## **📊 Key KPIs for Pizza Sales Analysis (with SQL Queries)**

### **1. 🧾 Total Revenue**

**Definition:** Total money earned from all orders  
 **Formula:** SUM(total\_price)

SELECT

round(SUM(total\_price),2) AS total\_revenue

FROM pizza\_sales;



### **2. 💰 Average Order Value (AOV)**

**Definition:** Average revenue generated per order  
 **Formula:** SUM(total\_price) / COUNT(DISTINCT order\_id)

SELECT

ROUND(SUM(total\_price) \* 1.0 / COUNT(DISTINCT order\_id), 2) AS avg\_order\_value

FROM pizza\_sales;



### **3. 🍕 Total Pizzas Sold**

**Definition:** Total number of pizza units sold  
 **Formula:** SUM(quantity)

SELECT

SUM(quantity) AS total\_pizzas\_sold

FROM pizza\_sales;



### **4. 🏆 Best-Selling Pizzas(Top 5)**

**Definition:** Pizzas with the highest quantity sold  
 **Formula:** SUM(quantity) grouped by pizza\_name

SELECT TOP 5

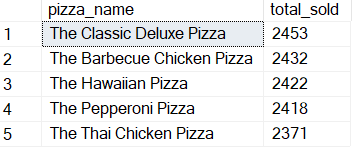
pizza\_name,

SUM(quantity) AS total\_sold

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY total\_sold DESC;



### **❌ Worst-Selling Pizzas(Bottom 5)**

**Definition:** Pizzas with the lowest quantity sold

SELECT TOP 5

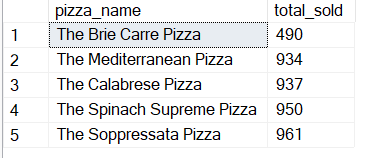
pizza\_name,

SUM(quantity) AS total\_sold

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY total\_sold ASC;



### **6. ⏰ Peak Order Hour(TOP 5) (By Revenue)**

**Definition:** The hour of the day when most sales occur  
 **Formula:** Group by HOUR(order\_time)

SELECT TOP 5

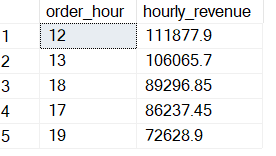
DATEPART(HOUR, order\_time) AS order\_hour,

round(SUM(total\_price),2) AS hourly\_revenue

FROM pizza\_sales

GROUP BY DATEPART(HOUR, order\_time)

ORDER BY hourly\_revenue DESC;



### **7. 📅 Highest Grossing Day of the Week**

**Definition:** A Day with the highest total revenue  
 **Formula:** Group by weekday name

SELECT

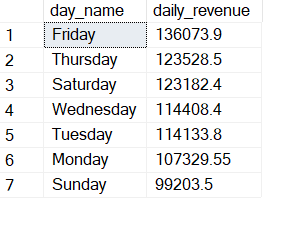
DATENAME(WEEKDAY, CAST(order\_date AS DATE)) AS day\_name,

round(SUM(total\_price),2) AS daily\_revenue

FROM pizza\_sales

GROUP BY DATENAME(WEEKDAY, CAST(order\_date AS DATE))

ORDER BY daily\_revenue DESC;



### **8. 📐 Revenue by Pizza Size**

**Definition:** Total revenue earned by each pizza size

SELECT

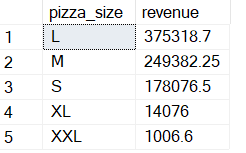
pizza\_size,

round(SUM(total\_price),2) AS revenue

FROM pizza\_sales

GROUP BY pizza\_size

ORDER BY revenue DESC;



### **9. 🥦 Revenue by Pizza Category**

**Definition:** Revenue earned by Classic, Veggie, Supreme, and Chicken

SELECT

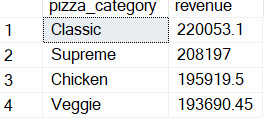
pizza\_category,

SUM(total\_price) AS revenue

FROM pizza\_sales

GROUP BY pizza\_category

ORDER BY revenue DESC;



### **10. 🪑 Estimated Seat Utilisation Rate**

**Customer Estimation Logic**

We analysed 21,350 unique orders and 48,620 pizza line items. On average, each order consists of 2.28 pizza items.

Therefore, we estimate customer count based on the number of order\_details\_id, assuming each pizza item represents one person (≈ 1 pizza per person).

This results in an estimated **48,620 customers** served over the year.

