

Project Report showing data visualization using SQL Queries using SQL Server Management Studio (SSMS)

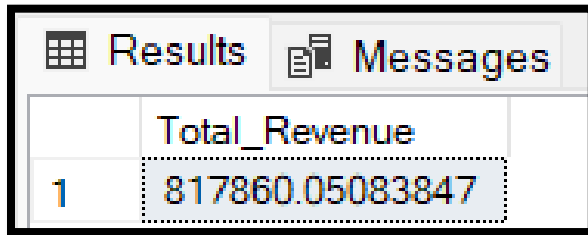
KPIs

TOTAL REVENUE

QUERY:

```
select sum(total_price) as Total_Revenue from pizza_sales;
```

OUTPUT:



The screenshot shows the 'Results' tab in SQL Server Management Studio. It displays a single row with the column name 'Total_Revenue' and the value '817860.05083847'.

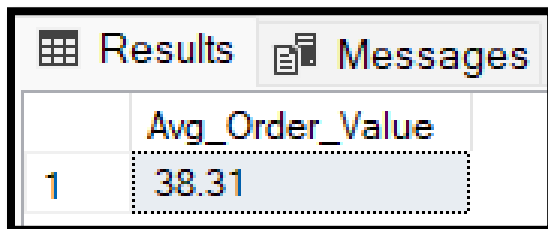
	Total_Revenue
1	817860.05083847

AVERAGE ORDER VALUE

QUERY:

```
select round(sum(total_price)/count(distinct order_id),2) as Avg_Order_Value  
from pizza_sales;
```

OUTPUT:



The screenshot shows the 'Results' tab in SQL Server Management Studio. It displays a single row with the column name 'Avg_Order_Value' and the value '38.31'.

	Avg_Order_Value
1	38.31

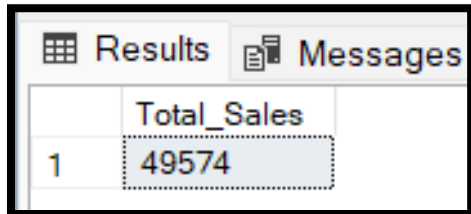
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TOTAL SALES

QUERY:

select sum(quantity) as Total_Sales from pizza_sales;

OUTPUT:



The screenshot shows the 'Results' tab in SQL Server Management Studio. It displays a single row with the column 'Total_Sales' and the value '49574'.

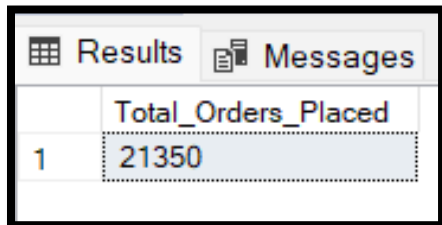
	Total_Sales
1	49574

TOTAL ORDERS PLACED

QUERY:

select count(distinct order_id) as Total_Orders_Placed from pizza_sales;

OUTPUT:



The screenshot shows the 'Results' tab in SQL Server Management Studio. It displays a single row with the column 'Total_Orders_Placed' and the value '21350'.

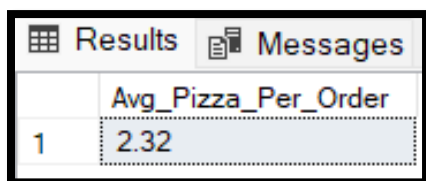
	Total_Orders_Placed
1	21350

AVERAGE PIZZA PER ORDER

QUERY:

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;

OUTPUT:



The screenshot shows the 'Results' tab in SQL Server Management Studio. It displays a single row with the column 'Avg_Pizza_Per_Order' and the value '2.32'.

