revenue

```
select top 5 pizza_name, sum(total_price) as Total_Revenue from pizza_sales
group by pizza_name
order by Total_Revenue 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

6.Bottom 5 Best Sellers by Total Revenue

```
select top 5 pizza_name, sum(total_price) as Total_Revenue from pizza_sales
group by pizza_name
order by Total_Revenue
```

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

7. Top 5 Best Sellers by Total Quantity

```
select top 5 pizza_name, sum(quantity) as Total_Quantity from pizza_sales
group by pizza_name
order by Total_Quantity desc
```

Results | Messages

	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

8. Bottom 5 Best Sellers by Total Quantity

```
select top 5 pizza_name, sum(quantity) as Total_Quantity from pizza_sales
group by pizza_name
order by Total_Quantity asc
```

Results | Messages

	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

9. Top 5 Best Sellers by Total Orders

```
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_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

10. Top 5 Best Sellers by Total Orders

```
select top 5 pizza_name, count(distinct order_id) as Total_Orders from pizza_sales
group by pizza_name
order by Total_Orders
```

Results Messages

	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

PIZZA SALES REPORT

JAN 15 - DEC 15

Pizza Category: All

Order Date: All

Home

Best/Worst Sellers

BUISIEST DAYS & TIMES

DAYS

Orders are Highest on Weekends Friday/Saturday Evenings.

MONTHS

There are Maximum Orders from the Month of July and January

SALES PERFORMENCE

CATEGORY

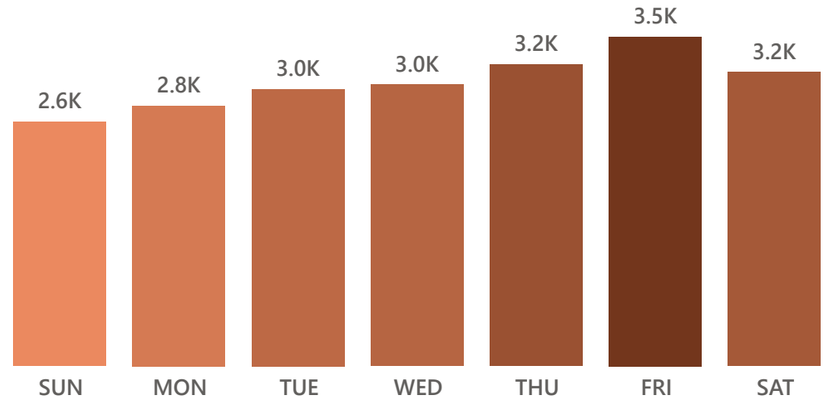
Classic Category Contributes to Maximum Sales & Total Orders

SIZE

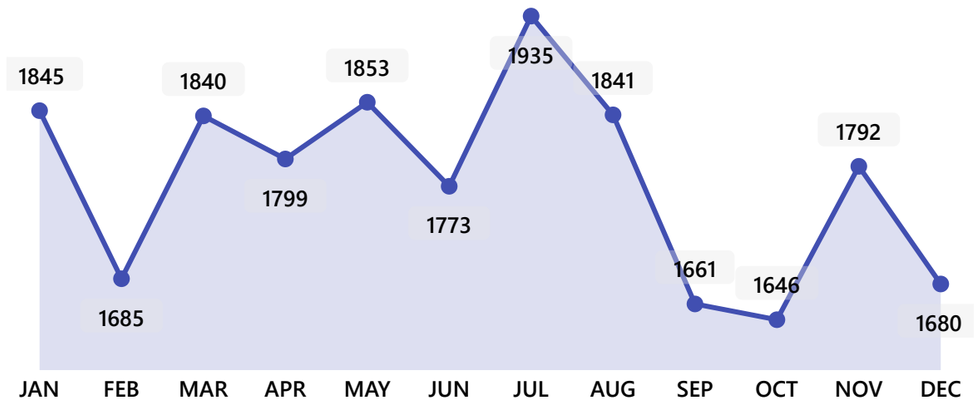
Large Size Pizza Contributes to Maximum Sales

