

PIZZA SALES ANALYSIS USING SQL QUERIES

SNo.	Parameter	Query / Output
KPI Requirements		
1.	Total Revenue	<pre>SELECT SUM(total_price) AS Total_Revenue FROM pizza_sales;</pre> 
2.	Average Order Value	<pre>SELECT SUM(total_price) / COUNT(DISTINCT order_id) AS Average_Order_Value FROM pizza_sales;</pre> 
3.	Total Pizzas Sold	<pre>SELECT SUM(quantity) AS Total_Pizzas_Sold FROM pizza_sales;</pre> 
4.	Total Orders	<pre>SELECT COUNT(DISTINCT order_id) AS Total_Orders FROM pizza_sales;</pre> 
5.	Average Pizzas Per Order	<pre>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;</pre>

		<div><div>Results</div><div>Messages</div></div> <table><tr><th></th><th>Avg_Pizzas_per_order</th></tr><tr><td>1</td><td>2.32</td></tr></table>		Avg_Pizzas_per_order	1	2.32																																			
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Chart Requirements																																									
1.	Daily Trend for Orders	<pre>SELECT DATENAME(DW, order_date) AS Order_Day, COUNT(DISTINCT order_id) AS Total_Orders FROM pizza_sales GROUP BY DATENAME(DW, order_date);</pre> <div><div>Results</div><div>Messages</div></div> <table><tr><th></th><th>Order_Day</th><th>Total_Orders</th></tr><tr><td>1</td><td>Saturday</td><td>3158</td></tr><tr><td>2</td><td>Wednesday</td><td>3024</td></tr><tr><td>3</td><td>Monday</td><td>2794</td></tr><tr><td>4</td><td>Sunday</td><td>2624</td></tr><tr><td>5</td><td>Friday</td><td>3538</td></tr><tr><td>6</td><td>Thursday</td><td>3239</td></tr><tr><td>7</td><td>Tuesday</td><td>2973</td></tr></table>		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															
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2.	Monthly Trend for Orders	<pre>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;</pre> <div><div>Results</div><div>Messages</div></div> <table><tr><th></th><th>Month_Name</th><th>Total_Orders</th></tr><tr><td>1</td><td>July</td><td>1935</td></tr><tr><td>2</td><td>May</td><td>1853</td></tr><tr><td>3</td><td>January</td><td>1845</td></tr><tr><td>4</td><td>August</td><td>1841</td></tr><tr><td>5</td><td>March</td><td>1840</td></tr><tr><td>6</td><td>April</td><td>1799</td></tr><tr><td>7</td><td>November</td><td>1792</td></tr><tr><td>8</td><td>June</td><td>1773</td></tr><tr><td>9</td><td>February</td><td>1685</td></tr><tr><td>10</td><td>December</td><td>1680</td></tr><tr><td>11</td><td>September</td><td>1661</td></tr><tr><td>12</td><td>October</td><td>1646</td></tr></table>		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
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3.	% of Sales by Pizza Category	<pre>SELECT 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 Percentage_Sales FROM pizza_sales GROUP BY pizza_category ORDER BY Percentage_Sales DESC;</pre>																																							

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