

# SALES REPORT

817.86K

Total Revenue

49.57K

Total Pizza sold

21.35K

Total orders

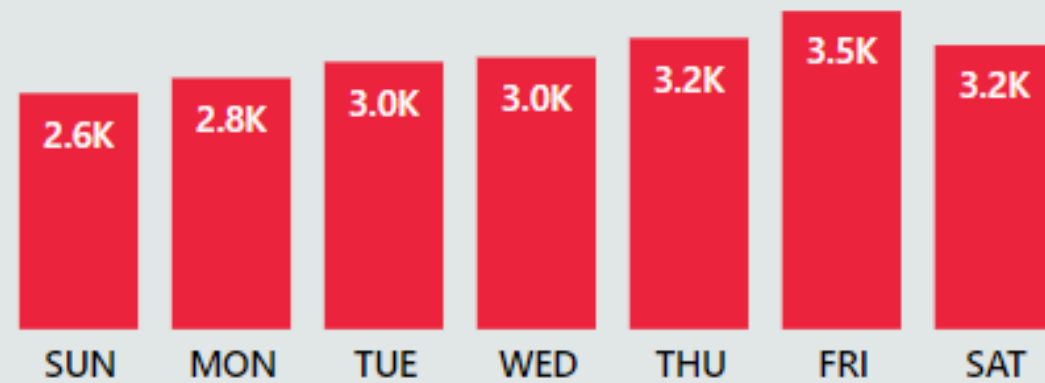
2.32

Avg pizzas per order

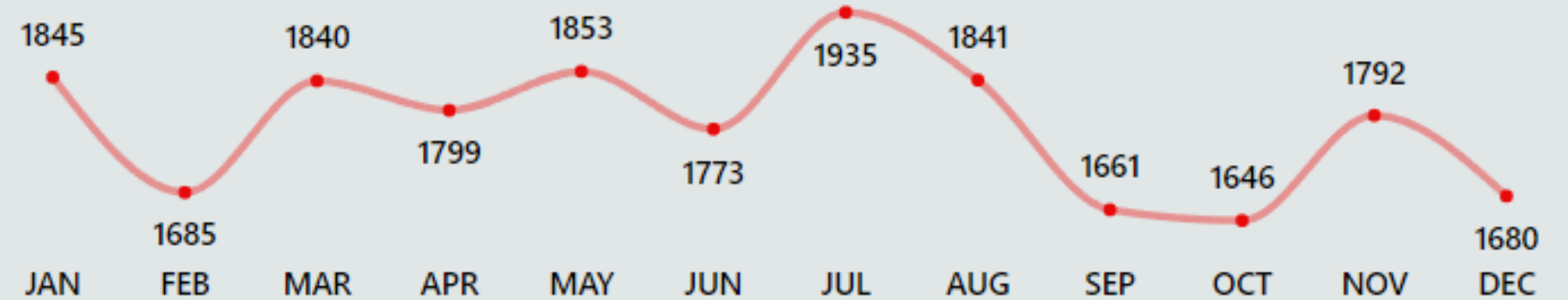
38.31

Avg order value

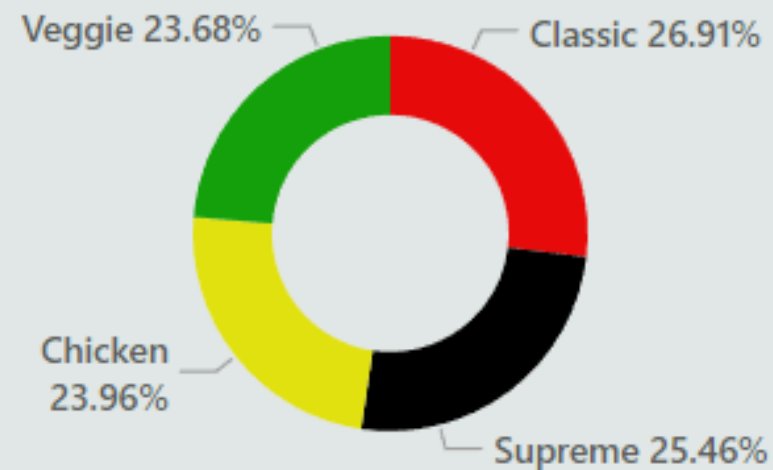
Daily trends for Total Orders



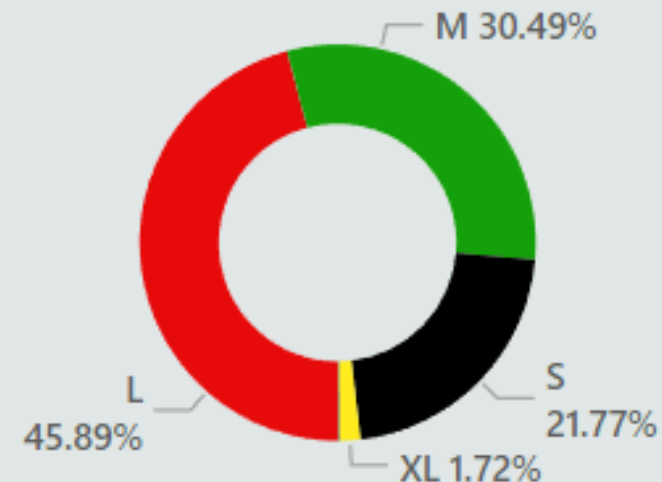
Monthly trends for Total Orders