817.86K	38.31	50K	21K	2.32
Total_Revenue	Avg Order Value	Total Pizzas Sold	Total_Orders	Avg Pizzas Per Order

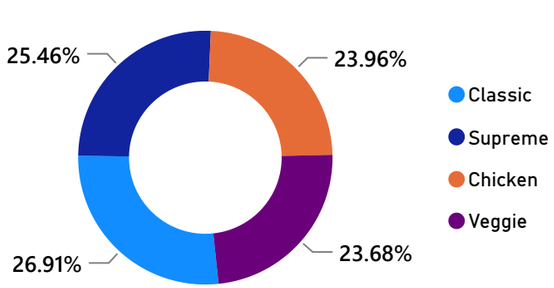
Total_Orders by Order Day



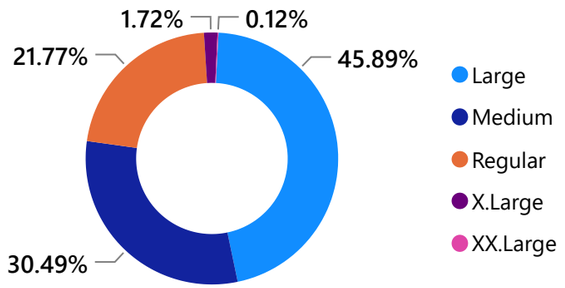
Monthly Trend for Total Orders



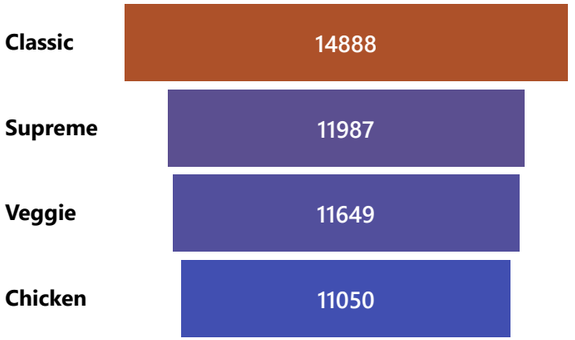
% of Sales by Pizza Category



% of Sales by Pizza Size



Total Pizzas Sold by pizza_category



PIZZA SALES REPORT

JAN 15 - DEC 15

Pizza Category: All

Order Date: All

Home

Best/Worst Sellers

BEST SELLERS

REVENUE

The Thai Chicken Pizza Contributes to Maximum Revenue

QUANTITY

The Classic Deluxe Pizza Contributes to Maximum Total Quantities

TOTAL ORDERS

The Classic Deluxe Pizza Contributes to Maximum Total Orders

WORST SELLERS

REVENUE

The Brie Carre Pizza Contributes to Minimum Revenue

QUANTITY

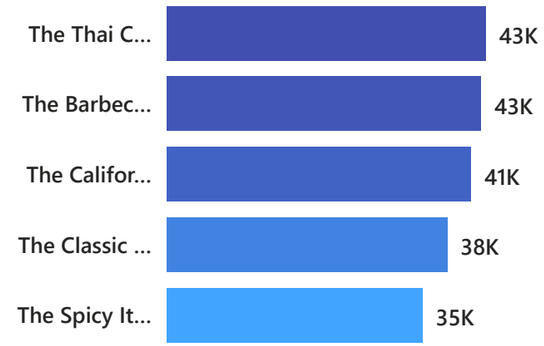
The Brie Carre Pizza Contributes to Minimum Total Quantities

TOTAL ORDERS

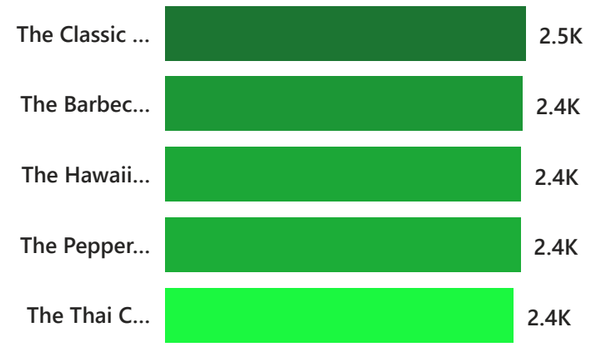
The Brie Carre Pizza Contributes to Minimum Total Orders

