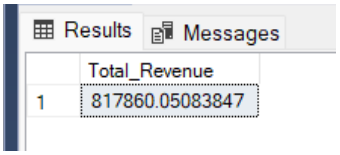
Pizza Sales Report

KPI'S

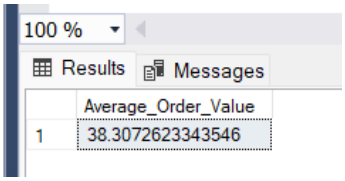
--Finding Total Revenue

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



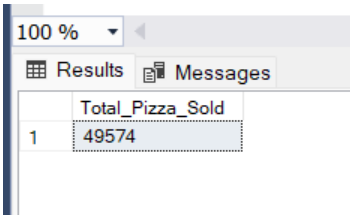
--Finding Average Order value

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



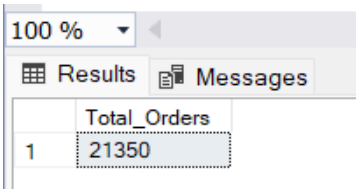
--Finding Total Pizza Sold

```
SELECT SUM(quantity) AS 'Total_Pizza_Sold'
FROM pizza_sales
```



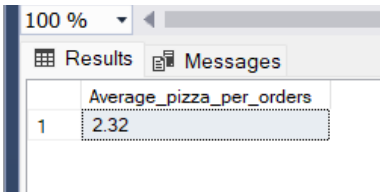
--Finding Total Orders

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



--Finding Average pizza per orders

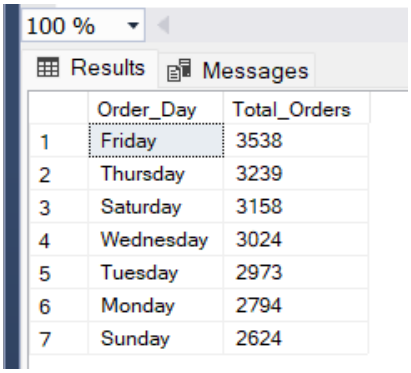
```
SELECT CAST(CAST(SUM(quantity) AS DECIMAL(10,2)) /
            CAST(COUNT(DISTINCT order_id) AS DECIMAL(10,2)) AS DECIMAL(10,2)) AS
          'Average_pizza_per_orders'
FROM pizza_sales
```



PROBLEM STATEMENTS

–Finding Daily Trends 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)
ORDER BY Total_Orders DESC
```



	Order_Day	Total_Orders
1	Friday	3538
2	Thursday	3239
3	Saturday	3158
4	Wednesday	3024
5	Tuesday	2973
6	Monday	2794
7	Sunday	2624

–Finding Monthly Trends 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 Month_Name DESC
```

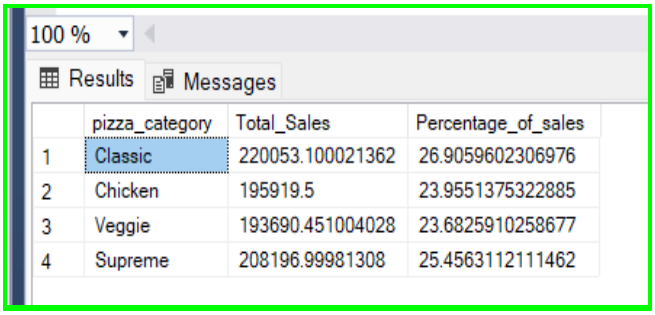
100 %

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

–Finding 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
'Percentage_of_sales'
FROM pizza_sales
GROUP BY pizza_category
```



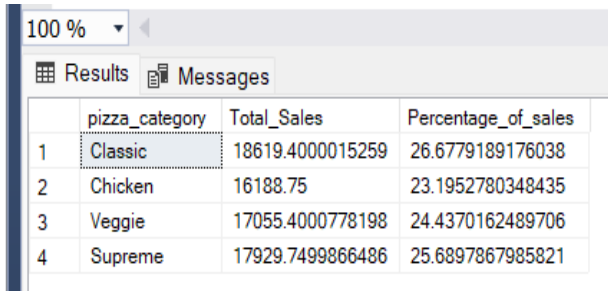
100 %

Results | Messages

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

–Finding Monthly wise percentage of sales by pizza category(for january month)

```
SELECT pizza_category, SUM(total_price) AS Total_Sales,
        SUM(total_price) * 100 / (SELECT SUM(total_price) FROM pizza_sales WHERE
MONTH(order_date) = 1 ) AS 'Percentage_of_sales'
FROM pizza_sales
WHERE MONTH(order_date) = 1
GROUP BY pizza_category
```



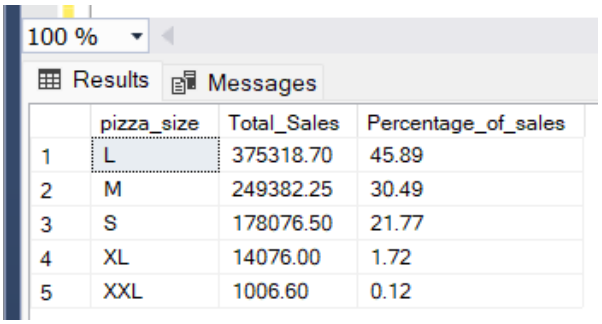
100 %

Results | Messages

	pizza_category	Total_Sales	Percentage_of_sales
1	Classic	18619.4000015259	26.6779189176038
2	Chicken	16188.75	23.1952780348435
3	Veggie	17055.4000778198	24.4370162489706
4	Supreme	17929.7499866486	25.6897867985821

–Finding Percentage of sales 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 'Percentage_of_sales'
FROM pizza_sales
GROUP BY pizza_size
ORDER BY Percentage_of_sales DESC
```



