

# 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;
```

Results		Messages	
		Average order value	
1		38.3072623343546	

## 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;
```

Results		Messages	
		Average Pizzas per order	
1		2	

## 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;
```

Results		Messages	
		Day	Total Sales
1		15	30588.9000396729

## 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);
```

Results		Messages
	Day	Total Sales
1	31	16729.7000141144
2	25	20875.8000240326
3	29	23045.4000205994
4	5	23988.4000282288
5	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;
```

Results		Messages
	Day	Total Sales
1	15	30588.9000396729
2	4	29675.6500282288
3	27	29655.9500255585
4	1	29608.550031662
5	6	28097.4500274658

9. Total orders

```
select count(distinct order_id) as "Total Orders" from pizza_sales;
```

Results		Messages
	Total Orders	
1	21350	

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;
```

Results		Messages
	Month	Total Sales
1	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);
```

Results Messages		
	Month	Total Sales
1	10	64027.6000785828

12. Top demanding Pizza size  
 select Top 1 pizza\_size, sum(total\_price) as "Total Price" from pizza\_sales  
 group by pizza\_size  
 order by sum(total\_price) desc;

Results Messages		
	pizza_size	Total Price
1	L	375318.701004028

13. Worst demanding pizza size  
 select Top 1 pizza\_size, sum(total\_price) as "Total Price" from pizza\_sales  
 group by pizza\_size  
 order by sum(total\_price);

Results Messages		
	pizza_size	Total Price
1	L	375318.701004028

14. Top selling pizzas by category  
 select Top 1 pizza\_category, sum(total\_price) as "Total Price" from pizza\_sales  
 group by pizza\_category  
 order by sum(total\_price) desc;

Results Messages		
	pizza_category	Total Price
1	Classic	220053.100021362

15. Worst selling pizzas by category  
 select Top 1 pizza\_category, sum(total\_price) as "Total Price" from pizza\_sales  
 group by pizza\_category  
 order by sum(total\_price);

Results Messages		
	pizza_category	Total Price
1	Veggie	193690.451004028

16. Top 5 selling pizzas by name  
 select Top 5 pizza\_name, sum(total\_price) as "Total Price" from pizza\_sales  
 group by pizza\_name  
 order by sum(total\_price) desc;

Results Messages		
	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 by name

Results Messages		
	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 ordered time

```
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 count(distinct order_id) desc;
```

Results Messages		
	Hourly Time	Total order
1	12	2520
2	13	2455
3	18	2399

19. Worst 3 ordered time

```
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 count(distinct order_id);
```

Results Messages		
	Hourly Time	Total order
1	9	1
2	10	8
3	23	28

20. Weekly order trend

```
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 count(distinct order_id) desc;
```

Results Messages		
	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. quarterly order trend

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

Results Messages		
	Order Quarter	Total Order
1	3	5437
2	2	5425
3	1	5370
4	4	5118

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
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

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

```
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;
```

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

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;
```

	Order Monthly	Total Order
1	2015	21350