**Pizzahut Sales Report**

**KPI’s Requirement**

- We need to analyze key indicators for our pizza sales data to gain insights into our business performance.

We want to calculate following metrics

1. Total Revenue - Sum of all the total orders of pizza.
2. Average Order Value - It is calculated by dividing the total revenue by the total number of orders.
3. Total Pizza Sold - Sum of quantities of all pizza sold.
4. Total Orders - Sum of orders placed.
5. Average Pizza Per Order - It is calculated by dividing total number of pizza sold by the total numbers of orders.

**Chart Requirement**

- We would like to visualize various aspects of our pizza sales data to gain insights and understand key trends. We have identified following requirements for charts.

1. Daily Trends 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 Pizza Sold by Pizza Category
6. Top 5 Best Sellers by Revenue, Total Quantity and Total Orders
7. Bottom 5 Sellers by Revenue, Total Quantity and Total Orders

Software used -

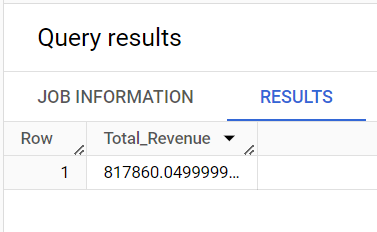
Google Cloud Big query

Power BI - 2023 version

# Pizzahut SQL Queries - KPI’s

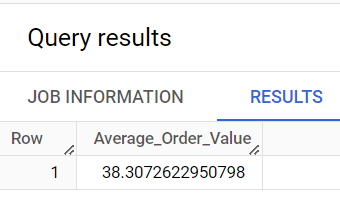
**1.Total Revenue -**

Select sum(total\_price) as Total\_Revenue from `pizzasales-409506.Pizzasales.pizzasale`



1. **Average Order Value -**

 Select sum(total\_price)/ count(distinct order\_id) as Average\_Order\_Value from `pizzasales-409506.Pizzasales.pizzasale`



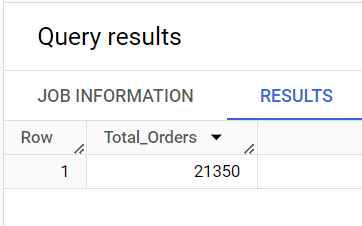
1. **Total Pizzas Sold -**

SELECT SUM(quantity) AS Total\_pizza\_sold FROM `pizzasales-409506.Pizzasales.pizzasale`



**4. Total Orders**

SELECT COUNT(DISTINCT order\_id) AS Total\_Orders FROM `Pizzasales.pizzasale`

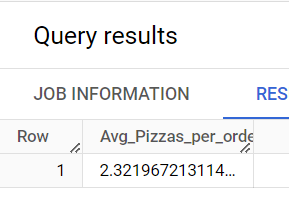


**5. Average Pizzas Per Order**

SELECT SUM(quantity) / COUNT(DISTINCT order\_id)

AS Avg\_Pizzas\_per\_order

FROM `pizzasales-409506.Pizzasales.pizzasale`



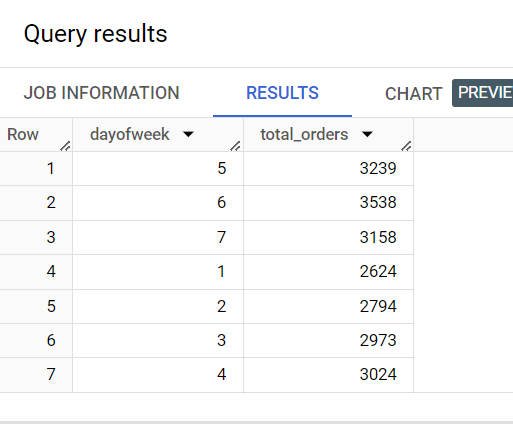
# Trends

1. Daily Trends -

SELECT EXTRACT (DAYOFWEEK FROM order\_date) AS dayofweek, COUNT(DISTINCT order\_id) AS total\_orders

FROM `pizzasales-409506.Pizzasales.pizzasale`

GROUP BY EXTRACT (DAYOFWEEK FROM order\_date)

