**Problem Statement**

**KPIs Requirement**

Analyze key indicators for our Pizza Sales to gain Business Insight. We are calculating the following metrics:

* Total Revenue: Sum of Total Pizza orders
* Average Order Value: Average amount spent per Order, by dividing Total Revenue/Total number of Orders.
* Total Pizzas Sold: Sum of the quantities of all the Pizzas sold.
* Total Orders: Total number of Orders Placed.
* Average Pizza per Order: Total number of Pizzas sold/ Total number of Orders.

**Chart Requirements**

To Visualize various aspects of Pizza Sales Data to understand the key trends.

* Daily trend of Total Orders – To understand the pattern & fluctuation of Order volume on Daily Basis.
* Monthly trend of Total Orders – Hourly trend of Total order throughout the day.
* Percentage of Sales by Pizza Category – Distribution of sales across different Pizza Categories. To analyze the popularity of Pizza.
* Percentage of Sales by Pizza Size - Distribution of sales across different Pizza Size.
* Total Pizza Sold by Category – Total number of Pizzas sold for each Pizza Category to compare the Sales performance of different Pizza categories.
* Top 5 Best Seller by Revenue, Total Quantity & Total Order – To identify most popular Pizza Options.
* Bottom 5 Worst Seller by Revenue, Total Quantity & Total Order – To identify least popular Pizza Options.

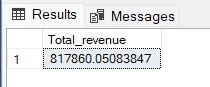
PIZZA SALES SQL QUERIES

1. KPI’s

select \* from pizza\_sales\_excel\_file

1. Total Revenue

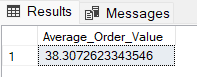
select sum(total\_price) as Total\_revenue from pizza\_sales\_excel\_file



1. Average Order Value

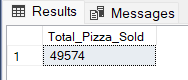
select sum(total\_price) / count (distinct order\_id) as Average\_Order\_Value

from pizza\_sales\_excel\_file



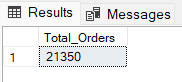
1. Total Pizzas Sold

Select sum(quantity) as Total\_Pizza\_Sold from pizza\_sales\_excel\_file



1. Total Orders placed

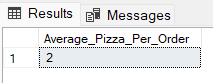
select count(distinct order\_id) as Total\_Orders from pizza\_sales\_excel\_file



1. Average Pizzas Per Order

select sum(quantity) / count(distinct order\_id) as Average\_Pizza\_Per\_Order

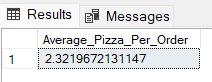
from pizza\_sales\_excel\_file



Variations:

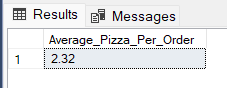
select cast (sum(quantity) as decimal (10,2)) / cast (count(distinct order\_id) as decimal (10,2)) as Average\_Pizza\_Per\_Order

from pizza\_sales\_excel\_file



select cast (cast (sum(quantity) as decimal (10,2)) / cast (count(distinct order\_id) as decimal (10,2)) as decimal (10,2)) as Average\_Pizza\_Per\_Order

from pizza\_sales\_excel\_file



1. Chart Requirements

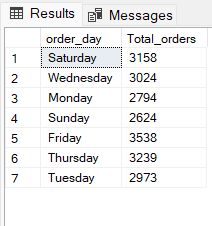
select \* from pizza\_sales\_excel\_file

1. Daily trend of Total Orders:

select DATENAME(DW, order\_date) as order\_day, count(distinct order\_id) as Total\_orders

from pizza\_sales\_excel\_file

group by DATENAME(DW, order\_date)

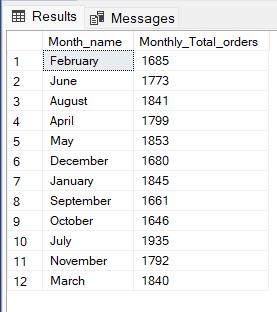


1. Monthly trend of Total Orders:

select DATENAME(MONTH, order\_date) as Month\_name, count(distinct order\_id) as Monthly\_Total\_orders

from pizza\_sales\_excel\_file

group by DATENAME(MONTH, order\_date)