SELECT

ROUND(CAST(48620 AS FLOAT)/60, 2) AS total\_full\_seat\_cycles,

ROUND(CAST(48620 AS FLOAT) / 60 / 365, 2) AS avg\_full\_seat\_cycles\_per\_day,

ROUND(CAST(48620 AS FLOAT) / (365 \* 60) \* 100, 2) AS avg\_daily\_seat\_utilization\_percent



**Seating Utilisation Insight:**

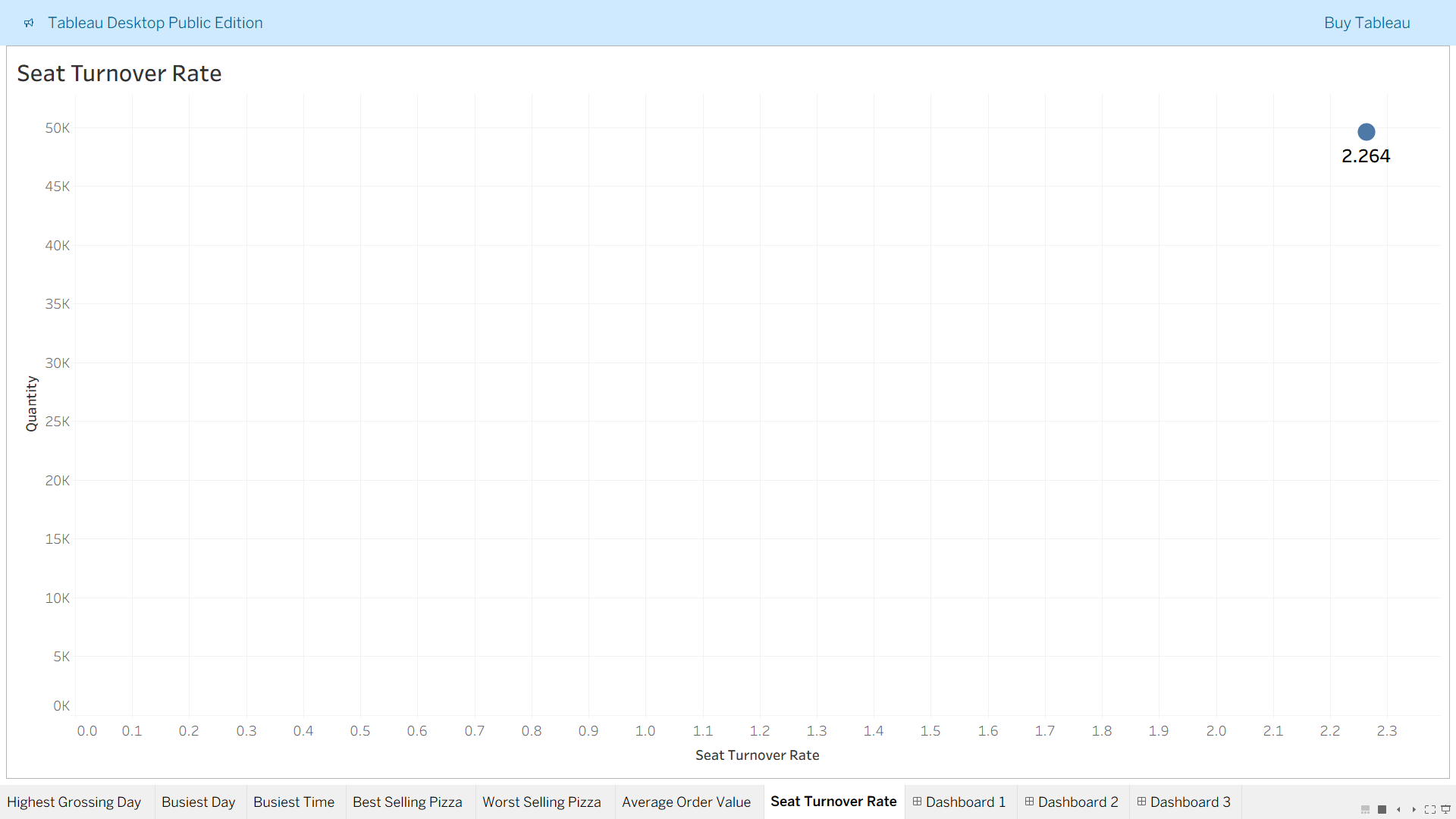
Over the years, Plato’s Pizza served approximately 48,620 customers.

Given 60 seats and 365 days, this equates to a **daily average seating utilisation of 222%**, meaning each seat is **used 2.2 times daily**.

