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**PIZZA COMPANY SALES REPORT**

**PROBLEM STATEMENT:**

1. KPI’s REQUIREMENT: We need to analyze key indicators for our pizza sales data to gain insights into our business performance. We want to specifically calculate the following metrics:
   1. Total Revenue (Sales)
   2. Average amount spent per Order
   3. Total Pizzas Sold
   4. Total no of Orders
   5. Average Pizzas per Order
2. CHARTS REQUIREMENTS:
   1. Daily Trend for Total Orders
   2. Monthly Trend for Total Orders
   3. Percentage of Sales by Pizza Category
   4. Percentage of Sales by Pizza Size
   5. Total Pizzas Sold by Pizza Category
   6. Top 5 Best Sellers by Revenue, Total Quantity and Total Orders
   7. Bottom 5 Best Sellers by Revenue, Total Quantity and Total Orders

**SOFTWARE USED:**

1. MS OFFICE/EXCEL - V.2021
2. MS SQL SERVER
3. SQL SERVER MANAGEMENT STUDIO
4. Power BI

**STEPS OVERVIEW**Power BI steps:

1. Connect to SQL Database Server
2. Use PowerQuery for Data Cleaning
3. Conduct Data Processing in the Data View
4. Data Visualizaiton
5. Build the 2 reports.

**PIZZA SALES SQL QUERIES**

**A. KPI’s**

**1. Total Revenue:**

SELECT SUM(total\_price) AS Total\_Revenue

FROM pizza\_sales;

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**2. Average Order Value**

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

FROM pizza\_sales

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**3. Total Pizzas Sold**

SELECT SUM(quantity) AS Total\_pizza\_sold

FROM pizza\_sales

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**4. Total Orders**

SELECT COUNT(DISTINCT order\_id) AS Total\_Orders

FROM pizza\_sales

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**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

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**B. Daily Trend 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:***

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**C. Monthly Trend 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:***

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**D. % 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:***

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**E. 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:***

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**F. Total Pizzas 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:***

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**G. Top 5 Pizzas 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

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**H. Bottom 5 Pizzas 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

**A screenshot of a menu

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**I. Top 5 Pizzas 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:***

**A screenshot of a menu

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**J. Bottom 5 Pizzas 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:***

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**K. Top 5 Pizzas by Total Orders**

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

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_Orders DESC

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**L. Bottom 5 Pizzas by Total Orders**

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

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_Orders ASC

***A screenshot of a menu

Description automatically generated***

***NOTE:***

If you want to apply the pizza\_category or pizza\_size filters to the above queries you can use WHERE clause. Follow some of below examples:

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

FROM pizza\_sales

WHERE pizza\_category = 'Classic'

GROUP BY pizza\_name

ORDER BY Total\_Orders ASC