# **PIZZA SALES KPI SHEET**

## 1. TOTAL REVENUE

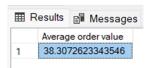
```
select sum(total_price) as "Total Revenue" from pizza_sales;

Results Messages

Total Revenue
1 817860.05083847
```

## 2. Average order value

```
select sum(total_price)/count(distinct order_id) as "Average order value" from
pizza_sales;
```



#### 3. Total Pizzas Sold

```
select sum(quantity) as "Total Pizzas Sold" from pizza_sales;

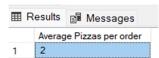
☐ Results ☐ Messages

Total Pizzas Sold

1 49574
```

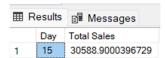
#### 4. Average Pizzas per order

```
select sum(quantity)/count(distinct order_id) as "Average Pizzas per order"
from pizza_sales;
```



5. Highest Selling day

```
select Top 1 day(order_date) as "Day",sum(total_price) as "Total Sales" from
pizza_sales
group by day(order_date)
order by sum(total price) desc;
```



6. Worst Selling day

```
select Top 1 day(order_date) as "Day",sum(total_price) as "Total Sales" from
pizza_sales
group by day(order_date)
order by sum(total_price);
```

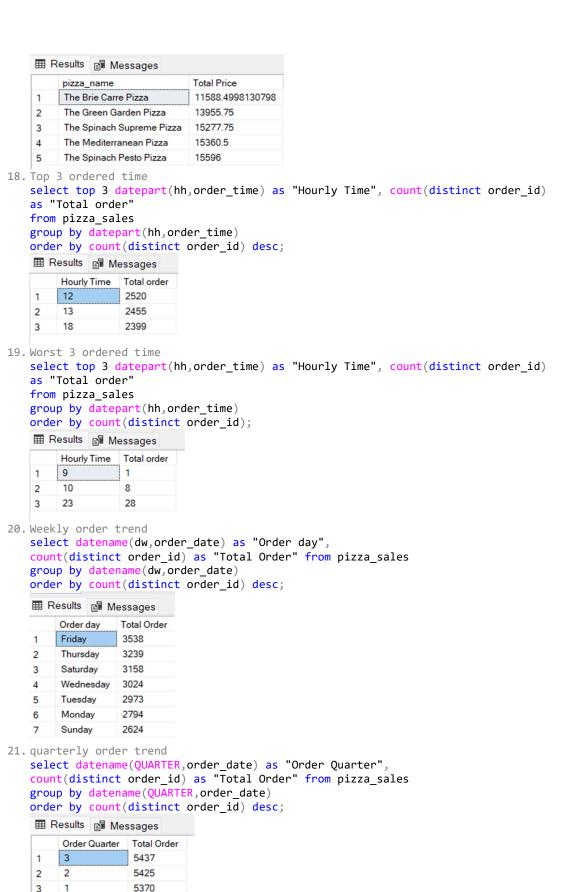
```
■ Results ■ Messages

Day Total Sales
1 31 16729.7000141144
```

```
7. Worst 5 Selling Day
   select Top 5 day(order_date) as "Day",sum(total_price) as "Total Sales" from
   pizza sales
   group by day(order_date)
   order by sum(total_price);
   Day
            Total Sales
    1
            16729.7000141144
            20875.8000240326
   2
       25
            23045.4000205994
   3
        29
   4
        5
            23988.4000282288
       28
           24154.8500213623
8. Top 5 Selling Day
   select Top 5 day(order_date) as "Day",sum(total_price) as "Total Sales" from
   pizza sales
   group by day(order_date)
   order by sum(total_price) desc;
   Day Total Sales
           30588.9000396729
       15
            29675.6500282288
   2
       4
   3
       27
            29655.9500255585
            29608.550031662
   5
       6
            28097.4500274658
9. Total orders
   select count(distinct order_id) as "Total Orders" from pizza_sales;
   ■ Results Messages
        Total Orders
       21350
    1
10. Highest Selling Month
   select Top 1 month(order date) as "Month", sum(total price) as "Total Sales"
   from pizza sales
   group by month(order date)
   order by sum(total_price) desc;
   Month Total Sales
       7
              72557.9000740051
11. Worst Selling Month
   select Top 1 month(order_date) as "Month", sum(total_price) as "Total Sales"
   from pizza sales
   group by month(order date)
   order by sum(total_price);
```



17. Worst 5 selling pizzas by name

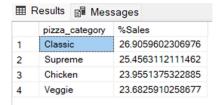


22. Monthly order trend select datename(MONTH, order\_date) as "Order Monthly", count(distinct order\_id) as "Total Order" from pizza\_sales group by datename(MONTH, order\_date) order by count(distinct order\_id) desc; Order Monthly Total Order July 1935 1 2 May 1853 3 January 1845 August 1841 5 March 1840 6 April 1799

November 1792 8 1773 February 1685 1680 10 December September 1661 11 October 1646

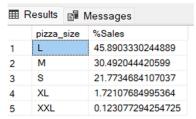
23. Total sales by pizza category

select pizza category,sum(total price)\*100/(select sum(total price) from pizza sales) as "%Sales" from pizza sales group by pizza category order by "%Sales" desc;



24. Percentage of sales by pizza size

select pizza\_size,sum(total\_price)\*100/(select sum(total\_price) from pizza\_sales) as "%Sales" from pizza\_sales group by pizza\_size order by "%Sales" desc;



25. Yearly Trend

select datename(YEAR, order\_date) as "Order Monthly", count(distinct order\_id) as "Total Order" from pizza\_sales group by datename(year, order\_date) order by count(distinct order\_id) desc;