This reflects a **healthy table turnover**, especially during peak hours.

Initially, we used order\_details\_id as a proxy for customer count, assuming each unique pizza configuration was intended for a separate person.

However, for more accurate **seating capacity analysis**, we use SUM(quantity) to represent estimated customers, under the assumption that **1 pizza ≈ 1 customer**. This provides a closer match to real-world dine-in behavior and accounts for actual volume of items served.

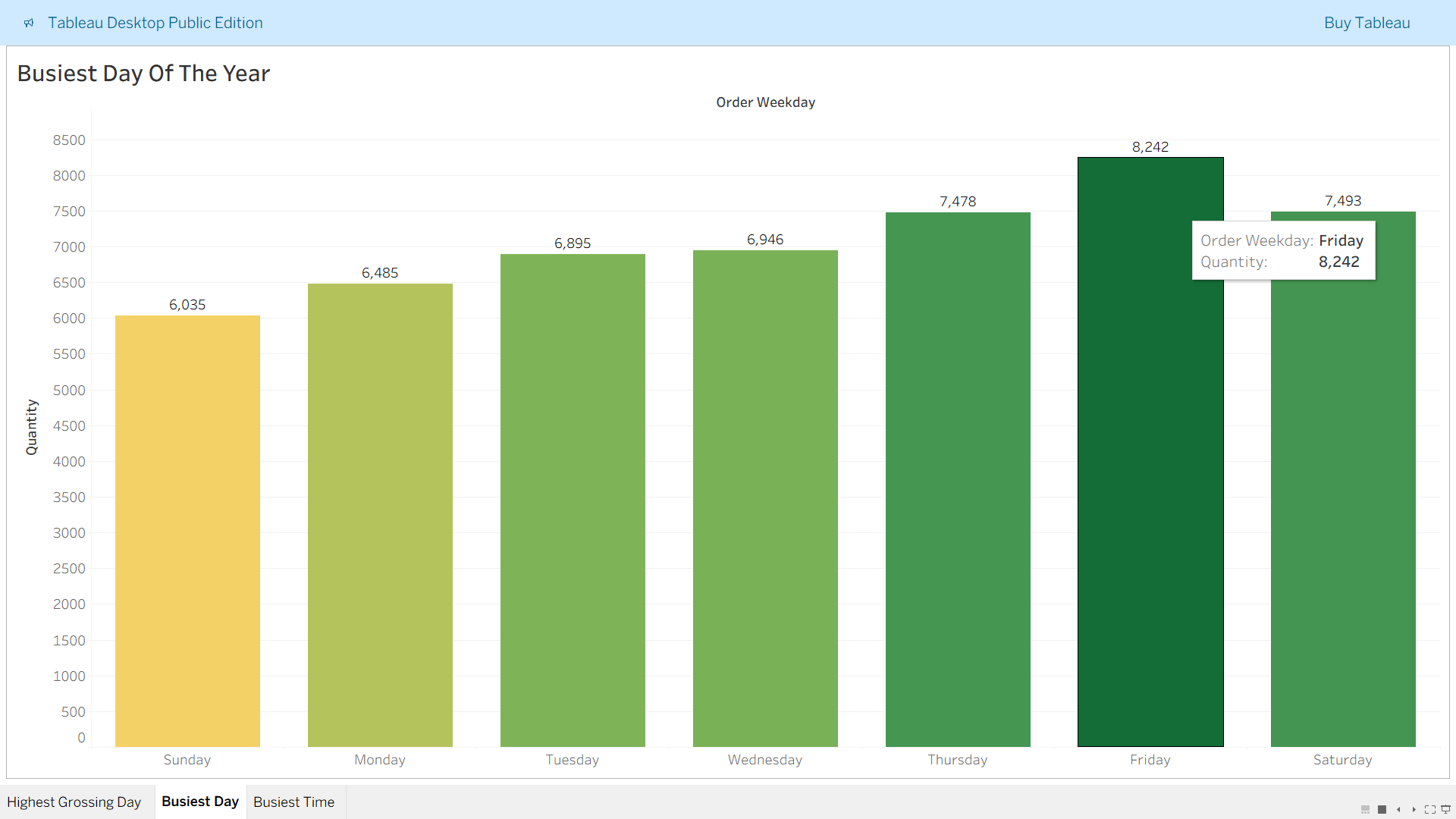


This makes Seat Turnover Rate **2.264** times per day.

Note:- We can make the assumption that 1 table is occupied by 4 seats.