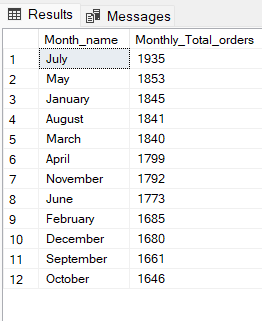
Variation:

select DATENAME(MONTH, order\_date) as Month\_name, count(distinct order\_id) as Monthly\_Total\_orders

from pizza\_sales\_excel\_file

group by DATENAME(MONTH, order\_date)

order by Monthly\_Total\_orders DESC

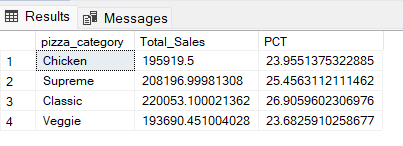


1. Percentage of Sales by Pizza Category:

select pizza\_category, sum (total\_price) as Total\_Sales, sum(total\_price) \* 100/ (select sum(total\_price) from pizza\_sales\_excel\_file) as PCT

from pizza\_sales\_excel\_file

group by pizza\_category



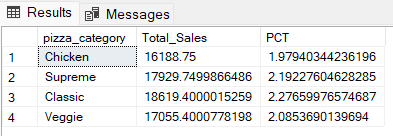
select pizza\_category, sum (total\_price) as Total\_Sales, sum(total\_price) \* 100/ (select sum(total\_price) from pizza\_sales\_excel\_file) as PCT

from pizza\_sales\_excel\_file

where Month(order\_date) = 1

group by pizza\_category

*\*\*\* Output for the month of January*



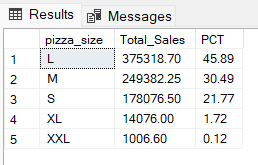
1. Percentage of Sales by Pizza Size

select pizza\_size, CAST (sum (total\_price) as decimal(10,2)) as Total\_Sales, CAST (sum(total\_price) \* 100/ (select sum(total\_price) from pizza\_sales\_excel\_file) as decimal (10,2)) as PCT

from pizza\_sales\_excel\_file

group by pizza\_size

order by PCT DESC



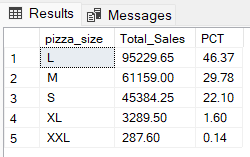
select pizza\_size, CAST (sum (total\_price) as decimal(10,2)) as Total\_Sales, CAST (sum(total\_price) \* 100/ (select sum(total\_price) from pizza\_sales\_excel\_file where DATEPART(quarter, order\_date)=1 ) as decimal (10,2)) as PCT

from pizza\_sales\_excel\_file

where DATEPART(quarter, order\_date)=1

group by pizza\_size

order by PCT DESC



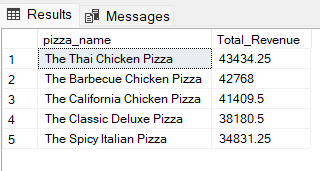
1. Top / Bottom 5 Best Seller by Revenue, Total Quantity & Total Order:

select top 5 pizza\_name, sum (total\_price) as Total\_Revenue

from pizza\_sales\_excel\_file

group by pizza\_name

order by Total\_Revenue DESC

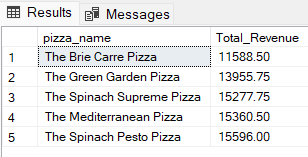


select top 5 pizza\_name, cast (sum (total\_price) as decimal (10,2)) as Total\_Revenue

from pizza\_sales\_excel\_file

group by pizza\_name

order by Total\_Revenue ASC

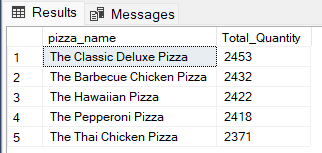


select top 5 pizza\_name, sum (quantity) as Total\_Quantity

from pizza\_sales\_excel\_file

group by pizza\_name

order by Total\_Quantity DESC

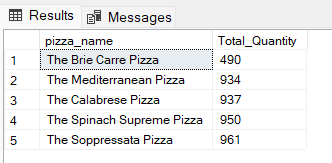


select top 5 pizza\_name, sum (quantity) as Total\_Quantity

from pizza\_sales\_excel\_file

group by pizza\_name

order by Total\_Quantity ASC

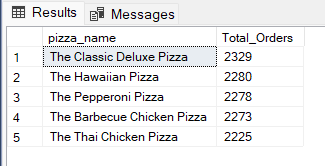


select top 5 pizza\_name, count (distinct order\_id) as Total\_Orders

from pizza\_sales\_excel\_file

group by pizza\_name

order by Total\_Orders DESC



select top 5 pizza\_name, count (distinct order\_id) as Total\_Orders

from pizza\_sales\_excel\_file

group by pizza\_name

order by Total\_Orders ASC