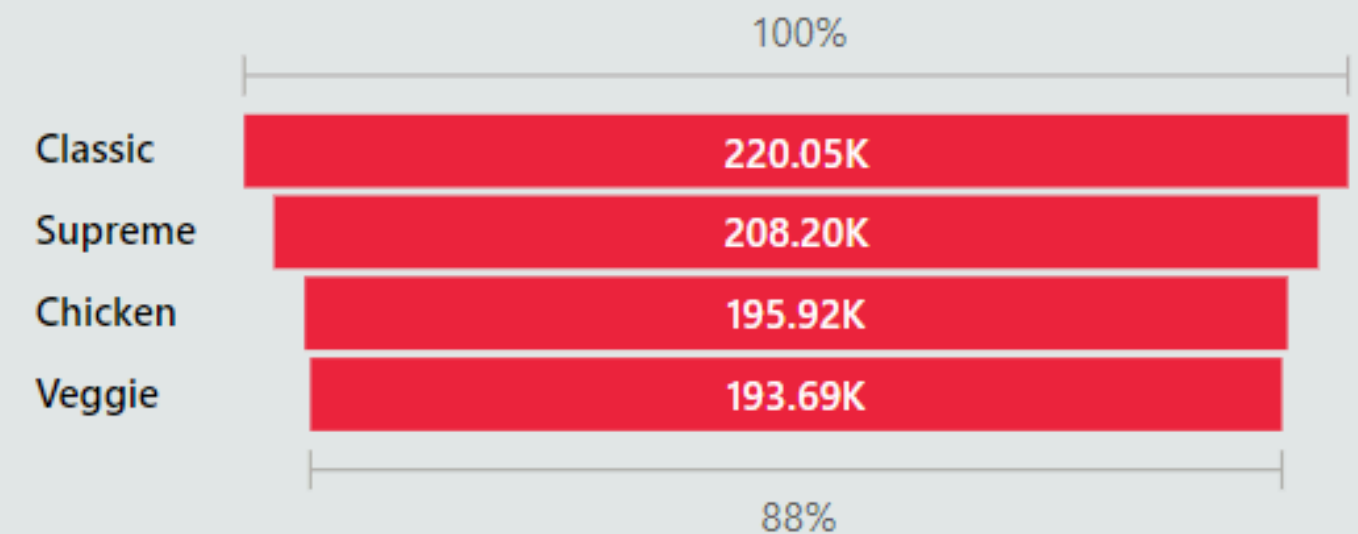
% of Sales by Pizza Category



% of Sales by Pizza Size



Total Pizza Sold By Pizza Category



Pizza Category

All

Month

All

# SALES REPORT

## Top 5 Pizza by Revenue

The Thai Chicken Pizza	43K
The Barbecue Chicken Pizza	43K
The California Chicken Pizza	41K
The Classic Deluxe Pizza	38K
The Spicy Italian Pizza	35K

