SALES REPORT

INTRODUCTION

This report analyzes pizza sales to uncover key insights. It covers total orders, revenue, popular pizza sizes, and top-selling types.

We also explore category-wise performance, order patterns by time, and daily sales trends. Advanced metrics include revenue contribution by pizza type and top earners by category.

BASIC

01 Retrieve the total number of orders placed.

02 Calculate the total revenue generated from pizza sales.

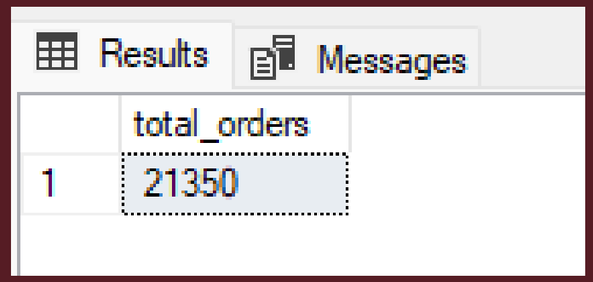
03 Identify the highest-priced pizza.

04 Identify the most common pizza size ordered.

05 List the top 5 most ordered pizza types along with their quantities.

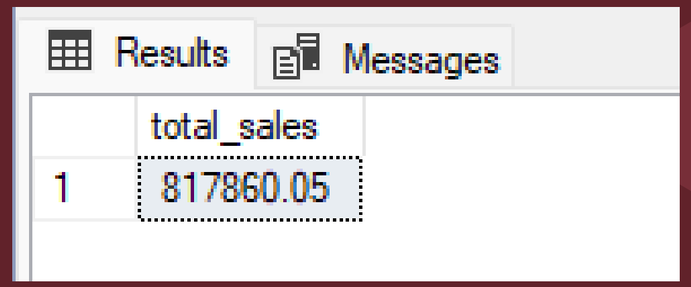
RETRIEVE THE TOTAL NUMBER OF ORDERS PLACED.

```
SELECT COUNT(order_id) AS total_orders
FROM pizza_sales.dbo.orders
```



CALCULATE THE TOTAL REVENUE GENERATED FROM PIZZA SALES.

```
SELECT ROUND(SUM(order_details.quantity * pizzas.price),2) AS total_sales
FROM order_details JOIN pizzas
ON pizzas.pizza_id = order_details.pizza_id
```



IDENTIFY THE HIGHEST-PRICED PIZZA.

```sql
SELECT TOP 1 pizza_types.name, ROUND(pizzas.price, 2) AS hi_priced
FROM pizza_types JOIN pizzas
ON pizza_types.pizza_type_id = pizzas.pizza_type_id
ORDER BY pizzas.price DESC;
```

Results | Messages

	name	hi_priced
1	The Greek Pizza	35.95

IDENTIFY THE MOST COMMON PIZZA SIZE ORDERED.

```
SELECT pizzas.size, COUNT(order_details.order_details_id) AS order_count
FROM pizzas JOIN order_details
ON pizzas.pizza_id = order_details.pizza_id
GROUP BY pizzas.size ORDER BY order_count DESC
```

Results | Messages

	size	order_count
1	L	18526
2	M	15385
3	S	14137
4	XL	544
5	XXL	28

LIST THE TOP 5 MOST ORDERED PIZZA TYPES ALONG WITH THEIR QUANTITIES.

```
SELECT TOP 5 pizza_types.name,
SUM(order_details.quantity) AS quantity
FROM pizza_types JOIN pizzas
ON pizza_types.pizza_type_id = pizzas.pizza_type_id
JOIN order_details
ON order_details.pizza_id = pizzas.pizza_id
GROUP BY pizza_types.name ORDER BY quantity DESC
```

Results | Messages

	name	quantity
1	The Classic Deluxe Pizza	2453
2	The Barbecue Chicken Pizza	2432
3	The Hawaiian Pizza	2422
4	The Pepperoni Pizza	2418
5	The Thai Chicken Pizza	2371

INTERMEDIATE

01 Join the necessary tables to find the total quantity of each pizza category ordered.

02 Determine the distribution of orders by hour of the day.

03 Join relevant tables to find the category-wise distribution of pizzas.

04 Group the orders by date and calculate the average number of pizzas ordered per day.

05 Determine the top 3 most ordered pizza types based on revenue.

JOIN THE NECESSARY TABLES TO FIND THE TOTAL QUANTITY OF EACH PIZZA CATEGORY ORDERED.

```
SELECT pizza_types.category,
SUM(order_details.quantity) AS quantity
FROM pizza_types JOIN pizzas
ON pizza_types.pizza_type_id = pizzas.pizza_type_id
JOIN order_details
ON order_details.pizza_id = pizzas.pizza_id
GROUP BY pizza_types.category ORDER BY quantity DESC
```

Results | Messages

	category	quantity
1	Classic	14888
2	Supreme	11987
3	Veggie	11649
4	Chicken	11050

DETERMINE THE DISTRIBUTION OF ORDERS BY HOUR OF THE DAY.

```
SELECT DATEPART(HOUR, time) AS hour,
COUNT(order_id) AS order_count
FROM orders
GROUP BY DATEPART(HOUR, time) ORDER BY order_count DESC
```