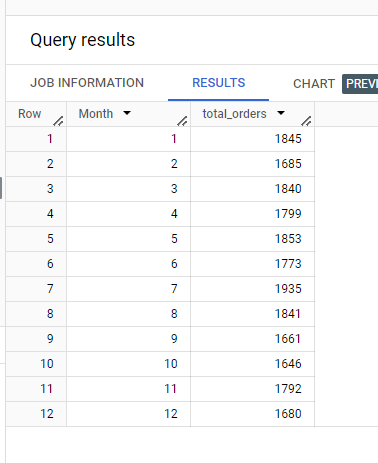


1. Monthly Trends

SELECT EXTRACT (MONTH FROM order\_date) AS Month, COUNT(DISTINCT order\_id) AS total\_orders

FROM `pizzasales-409506.Pizzasales.pizzasale`

GROUP BY EXTRACT (Month FROM order\_date)



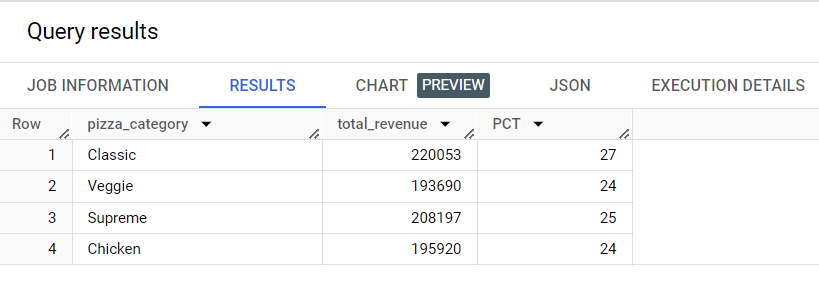
1. **Percentage of sales on Pizza Category**

SELECT pizza\_category, CAST(SUM(total\_price) AS int64 ) as total\_revenue,

CAST(SUM(total\_price) \* 100 / (SELECT SUM(total\_price) from `pizzasales-409506.Pizzasales.pizzasale`) AS INT64) AS PCT

FROM `pizzasales-409506.Pizzasales.pizzasale`

GROUP BY pizza\_category



**4. % of Sales by Pizza Size**

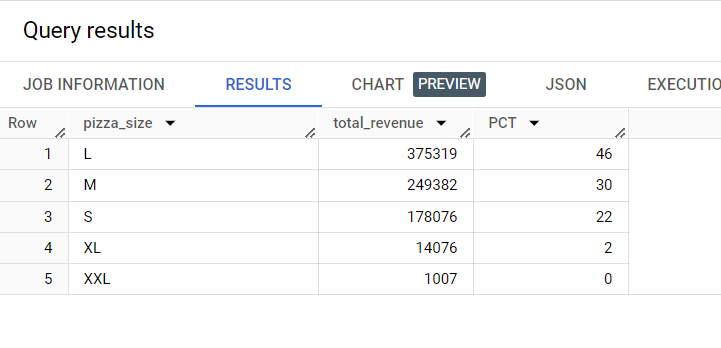
SELECT pizza\_size, CAST(SUM(total\_price) AS int64) as total\_revenue,

CAST(SUM(total\_price) \* 100 / (SELECT SUM(total\_price) from `pizzasales-409506.Pizzasales.pizzasale`) AS int64) AS PCT

FROM `pizzasales-409506.Pizzasales.pizzasale`

GROUP BY pizza\_size

ORDER BY pizza\_size



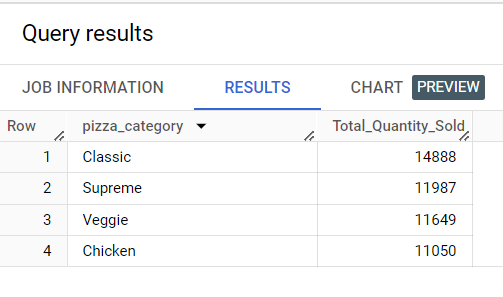
1. Total Pizza sold by category

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

FROM `pizzasales-409506.Pizzasales.pizzasale`

GROUP BY pizza\_category

ORDER BY Total\_Quantity\_Sold DESC



1. Top 5 Pizza by Revenue

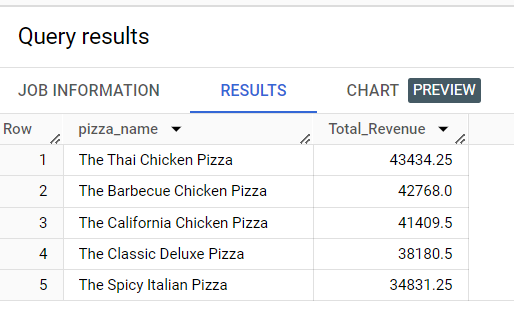
SELECT pizza\_name, SUM(total\_price) AS Total\_Revenue