## Bottom 5 Pizza by Revenue

The Brie Carre Pizza	11.6K
The Green Garden Pizza	14.0K
The Spinach Supreme Pizza	15.3K
The Mediterranean Pizza	15.4K
The Spinach Pesto Pizza	15.6K

## Top 5 Pizza by Quantity

The Classic Deluxe Pizza	2453
The Barbecue Chicken Pizza	2432
The Hawaiian Pizza	2422
The Pepperoni Pizza	2418
The Thai Chicken Pizza	2371

## Bottom 5 Pizza by Quantity

The Brie Carre Pizza	490
The Mediterranean Pizza	934
The Calabrese Pizza	937
The Spinach Supreme Pizza	950
The Soppresata Pizza	961

## Top 5 Pizza by Total Orders

The Classic Deluxe Pizza	2329
The Hawaiian Pizza	2280
The Pepperoni Pizza	2278
The Barbecue Chicken Pizza	2273
The Thai Chicken Pizza	2225

## Bottom 5 Pizza by Total Orders

The Brie Carre Pizza	480
The Mediterranean Pizza	912
The Calabrese Pizza	918
The Spinach Supreme Pizza	918
The Chicken Pesto Pizza	938

JAN

FEB

MAR

APR

MAY

JUN

JUL

AUG

SEP

OCT

NOV

DEC

# • SALES REPORT •

## Busiest day's and time

DAYS: Orders are highest on weekends, **Friday/Saturday evenings**.

MONTHLY: There are maximum orders from month of **July and January**

## SALES PERFORMANCE

CATEGORY : **Classic Category** contributes to maximum sales & total orders.

Size : **Large size** pizza contributes to maximum sales

## 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.



## PIZZA SALES SQL QUERIES

### A. KPI's

#### 1. Total Revenue:

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

	total_revenue numeric
1	817860.05

#### 2. Average Order Value

```
SELECT (SUM(total_price) / COUNT(DISTINCT order_id)) AS Avg_order_Value FROM  
pizza_sales
```

	avg_order_value numeric
1	38.3072622950819672

#### 3. Total Pizzas Sold

```
SELECT SUM(quantity) AS Total_pizza_sold FROM pizza_sales
```

	total_pizza_sold bigint
1	49574

#### 4. Total Orders

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

	total_orders bigint
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 Avg_Pizzas_per_order  
FROM pizza_sales
```

	avg_pizzas_per_order numeric (10,2)
1	2.32

### B. Daily Trend for Total Orders

```
SELECT  
    order_day,  
    total_orders  
FROM (  
    SELECT  
        TO_CHAR(order_date, 'Day') AS order_day,  
        COUNT(DISTINCT order_id) AS total_orders,  
        EXTRACT(DOW FROM order_date) AS day_of_week  
    FROM  
        pizza_sales  
    GROUP BY  
        order_day, day_of_week  
    ) AS ordered_days  
ORDER BY  
    day_of_week;
```

#### Output:

	order_day text	total_orders bigint
1	Sunday	2624
2	Monday	2794
3	Tuesday	2973
4	Wednesday	3024
5	Thursday	3239
6	Friday	3538
7	Saturday	3158

## C. Monthly Trend for Orders

```
SELECT
    Month_Name,
    total_orders
FROM (
    SELECT
        TO_CHAR(order_date, 'Month') AS Month_Name,
        COUNT(DISTINCT order_id) AS total_orders,
        EXTRACT(Month FROM order_date) AS Month_no
    FROM
        pizza_sales
    GROUP BY
        Month_no, Month_Name
) AS ordered_days;
```

### Output

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

## D. % of Sales by Pizza Category

```
SELECT pizza_category, CAST(SUM(total_price) AS DECIMAL(10,2)) as total_revenue,
    CAST(SUM(total_price) * 100 / (SELECT SUM(total_price) from pizza_sales) AS
    DECIMAL(10,2)) AS PCT
FROM pizza_sales
GROUP BY pizza_category
```

### Output

	pizza_category character varying (20)	total_revenue numeric (10,2)	pct numeric (10,2)
1	Supreme	208197.00	25.46
2	Chicken	195919.50	23.96
3	Veggie	193690.45	23.68
4	Classic	220053.10	26.91

## E. % of Sales by Pizza Size