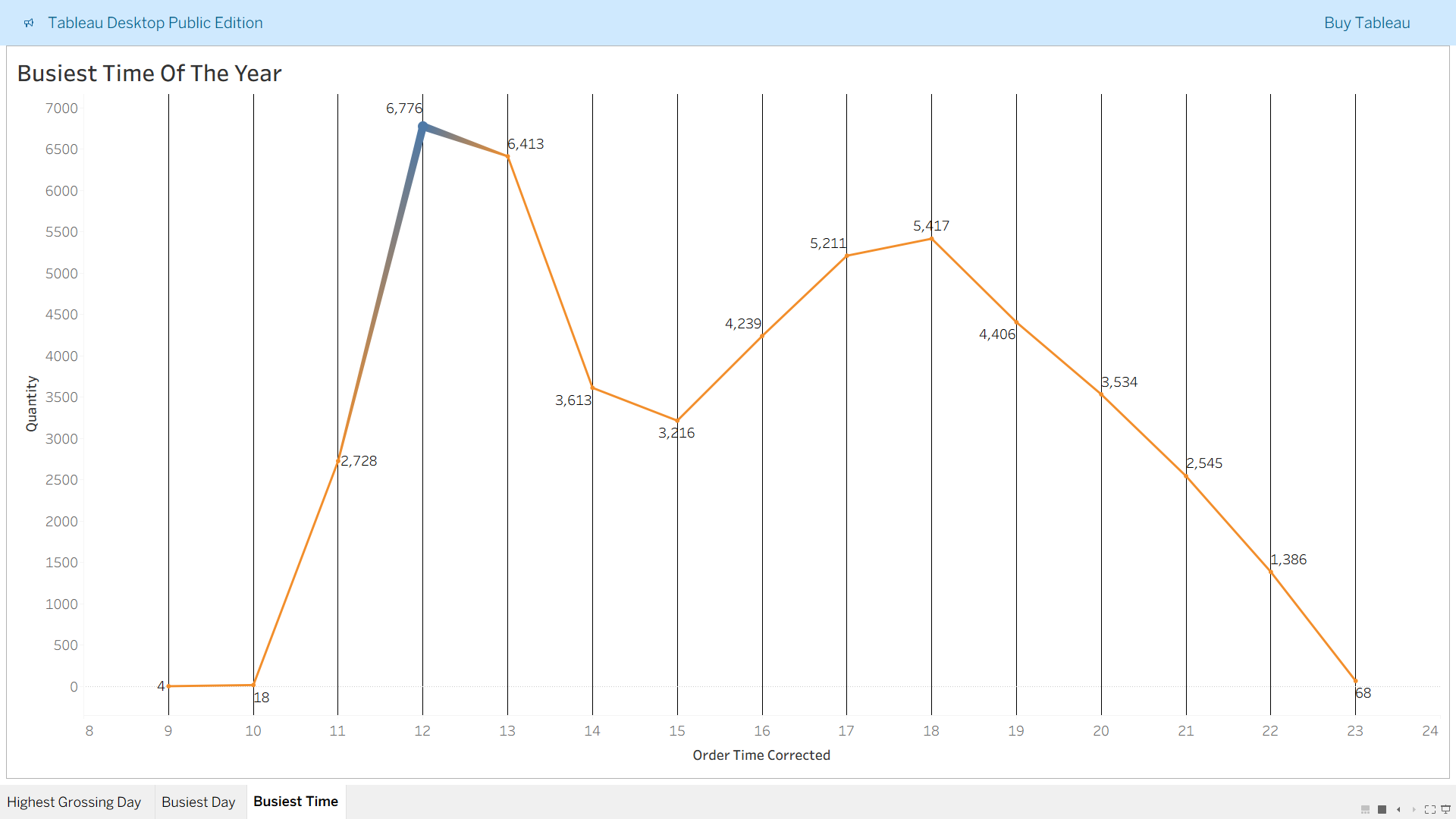
**11. Busiest Day of the Year**

As seen in Tableau Chart Busiest Day is **Friday**



During this day, the highest of 8242 pizzas are made in a year.

**12. Busiest Time of the Year**

As seen in Tableau Chart Busiest Time is 12:00 PM.

During this time, the highest of 6776 pizzas are made in a year.

**Pizzas made at 12 PM on Fridays only, using SQL**

SELECT SUM(quantity) AS pizzas\_at\_noon\_on\_friday

FROM pizza\_data.dbo.pizza\_sales

WHERE DATEPART(HOUR, order\_time) = 12

AND DATENAME(WEEKDAY, order\_date) = 'Friday';