FROM`pizzasales-409506.Pizzasales.pizzasale`

GROUP BY pizza\_name

ORDER BY Total\_Revenue DESC

LIMIT 5



1. Bottom 5 Pizza by Revenue

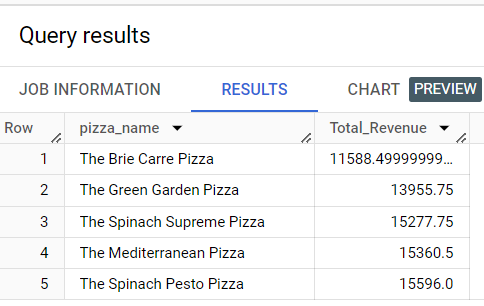
SELECT pizza\_name, SUM(total\_price) AS Total\_Revenue

FROM`pizzasales-409506.Pizzasales.pizzasale`

GROUP BY pizza\_name

ORDER BY Total\_Revenue ASC

LIMIT 5



7.Top 5 Pizza by Quantity

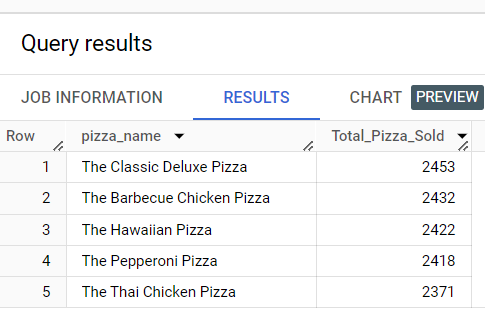
SELECT pizza\_name, SUM(quantity) AS Total\_Pizza\_Sold

FROM`pizzasales-409506.Pizzasales.pizzasale`

GROUP BY pizza\_name

ORDER BY Total\_Pizza\_Sold DESC

LIMIT 5



8.Bottom 5 Pizza by Quntity

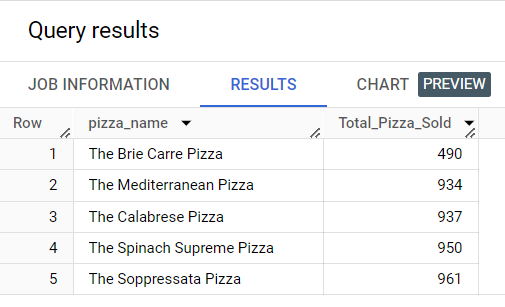
SELECT pizza\_name, SUM(quantity) AS Total\_Pizza\_Sold

FROM`pizzasales-409506.Pizzasales.pizzasale`

GROUP BY pizza\_name

ORDER BY Total\_Pizza\_Sold DESC

LIMIT 5



9.Top 5 Pizza by

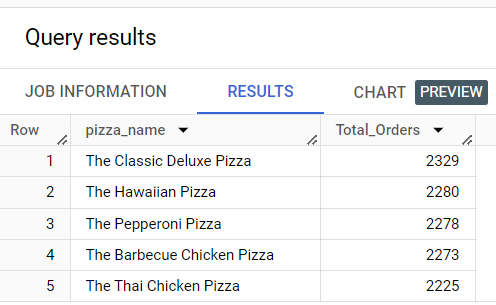
SELECT pizza\_name, COUNT(DISTINCT order\_id) AS Total\_Orders

FROM `pizzasales-409506.Pizzasales.pizzasale`

GROUP BY pizza\_name

ORDER BY Total\_Orders DESC

LIMIT 5



1. Bottom 5 Pizza by Total Orders

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

FROM `pizzasales-409506.Pizzasales.pizzasale`

GROUP BY pizza\_name

ORDER BY Total\_Orders

LIMIT 5