```
SELECT pizza_size, CAST(SUM(total_price) AS DECIMAL(10,2)) as total_revenue,
    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 pizza_size
```

### Output

	pizza_size character varying (10)	total_revenue numeric (10,2)	pct numeric (10,2)
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

## F. Total Pizzas Sold by Pizza Category

```
SELECT pizza_category, SUM(quantity) as Total_Quantity_Sold
FROM pizza_sales
WHERE Extract(MONTH from order_date) = 2
GROUP BY pizza_category
ORDER BY Total_Quantity_Sold DESC
```

### Output

	pizza_category character varying (20)	total_quantity_sold bigint
1	Classic	1178
2	Supreme	964
3	Veggie	944
4	Chicken	875

## G. Top 5 Pizzas by Revenue

```
SELECT pizza_name, SUM(total_price) AS Total_Revenue
FROM pizza_sales
GROUP BY pizza_name
ORDER BY Total_Revenue DESC
limit 5
```

	pizza_name character varying (100)	total_revenue numeric
1	The Thai Chicken Pizza	43434.25
2	The Barbecue Chicken Pizza	42768.00
3	The California Chicken Pizza	41409.50
4	The Classic Deluxe Pizza	38180.50
5	The Spicy Italian Pizza	34831.25

## H. Bottom 5 Pizzas by Revenue

```
SELECT pizza_name, SUM(total_price) AS Total_Revenue
FROM pizza_sales
GROUP BY pizza_name
ORDER BY Total_Revenue ASC
limit 5
```

### Output

	pizza_name character varying (100)	total_revenue numeric
1	The Brie Carre Pizza	11588.50
2	The Green Garden Pizza	13955.75
3	The Spinach Supreme Pizza	15277.75
4	The Mediterranean Pizza	15360.50
5	The Spinach Pesto Pizza	15596.00

## I. Top 5 Pizzas by Quantity

```
SELECT pizza_name, SUM(quantity) AS Total_Pizza_Sold
FROM pizza_sales
GROUP BY pizza_name
ORDER BY Total_Pizza_Sold DESC
limit 5
```

### Output

	pizza_name character varying (100)	total_pizza_sold bigint
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



## J. Bottom 5 Pizzas by Quantity

```
SELECT pizza_name, SUM(quantity) AS Total_Pizza_Sold
FROM pizza_sales
GROUP BY pizza_name
ORDER BY Total_Pizza_Sold ASC
limit 5
```

### Output

	pizza_name character varying (100)	total_pizza_sold bigint
1	The Brie Carre Pizza	490
2	The Mediterranean Pizza	934
3	The Calabrese Pizza	937
4	The Spinach Supreme Pizza	950
5	The Soppresata Pizza	961

## K. Top 5 Pizzas by Total Orders

```
SELECT pizza_name, COUNT(DISTINCT order_id) AS Total_Orders
FROM pizza_sales
GROUP BY pizza_name
ORDER BY Total_Orders DESC
limit 5
```

	pizza_name character varying (100)	total_orders bigint
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

## L. Bottom 5 Pizzas by Total Orders

```
SELECT pizza_name, COUNT(DISTINCT order_id) AS Total_Orders
FROM pizza_sales
GROUP BY pizza_name
ORDER BY Total_Orders ASC
limit 5
```

	pizza_name character varying (100)	total_orders bigint
1	The Brie Carre Pizza	480
2	The Mediterranean Pizza	912
3	The Calabrese Pizza	918
4	The Spinach Supreme Pizza	918
5	The Chicken Pesto Pizza	938

## NOTE

If you want to apply the pizza\_category or pizza\_size filters to the above queries you can use WHERE clause. Follow some of below examples

```
SELECT pizza_name, COUNT(DISTINCT order_id) AS Total_Orders
FROM pizza_sales
WHERE pizza_category = 'Classic'
GROUP BY pizza_name
ORDER BY Total_Orders ASC
Limit 5
```

	pizza_name character varying (100)	total_orders bigint
1	The Pepperoni, Mushroom, and Peppers Pizza	1316
2	The Greek Pizza	1361
3	The Italian Capocollo Pizza	1380
4	The Napolitana Pizza	1421
5	The Big Meat Pizza	1811

# Thank you!

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