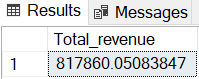
**PIZZA SALES REPORT**

**SALES INSIGHTS**

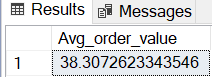
TOTAL REVENUE:

select sum(total\_price) AS "Total\_revenue" from pizza\_sales



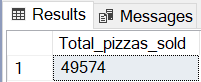
AVERAGE ORDER VALUE:

select (sum(total\_price)/count(distinct(order\_id))) as "Avg\_order\_value" from pizza\_sales



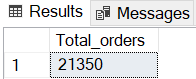
TOTAL QUANTITY OF PIZZA’S SOLD:

select sum(quantity) as "Total\_pizzas\_sold" from pizza\_sales



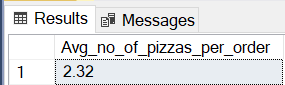
TOTAL ORDERS PLACED FOR ALL PIZZA’S:

select count(distinct(order\_id)) as "Total\_orders" from pizza\_sales



AVERAGE NUMBER OF PIZZA’S SOLD PER ORDER:

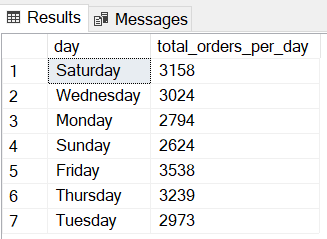
select cast(cast(sum(quantity)as decimal(10,2))/cast(count(distinct(order\_id)) as decimal(10,2))as decimal(10,2)) as "Avg\_no\_of\_pizzas\_per\_order" from pizza\_sales



SUM OF ORDERS PLACED ON ALL DAYS OF THE WEEK:

select datename(dw,order\_date) as"day", count(distinct(order\_id)) as "total\_orders\_per\_day" from pizza\_sales

group by datename(dw,order\_date)



SUM OF ORDERS PLACED ON ALL MONTHS OF THE YEAR**:**

select datename(month,order\_date) as "month", count(distinct(order\_id)) as "total\_orders\_per\_month" from pizza\_sales

group by datename(month,order\_date)

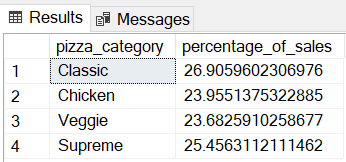


PERCENTAGE OF PIZZA CATEGORIES SOLD:

select pizza\_category , sum(total\_price) \* 100 / (select sum(total\_price) from pizza\_sales) as "percentage\_of\_sales"

from pizza\_sales

group by pizza\_category



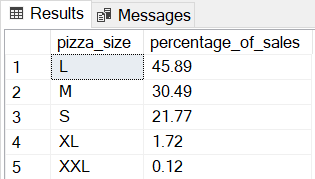
PERCENTAGE OF PIZZA’S ACCORDING TO THEIR SIZE:

select pizza\_size , round(sum(total\_price) \* 100 / (select sum(total\_price) from pizza\_sales),2) as "percentage\_of\_sales"

from pizza\_sales

group by pizza\_size

order by percentage\_of\_sales desc



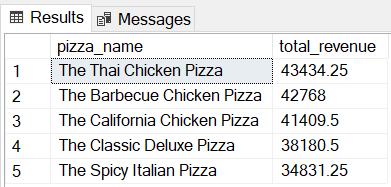
TOP 5 REVENUE EARNING PIZZA’S:

select top 5 pizza\_name , round(sum(total\_price),2) as "total\_revenue"

from pizza\_sales

group by pizza\_name

order by total\_revenue desc



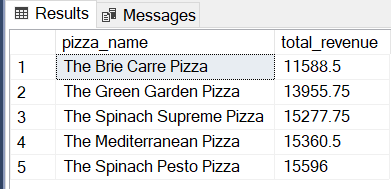
BOTTOM 5 REVENUE EARNING PIZZA’S :

select top 5 pizza\_name , round(sum(total\_price),2) as "total\_revenue"

from pizza\_sales

group by pizza\_name

order by total\_revenue asc



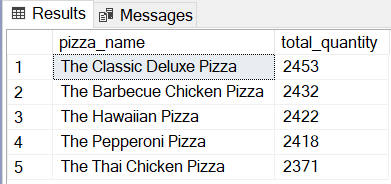
TOP 5 PIZZA’S ACCORDING TO TOTAL QUANTITY PLACED:

select top 5 pizza\_name , sum(quantity) as "total\_quantity"

from pizza\_sales

group by pizza\_name

order by total\_quantity desc



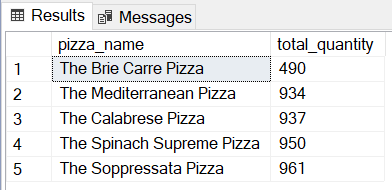
BOTTOM 5 PIZZA’S ACCORDING TO TOTAL QUANTITY PLACED:

select top 5 pizza\_name , sum(quantity) as "total\_quantity"

from pizza\_sales

group by pizza\_name

order by total\_quantity ASC



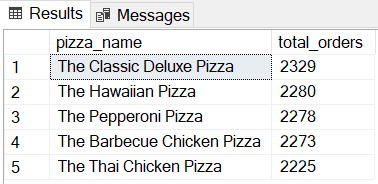
TOP 5 PIZZA’S ACCORDING TO THE NUMBER OF ORDERS PLACED:

select top 5 pizza\_name , count(distinct(order\_id)) as "total\_orders"

from pizza\_sales

group by pizza\_name

order by total\_orders desc



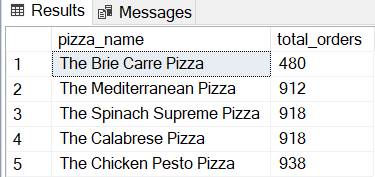
BOTTOM 5 PIZZA’S ACCORDING TO THE NUMBER OF ORDERS PLACED:

select top 5 pizza\_name , count(distinct(order\_id)) as "total\_orders"

from pizza\_sales

group by pizza\_name

order by total\_orders asc



**SUGGESTIONS TO IMPROVE THE SALES FURTHER:**

* During the top selling months i.e. ***January, July*** some additional discounts can be ***provided to increase the sales***.
* During the Weekends-***Friday, Saturday*** some discounts can be provided to ***increase the sales***.
* During the weekdays also some discounts can be given if feasible and profitable.
* Worst selling pizzas-***The Brie Carrie Pizza*** can be altered taste-wise /appearance-wise etc. depending on the customer feedback.
* ***Average order value*** can be increased by giving “2+1” offer on pizzas if feasible.
* XL, XXL size pizzas can be promoted by offering discounts if feasible.