817.86K	38.31	50K	21K	2.32
Total_Revenue	Avg Order Value	Total Pizzas Sold	Total_Orders	Avg Pizzas Per Order

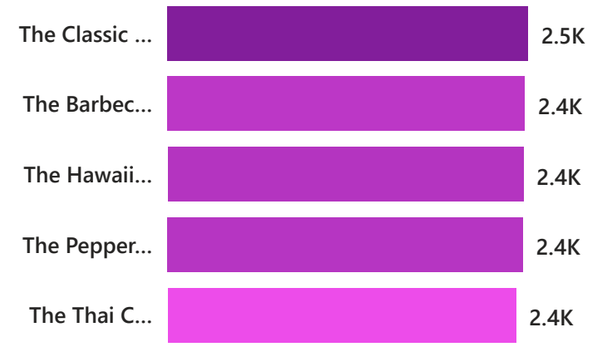
Top 5 Pizzas by Revenue



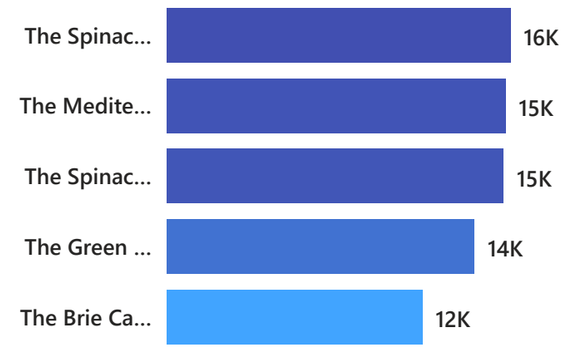
Top 5 Pizzas by Quantity



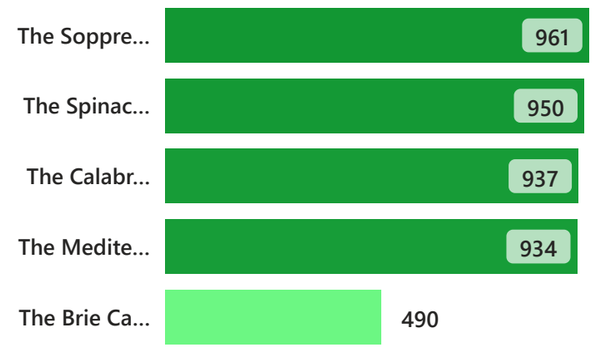
Top 5 Pizzas by Orders



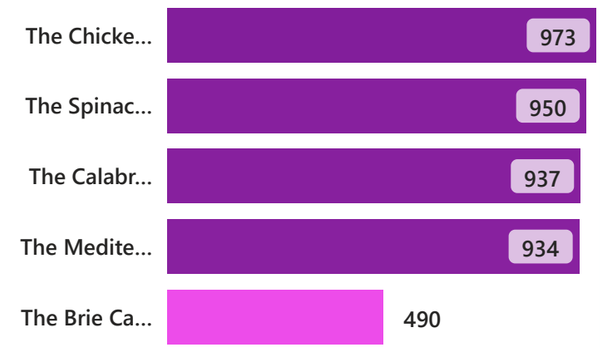
Bottom 5 Pizzas by Revenue



Bottom 5 Pizzas by Quantity



Top 5 Pizzas by Orders



- **INSIGHTS FROM PROJECT**

1. Orders are Highest on Weekends Friday/Saturday Evenings
2. There are Maximum Orders from the Month of July and January
3. Classic Category Contributes to Maximum sales
4. Large Size Pizza Contributes to Maximum Sales
5. The Thai Chicken Pizza Contributes to Maximum Revenue
6. The Classic Deluxe Pizza Contributes to Maximum Total Quantity
7. The Classic Deluxe Pizza Contributes to Maximum Total Orders
8. The Brie Carre Pizza Contributes to Minimum Revenue
9. The Brie Carre Pizza Contributes to Minimum Total Quantities
10. The Brie Carre Pizza Contributes to Minimum Total Orders