PIZZA SALES USING (SQL DATABASE)

KEY PERFORMANCE INDICATOR:

1. Total Revenue:

SELECT SUM(total\_price) AS Total\_Revenue

FROM pizza\_sales;

OUTPUT:

Total Revenue:

817860.05083847

2. Average Order Value:

SELECT (SUM(total\_price) / COUNT(DISTINCT order\_id)) AS Avg\_order\_Value FROM pizza\_sales

OUTPUT:

Average Order Value:

38.3072623343546

3. Total Pizzas Sold:

SELECT SUM(quantity) AS Total\_pizza\_sold

FROM pizza\_sale

OUTPUT:

Total Pizzas Sold:

49574

4. Total Orders:

SELECT COUNT(DISTINCT order\_id) AS Total\_Orders FROM pizza\_sale

OUTPUT:

Total Orders:

21350

5. Average Pizzas Per Order:

SELECT CAST(CAST(SUM(quantity) AS DECIMAL(10,2)) /

CAST(COUNT(DISTINCT order\_id) AS DECIMAL(10,2)) AS DECIMAL(10,2))

AS Avg\_Pizzas\_per\_order

FROM pizza\_sales

OUTPUT:

Average Pizzas Per Order:

2.32

TRENDS AND SALES REPORT:

A) DAILY TRENDS FOR TOTAL ORDERS:

SELECT DATENAME(DW, order\_date) AS order\_day, COUNT(DISTINCT order\_id) AS total\_orders

FROM pizza\_sales

GROUP BY DATENAME(DW, order\_date)

Output:

DAILY TRENDS FOR TOTAL ORDERS:

Order\_Day Total\_Orders

1) Monday 2794

2) Tuesday 2973

3) Wednesday 3024

4) Thursday 3239

5) Friday 3538

6) Saturday 3158

7) Sunday 2624

B) MONTH TRENDS FOR ORDERS:

select DATENAME(MONTH, order\_date) as Month\_Name, COUNT(DISTINCT order\_id) as Total\_Orders

from pizza\_sales

GROUP BY DATENAME(MONTH, order\_date)

Output:

MONTH TRENDS FOR ORDERS:

Month\_Name Total\_Orders

1) February 1685

2) June 1773

3) August 1841

4) April 1799

5) May 1853

6) December 1680

7) January 1845

8) September 1861

9) October 1646

10) July 1935

11) November 1792

12) March 1840

C) PERCENTAGE OF SALES BY PIZZA CATEGORY:

SELECT pizza\_category, CAST(SUM(total\_price) AS DECIMAL(10,2)) as total\_revenue,

CAST(SUM(total\_price) \* 100 / (SELECT SUM(total\_price) from pizza\_sales) AS DECIMAL(10,2)) AS PCT

FROM pizza\_sales

GROUP BY pizza\_category

Output:

PERCENTAGE OF SALES BY PIZZA CATEGORY:

Pizza\_Category Total\_Revenue PCT

1) Classic 220053.10 26.91

2) Chicken 195919.50 23.96

3) veggie 193690.45 23.68

4) Supreme 208197.00 25.46

D) PERCENTAGE OF SALES BY PIZZA SIZE:

SELECT pizza\_size, CAST(SUM(total\_price) AS DECIMAL(10,2)) as total\_revenue,

CAST(SUM(total\_price) \* 100 / (SELECT SUM(total\_price) from pizza\_sales) AS DECIMAL(10,2)) AS PCT

FROM pizza\_sales

GROUP BY pizza\_size

ORDER BY pizza\_size

Output:

PERCENTAGE OF SALES BY PIZZA SIZE:

Pizza\_Size Total\_Revenue PCT

1) L 375318.70 45.89

2) XL 249.382.25 30.49

3) S 178076.50 21.77

4) XL 14076.00 1.72

5) XXL 1006.00 0.12

E) TOTAL PIZZA SOLD BY PIZZA CATEGORY:

SELECT pizza\_category, SUM(quantity) as Total\_Quantity\_Sold

FROM pizza\_sales

WHERE MONTH(order\_date) = 2

GROUP BY pizza\_category

ORDER BY Total\_Quantity\_Sold DESC

Output:

TOTAL PIZZA SOLD BY PIZZA CATEGORY:

Pizza\_Category Total\_Quantity\_sold

1) Classic 14888

2) Supreme 11987

3) Veggie 11649

4) Chicken 11060

F) TOP 5 PIZZA BY REVENUE:

SELECT Top 5 pizza\_name, SUM(total\_price) AS Total\_Revenue

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_Revenue DESC

Output:

TOP 5 PIZZA BY REVENUE:

Pizza\_Name Total\_Revenue

1) Thai Chicken Pizza 43434.25

2) Barbecue Chicken Pizza 42786

3) California Chicken Pizza 41409.5

4) Classic Deluxe Plaza 38180.5

5) Spicy Italian Plaza 34381.25

G) BOTTOM 5 PIZZA BY REVENUE:

SELECT Top 5 pizza\_name, SUM(total\_price) AS Total\_Revenue

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_Revenue ASC

Output:

BOTTOM 5 PIZZA BY REVENUE:

Pizza\_Name Total\_Revenue

1) Brie Carre Pizza 11588.4998130798

2) Green Garden Pizza 13955.75

3) Spinach Supreme Pizza 15277.75

4) Mediterranean Pizza 15360.5

5) Spinach Pesto Pizza 15596

H) TOP 5 PIZZA BY QUANTITY:

SELECT Top 5 pizza\_name, SUM(quantity) AS Total\_Pizza\_Sold

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_Pizza\_Sold DESC

Output:

TOP 5 PIZZA BY QUANTITY:

Pizza\_Name Total\_Pizza\_Sold

1) Classic Deluxe Plaza 2453

2) Barbecue Chicken Pizza 2432

3) Hawaiian Pizza 2422

4) Pepperoni Pizza 2418

5) Thai Chicken Pizza 2371

I) BOTTOM 5 PIZZA BY QUANTITY:

SELECT TOP 5 pizza\_name, SUM(quantity) AS Total\_Pizza\_Sold

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_Pizza\_Sold ASC

Output:

BOTTOM 5 PIZZA BY QUANTITY:

Pizza\_Name Total\_Pizza\_Sold

1) Brie Carre Pizza 490

2) Mediterranean Pizza 934

3) Calabrese Pizza 937

4) Spinach Superme Pizza 950

5) Soppressata Pizza 961

J) TOP 5 PIZZA BY TOTAL ORDER:

SELECT Top 5 pizza\_name, COUNT(DISTINCT order\_id) AS Total\_Orders

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_Orders DESC

Output:

TOP 5 PIZZA BY TOTAL ORDER:

Pizza\_Name Total\_Order

1) Classic Deluxe Plaza 2239

2) Hawaiian Pizza 2280

3) Pepperoni Pizza 2278

4) Barbecue Chicken Pizza 2273

5) Thai Chicken Pizza 2225

K) BOTTOM 5 PIZZA BY TOTAL ORDER:

SELECT Top 5 pizza\_name, COUNT(DISTINCT order\_id) AS Total\_Orders

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_Orders ASC

Output:

BOTTOM 5 PIZZA BY TOTAL ORDER:

Pizza\_Name Total\_Order

1) Brie Carre Pizza 480

2) Mediterranean Pizza 912

3) Spinach Superme Pizza 918

4) Calabrese Pizza 918

5) Chicken Pesto Pizza 938