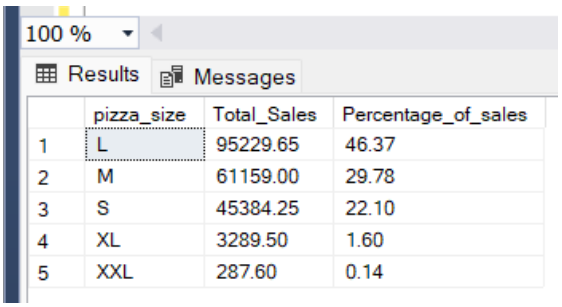
100 %

Results | Messages

	pizza_size	Total_Sales	Percentage_of_sales
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

–Finding Quarter wise Percentage of sales by Pizza size (1st Quarter)

```
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
                                        WHERE DATEPART(quarter, order_date) = 1) AS
DECIMAL(10,2)) AS 'Percentage_of_sales'
FROM pizza_sales
WHERE DATEPART(quarter, order_date)=1
GROUP BY pizza_size
ORDER BY Percentage_of_sales DESC
```



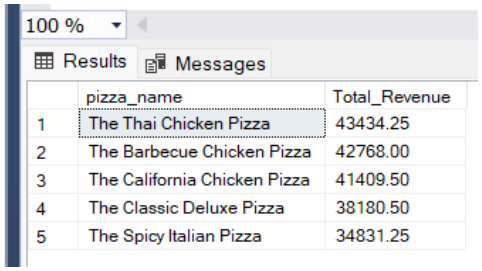
100 %

Results | Messages

	pizza_size	Total_Sales	Percentage_of_sales
1	L	95229.65	46.37
2	M	61159.00	29.78
3	S	45384.25	22.10
4	XL	3289.50	1.60
5	XXL	287.60	0.14

–Finding Top 5 Best sellers of Pizza name by Total Revenue

```
SELECT TOP 5 pizza_name, CAST(SUM(total_price) AS DECIMAL(10,2)) AS
'Total_Revenue'
FROM pizza_sales
GROUP BY pizza_name
ORDER BY Total_Revenue DESC
```



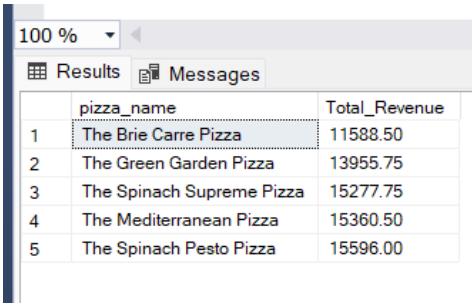
100 %

Results | Messages

	pizza_name	Total_Revenue
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

–Finding Bottom 5 Worst sellers of Pizza name by Total Revenue

```
SELECT TOP 5 pizza_name, CAST(SUM(total_price) AS DECIMAL(10,2)) AS
'Total_Revenue'
FROM pizza_sales
GROUP BY pizza_name
ORDER BY Total_Revenue ASC
```



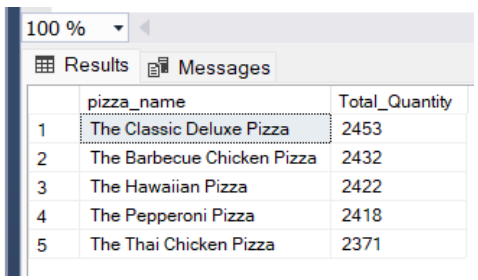
100 %

Results | Messages

	pizza_name	Total_Revenue
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

–Finding Top 5 Best sellers of Pizza name 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
```



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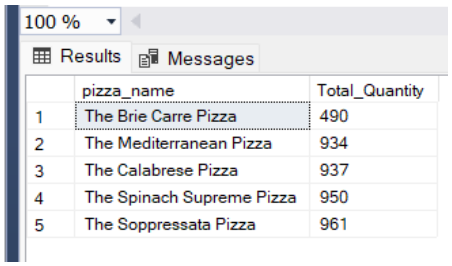
Results | Messages

	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

–Finding Bottom 5 worst seller of Pizza name 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
```



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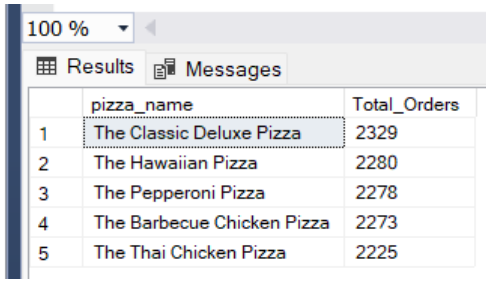
Results | Messages

	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

–Finding Top 5 Best sellers of Pizza name 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
```



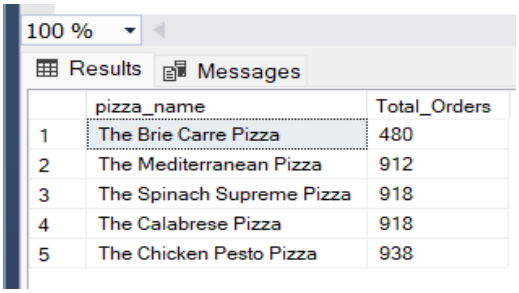
100 %

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

–Finding Bottom 5 worst seller of Pizza name 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 ASC
```



100 %

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