PIZZA SALES KPI SHEET

1. TOTAL REVENUE
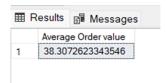
```
select sum(total_price) as "Total Revenue" from pizza_sales;
```

	Total Revenue
1	817860.05083847

2. Average Order value

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

	Average Order value
1	38.3072623343546

3. Total Pizzas Sold

```
SELECT SUM(quantity) AS Total_Pizza_Sold from pizza_sales;
```

	Total_Pizza_Sold
1	49574

4. Total Orders

```
select count(distinct order_id) as Total_Orders from pizza_sales;
```

	Total_Orders
1	21350

5. Average Pizzas Per order

```
select sum(quantity)/count(distinct order_id) as Average_Pizzas_Per_order from pizza_sales;
```

	Average_Pizzas_Per_order
1	2

6. 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 ;
```

	Day	Total_sales
1	15	30588.9000396729

7. Top 5 Selling day

```sql
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
1	15	30588.9000396729
2	4	29675.6500282288
3	27	29655.9500255585
4	1	29608.550031662
5	6	28097.4500274658

8. Worst Selling day

```sql
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) asc;
```

	Day	Total_sales
1	31	16729.7000141144

9. Worst 5 Selling day

```sql
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) asc;
```

	Day	Total_sales
1	31	16729.7000141144
2	25	20875.8000240326
3	29	23045.4000205994
4	5	23988.4000282288
5	28	24154.8500213623

10. Highest Selling Month

```sql
select Top 1 month(order_date) as "Day", sum(total_price) as "Total_sales" from
pizza_sales
group by month(order_date)
order by sum(total_price) desc;
```

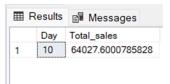|	Day	Total_sales
1	7	72557.9000740051

11. Worst Selling Month

```sql
select Top 1 month(order_date) as "Day", sum(total_price) as "Total_sales" from
pizza_sales
group by month(order_date)
order by sum(total_price);
```

	Day	Total_sales
1	10	64027.6000785828

12. Top Demanding pizza size

```sql
select Top 1 pizza_size,sum(total_price) as "Total Price" from pizza_sales
group by pizza_size
order by "Total Price" desc;
```

	pizza_size	Total Price
1	L	375318.701004028

13. Worst Demanding pizza size

```sql
select Top 1 pizza_size,sum(total_price) as "Total Price" from pizza_sales
group by pizza_size
order by "Total Price";
```

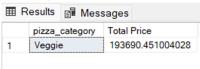|	pizza_size	Total Price
1	XXL	1006.6000213623

14. Worst Demanding pizza category

```sql
select Top 1 pizza_category,sum(total_price) as "Total Price" from pizza_sales
group by pizza_category
order by "Total Price";
```

	pizza_category	Total Price
1	Veggie	193690.451004028

15. Best Demanding pizza category

```sql
select Top 1 pizza_category,sum(total_price) as "Total Price" from pizza_sales
group by pizza_category
order by "Total Price" desc;
```

	pizza_category	Total Price
1	Classic	220053.100021362

16. Top 5 selling pizzas

```sql
select Top 5 pizza_name,sum(total_price) as "Total Price" from pizza_sales
group by pizza_name
order by "Total Price" desc;
```

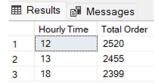|	pizza_name	Total Price
1	The Thai Chicken Pizza	43434.25
2	The Barbecue Chicken Pizza	42768
3	The California Chicken Pizza	41409.5
4	The Classic Deluxe Pizza	38180.5
5	The Spicy Italian Pizza	34831.25

17. Worst 5 selling pizzas

```sql
select Top 5 pizza_name,sum(total_price) as "Total Price" from pizza_sales
group by pizza_name
order by "Total Price";
```

	pizza_name	Total Price
1	The Brie Carre Pizza	11588.4998130798
2	The Green Garden Pizza	13955.75
3	The Spinach Supreme Pizza	15277.75
4	The Mediterranean Pizza	15360.5
5	The Spinach Pesto Pizza	15596

18. Top 3 order time

```sql
select Top 3 DATEPART(hh,order_time) as "Hourly Time",
count(distinct order_id) as "Total Order" from pizza_sales
group by DATEPART(hh,order_time)
order by "Total Order" desc;
```

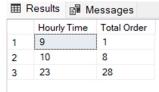|	Hourly Time	Total Order
1	12	2520
2	13	2455
3	18	2399

19. Worst 3 Order Time

```sql
select Top 3 DATEPART(hh,order_time) as "Hourly Time",
count(distinct order_id) as "Total Order" from pizza_sales
group by DATEPART(hh,order_time)
order by "Total Order";
```

	Hourly Time	Total Order
1	9	1
2	10	8
3	23	28

20. Weekly order trend

```sql
select datename(dw,order_date) as "Order Day",
count(distinct order_id) as "Total Order" from pizza_sales
group by datename(dw,order_date)
order by "Total Order" desc;
```

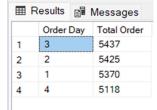|	Order Day	Total Order
1	Friday	3538
2	Thursday	3239
3	Saturday	3158
4	Wednesday	3024
5	Tuesday	2973
6	Monday	2794
7	Sunday	2624

21. Monthly order trend

```
select datename(MONTH,order_date) as "Order Day",
count(distinct order_id) as "Total Order" from pizza_sales
group by datename(MONTH,order_date)
order by "Total Order" desc;
```

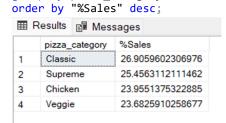|	Order Day	Total Order
1	July	1935
2	May	1853
3	January	1845
4	August	1841
5	March	1840
6	April	1799
7	November	1792
8	June	1773
9	February	1685
10	December	1680
11	September	1661
12	October	1646

22. Quarterly Trend

```
select datename(QUARTER,order_date) as "Order Day",
count(distinct order_id) as "Total Order" from pizza_sales
group by datename(QUARTER,order_date)
order by "Total Order" desc;
```

	Order Day	Total Order
1	3	5437
2	2	5425
3	1	5370
4	4	5118

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;
```

	pizza_category	%Sales
1	Classic	26.9059602306976
2	Supreme	25.4563112111462
3	Chicken	23.9551375322885
4	Veggie	23.6825910258677

24. Percentage of Sales by Pizza size

```sql
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;
```

Results | Messages

	pizza_size	%Sales
1	L	45.8903330244889
2	M	30.492044420599
3	S	21.7734684107037
4	XL	1.72107684995364
5	XXL	0.123077294254725