	Avg_Pizza_Per_Order
1	2.32

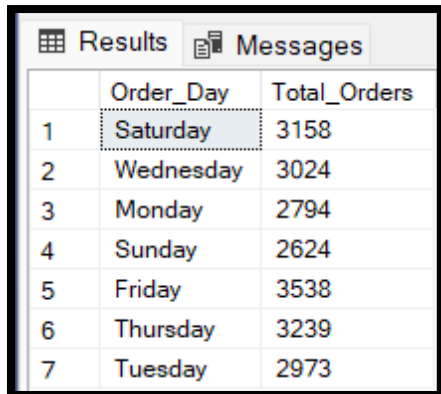
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DAILY TREND FOR TOTAL ORDERS

QUERY:

```
select DATENAME(dw,order_date) as Order_Day,count(distinct order_id) as Total_Orders from  
pizza_sales group by DATENAME(dw,order_date);
```

OUTPUT:



	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

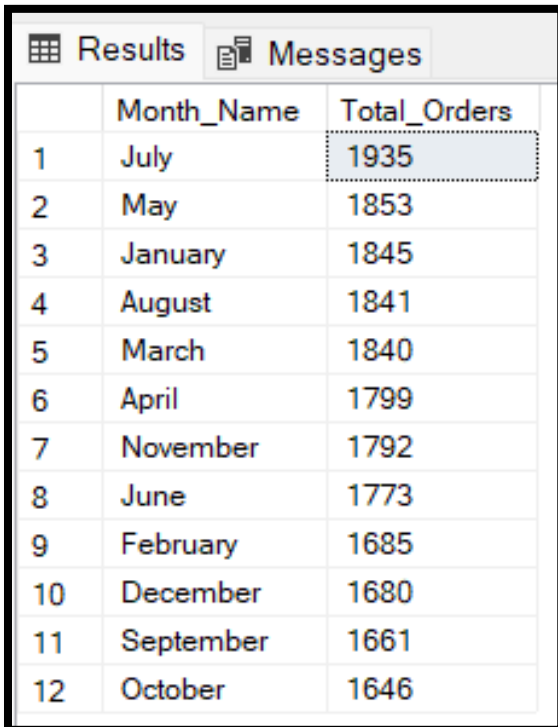
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MONTHLY TREND FOR TOTAL ORDERS

QUERY:

```
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;
```

OUTPUT:



	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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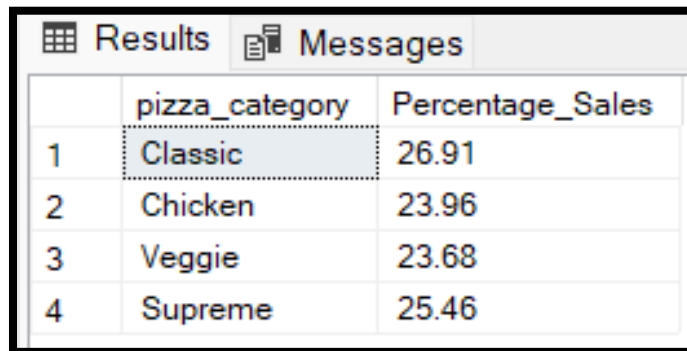
PERCENTAGE OF SALES BY PIZZA CATEGORY

QUERY:

```
SELECT pizza_category,round(sum(total_price)*100/(select sum(total_price) from pizza_sales),2)
```

```
as Percentage_Sales from pizza_sales group by pizza_category;
```

OUTPUT:



The screenshot shows the 'Results' tab in SQL Server Management Studio. It displays a table with two columns: 'pizza_category' and 'Percentage_Sales'. The data is as follows:

	pizza_category	Percentage_Sales
1	Classic	26.91
2	Chicken	23.96
3	Veggie	23.68
4	Supreme	25.46

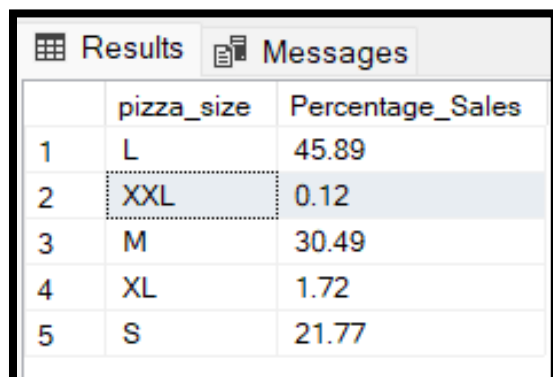
PERCENTAGE OF SALES BY PIZZA SIZE

QUERY:

```
SELECT pizza_size,round(sum(total_price)*100/(select sum(total_price) from pizza_sales),2)
```

```
as Percentage_Sales from pizza_sales group by pizza_size;
```