Results | Messages

	hour	order_count
1	12	2520
2	13	2455
3	18	2399
4	17	2336
5	19	2009
6	16	1920
7	20	1642
8	14	1472
9	15	1468
10	11	1231
11	21	1198
12	22	663
13	23	28
14	10	8
15	9	1

JOIN RELEVANT TABLES TO FIND THE CATEGORY-WISE DISTRIBUTION OF PIZZAS.

```
SELECT category, COUNT(name) FROM pizza_types
GROUP BY category
```

Results | Messages

	category	(No column name)
1	Chicken	6
2	Classic	8
3	Supreme	9
4	Veggie	9

GROUP THE ORDERS BY DATE AND CALCULATE THE AVERAGE NUMBER OF PIZZAS ORDERED PER DAY.

```sql
SELECT AVG(quantity) AS avg_pizza_ordered_per_day
FROM
    (SELECT orders.date, SUM(order_details.quantity) AS quantity
    FROM orders
    JOIN order_details ON orders.order_id = order_details.order_id
    GROUP BY orders.date) AS order_quantity
```

Results | Messages

	avg_pizza_ordered_per_day
1	138

DETERMINE THE TOP 3 MOST ORDERED PIZZA TYPES BASED ON REVENUE.

```
SELECT TOP 3 pizza_types.name,
SUM(order_details.quantity * pizzas.price) AS revenue
FROM pizza_types JOIN pizzas
ON pizzas.pizza_type_id = pizza_types.pizza_type_id
JOIN order_details
ON order_details.pizza_id = pizzas.pizza_id
GROUP BY pizza_types.name ORDER BY revenue DESC
```

Results | Messages

	name	revenue
1	The Thai Chicken Pizza	43434.25
2	The Barbecue Chicken Pizza	42768
3	The California Chicken Pizza	41409.5

ADVANCED

01 Calculate the percentage contribution of each pizza type to total revenue.

02 Analyze the cumulative revenue generated over time.

03 Determine the top 3 most ordered pizza types based on revenue for each pizza category.

CALCULATE THE PERCENTAGE CONTRIBUTION OF EACH PIZZA TYPE TO TOTAL REVENUE.

```
SELECT pizza_types.category,
ROUND(SUM(order_details.quantity*pizzas.price) /
(SELECT ROUND(SUM(order_details.quantity * pizzas.price),2) AS total_sales
FROM order_details JOIN pizzas
ON pizzas.pizza_id = order_details.pizza_id) *100, 2) AS revenue
FROM  pizza_types JOIN pizzas
ON pizza_types.pizza_type_id = pizzas.pizza_type_id
JOIN order_details
ON order_details.pizza_id = pizzas.pizza_id
GROUP BY pizza_types.category ORDER BY revenue DESC
```

Results | Messages

	category	revenue
1	Classic	26.91
2	Supreme	25.46
3	Chicken	23.96
4	Veggie	23.68

ANALYZE THE CUMULATIVE REVENUE GENERATED OVER TIME.

```
SELECT date,
ROUND(SUM(revenue) OVER (ORDER BY date), 2) AS cumu_revenue
FROM
(SELECT orders.date,
SUM(order_details.quantity*pizzas.price) AS revenue
FROM order_details JOIN pizzas
ON order_details.pizza_id = pizzas.pizza_id
JOIN orders
ON orders.order_id = order_details.order_id
GROUP BY orders.date) AS sales
```

Results | Messages

	date	cumu_revenue
1	2015-01-01	2713.85
2	2015-01-02	5445.75
3	2015-01-03	8108.15
4	2015-01-04	9863.6
5	2015-01-05	11929.55
6	2015-01-06	14358.5
7	2015-01-07	16560.7
8	2015-01-08	19399.05
9	2015-01-09	21526.4
10	2015-01-10	23990.35
11	2015-01-11	25862.65
12	2015-01-12	27781.7
13	2015-01-13	29831.3
14	2015-01-14	32358.7
15	2015-01-15	34343.5
16	2015-01-16	36937.65
17	2015-01-17	39001.75
18	2015-01-18	40978.6
19	2015-01-19	43365.75

DETERMINE THE TOP 3 MOST ORDERED PIZZA TYPES BASED ON REVENUE FOR EACH PIZZA CATEGORY.

```
SELECT name, revenue FROM
(SELECT category, name, revenue,
RANK() OVER(PARTITION BY category ORDER BY revenue DESC) AS rn
FROM
(SELECT pizza_types.category, pizza_types.name,
SUM((order_details.quantity)*pizzas.price) AS revenue
FROM pizza_types JOIN pizzas
ON pizza_types.pizza_type_id = pizzas.pizza_type_id
JOIN order_details
ON order_details.pizza_id = pizzas.pizza_id
GROUP BY pizza_types.category, pizza_types.name) AS a) AS b
WHERE rn<= 3
```

Results | Messages

	name	revenue
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 Hawaiian Pizza	32273.25
6	The Pepperoni Pizza	30161.75
7	The Spicy Italian Pizza	34831.25
8	The Italian Supreme Pizza	33476.75
9	The Sicilian Pizza	30940.5
10	The Four Cheese Pizza	32265.7010040283
11	The Mexicana Pizza	26780.75
12	The Five Cheese Pizza	26066.5

THANK YOU