

PIZZA SALES DASHBOARD

A. KPI's

1. Total Revenue

```
SELECT
    ROUND(SUM(total_price), 2) AS Total_Revenue
FROM
    Pizza_sales;
```

Result Grid	
Total_Revenue	
▶	817860.05

2. Average Order Value

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

Result Grid	
Avg_order_Value	
▶	38.31

3. Total Pizzas Sold

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

Result Grid	
Total_pizza_sold	
▶	49574

4. Total Orders

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

Result Grid	
Total_Orders	
▶	21350

5. Average Pizzas Per Order

```
SELECT
    ROUND(SUM(QUANTITY) / COUNT(DISTINCT ORDER_ID),
    2) AS AVG_PIZZAS_PER_ORDER
FROM
    pizza_sales;
```

Result Grid		Filter Rows:
AVG_PIZZAS_PER_ORDER		
▶	2.32	

B. Daily Trend for Total Orders

```
SELECT
    DAYNAME(order_date) AS order_day,
    COUNT(DISTINCT order_id) AS total_orders
FROM
    pizza_sales
GROUP BY DAYNAME(order_date);
```

Result Grid			Filter Rows:
	order_day	total_orders	
▶	Friday	3538	
	Monday	2794	
	Saturday	3158	
	Sunday	2624	
	Thursday	3239	
	Tuesday	2973	
	Wednesday	3024	

C. Monthly Trend for Orders

```
SELECT
    MONTHNAME(order_date) AS Month_Name,
    COUNT(distinct order_id) AS Total_Orders
FROM
    pizza_sales
GROUP BY
    MONTHNAME(order_date);
```

Result Grid			Filter Rows:
	Month_Name	Total_Orders	
▶	April	1799	
	August	1841	
	December	1680	
	February	1685	
	January	1845	
	July	1935	
	June	1773	
	March	1840	
	May	1853	
	November	1792	
	October	1646	
	September	1661	

D. % of Sales by Pizza Category

```
SELECT
    pizza_category,
    ROUND(SUM(total_price), 2) AS category_sales,
    ROUND(
        (SUM(total_price) / (SELECT SUM(total_price)
        FROM pizza_sales)) * 100,
        2
    ) AS percentage_of_sales
FROM
    pizza_sales
GROUP BY
    pizza_category ;
```

	pizza_category	category_sales	percentage_of_sales
▶	Classic	220053.1	26.91
	Veggie	193690.45	23.68
	Supreme	208197	25.46
	Chicken	195919.5	23.96

E. % of Sales by Pizza Size

```
SELECT
    pizza_size,
    ROUND(SUM(total_price), 2) AS pizza_size,
    ROUND(
        (SUM(total_price) / (SELECT SUM(total_price)
        FROM pizza_sales)) * 100,
        2
    ) AS percentage_of_sales
FROM
    pizza_sales
GROUP BY
    pizza_size ;
```

	pizza_size	pizza_size	percentage_of_sales
▶	M	249382.25	30.49
	L	375318.7	45.89
	S	178076.5	21.77
	XL	14076	1.72
	XXL	1006.6	0.12

F. Total Pizzas Sold by Pizza Category

```
SELECT
    pizza_category, SUM(quantity) AS total_quantity_sold
FROM
    pizza_sales
GROUP BY pizza_category
ORDER BY total_quantity_sold DESC;
```

Result Grid			Filter Rows:
	pizza_category	total_quantity_sold	
▶	Classic	14888	
	Supreme	11987	
	Veggie	11649	
	Chicken	11050	

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	Total_Revenue
▶	The Thai Chicken Pizza	43434.25
	The Barbecue Chicken Pizza	42768
	The California Chicken Pizza	41409.5
	The Classic Deluxe Pizza	38180.5
	The Spicy Italian Pizza	34831.25

H. Bottom 5 Pizzas by Revenue

```
SELECT
    pizza_name, ROUND(SUM(total_price), 2) AS Total_Revenue
FROM
    pizza_sales
GROUP BY pizza_name
ORDER BY Total_Revenue ASC
LIMIT 5;
```

	pizza_name	Total_Revenue
▶	The Brie Carre Pizza	11588.5
	The Green Garden Pizza	13955.75
	The Spinach Supreme Pizza	15277.75
	The Mediterranean Pizza	15360.5
	The Spinach Pesto Pizza	15596

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 ;
```

	pizza_name	total_pizza_sold
▶	The Classic Deluxe Pizza	2453
	The Barbecue Chicken Pizza	2432
	The Hawaiian Pizza	2422
	The Pepperoni Pizza	2418
	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 ;
```

pizza_name	total_pizza_sold
The Brie Carre Pizza	490
The Mediterranean Pizza	934
The Calabrese Pizza	937
The Spinach Supreme Pizza	950
The Soppressata 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	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

L. Borrom 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	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