OUTPUT:



The screenshot shows the 'Results' tab in SQL Server Management Studio. It displays a table with two columns: 'pizza_size' and 'Percentage_Sales'. The data is as follows:

	pizza_size	Percentage_Sales
1	L	45.89
2	XXL	0.12
3	M	30.49
4	XL	1.72
5	S	21.77

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TOP 5 BEST SELLERS BY REVENUE, TOTAL QUANTITY AND TOTAL ORDERS

Top 5 Pizza by Revenue

QUERY:

```
select Top 5 pizza_name, sum(total_price) as Revenue from pizza_sales  
group by pizza_name  
order by Revenue desc;
```

OUTPUT:

	pizza_name	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

Top 5 Pizza by Total Quantity

QUERY:

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

OUTPUT:

	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

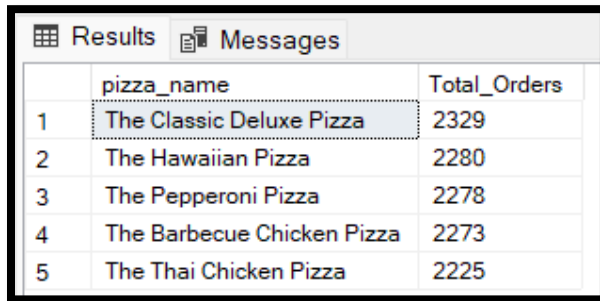
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Top 5 Pizza by Total Orders

QUERY:

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

OUTPUT:



	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

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BOTTOM 5 BEST SELLERS BY REVENUE, TOTAL QUANTITY AND TOTAL ORDERS

Bottom 5 Pizza by Revenue

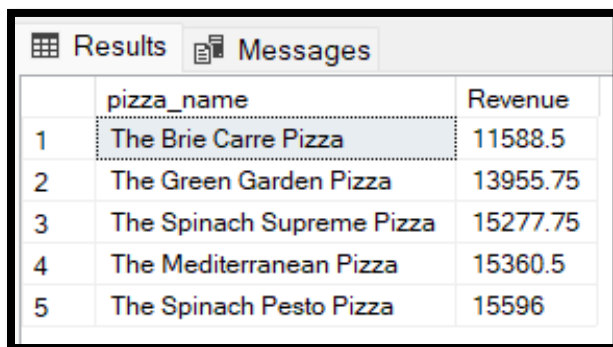
QUERY:

select Top 5 pizza_name, sum(total_price) as Revenue from pizza_sales

group by pizza_name

order by Revenue;

OUTPUT:



	pizza_name	Revenue
1	The Brie Carre Pizza	11588.5
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

Bottom 5 Pizza by Total Quantity

QUERY:

select Top 5 pizza_name, sum(quantity) as Total_Quantity from pizza_sales

group by pizza_name

order by Total_Quantity;

OUTPUT:



	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

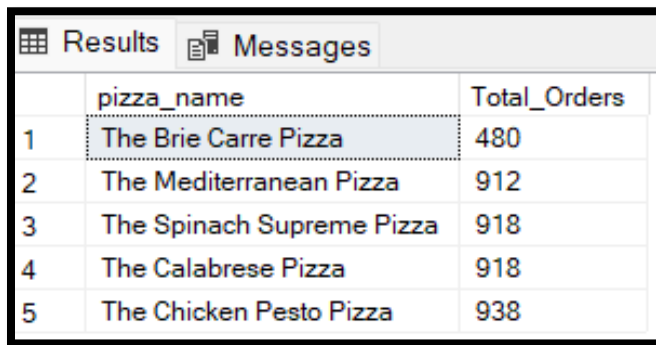
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Bottom 5 Pizza by Total Orders

QUERY:

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

OUTPUT:



	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