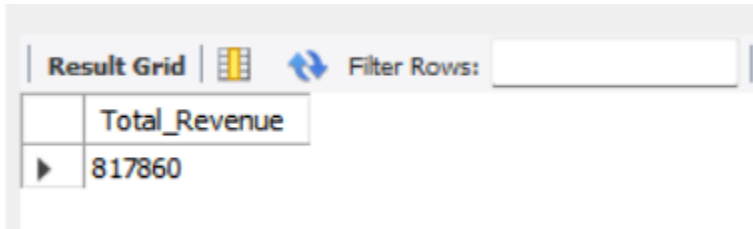


## SQL project report on pizza sales

### A. KPI's

#### 1. Total Revenue:

```
SELECT round (SUM (total_price)) AS Total_Revenue FROM pizza_sales
```

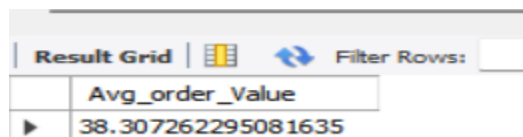


A screenshot of a SQL query result grid. The grid has a header row with 'Total\_Revenue' and a single data row with the value '817860'. Above the grid, there are icons for 'Result Grid', a filter icon, and a 'Filter Rows:' input field.

| Total_Revenue |
|---------------|
| 817860        |

#### 2. Average Order Value

```
SELECT (SUM (total_price) / COUNT (DISTINCT order_id)) AS Avg_order_Value  
FROM pizza_sales
```

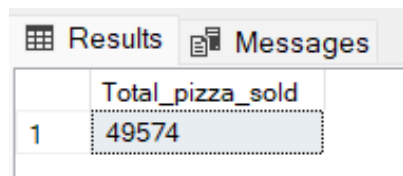


A screenshot of a SQL query result grid. The grid has a header row with 'Avg\_order\_Value' and a single data row with the value '38.307262295081635'. Above the grid, there are icons for 'Result Grid', a filter icon, and a 'Filter Rows:' input field.

| Avg_order_Value    |
|--------------------|
| 38.307262295081635 |

#### 3. Total Pizzas Sold

```
SELECT SUM (quantity) AS Total_pizza_sold FROM pizza_sales
```

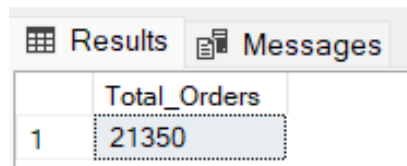


A screenshot of a SQL query result grid. The grid has a header row with 'Total\_pizza\_sold' and a single data row with the value '49574'. Above the grid, there are tabs for 'Results' and 'Messages'.

| Total_pizza_sold |
|------------------|
| 49574            |

#### 4. Total Orders

```
SELECT COUNT (DISTINCT order_id) AS Total_Orders FROM pizza_sales
```



A screenshot of a SQL query result grid. The grid has a header row with 'Total\_Orders' and a single data row with the value '21350'. Above the grid, there are tabs for 'Results' and 'Messages'.

| Total_Orders |
|--------------|
| 21350        |

#### 5. Average Pizzas Per Order

```
SELECT SUM (quantity) / COUNT (DISTINCT order_id) AS avg_pizzas_per_order  
FROM pizza_sales;
```

| Results Messages |                      |
|------------------|----------------------|
|                  | Avg_Pizzas_per_order |
| 1                | 2.32                 |

#### B. Daily Trend for Total Orders

```
SELECT DAYNAME(order_date) AS order_day,
       COUNT(DISTINCT order_id) AS total_orders
FROM pizza_sales
GROUP BY DAYNAME(order_date)
ORDER BY total_orders DESC;
```

| 41                         |           |              |
|----------------------------|-----------|--------------|
| Result Grid   Filter Rows: |           |              |
|                            | order_day | total_orders |
| ▶                          | Friday    | 3538         |
|                            | Thursday  | 3239         |
|                            | Saturday  | 3158         |
|                            | Wednesday | 3024         |
|                            | Tuesday   | 2973         |
|                            | Monday    | 2794         |
|                            | Sunday    | 2624         |

#### C. Monthly Trend for Orders

```
SELECT MONTH(order_date) AS month_number,
       COUNT(DISTINCT order_id) AS total_orders
FROM pizza_sales
GROUP BY MONTH(order_date)
ORDER BY month_number;
```

| Result Grid   Filter Rows: |              |              |
|----------------------------|--------------|--------------|
|                            | month_number | total_orders |
| ▶                          | 1            | 1845         |
|                            | 2            | 1685         |
|                            | 3            | 1840         |
|                            | 4            | 1799         |
|                            | 5            | 1853         |
|                            | 6            | 1773         |
|                            | 7            | 1935         |
|                            | 8            | 1841         |
|                            | 9            | 1661         |
|                            | 10           | 1646         |
|                            | 11           | 1792         |

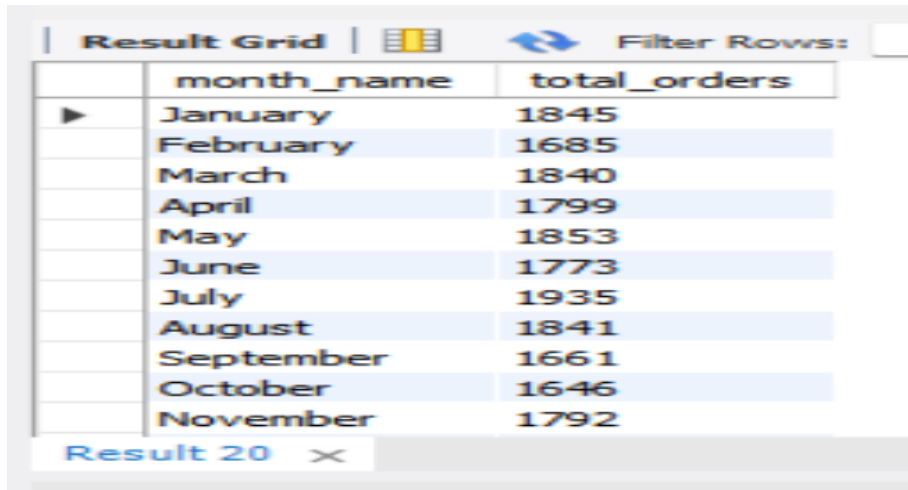
**(SYNTAX:2)**

```
SELECT MONTHNAME (order_date) AS month name,
```

```

COUNT (DISTINCT order_id) AS total_orders
FROM pizza_sales
GROUP BY MONTHNAME(order_date), MONTH(order_date)
ORDER BY MONTH(order_date);

```



The screenshot shows a 'Result Grid' window with a 'Filter Rows' button. The grid contains two columns: 'month\_name' and 'total\_orders'. The data is as follows:

| month_name | total_orders |
|------------|--------------|
| January    | 1845         |
| February   | 1685         |
| March      | 1840         |
| April      | 1799         |
| May        | 1853         |
| June       | 1773         |
| July       | 1935         |
| August     | 1841         |
| September  | 1661         |
| October    | 1646         |
| November   | 1792         |

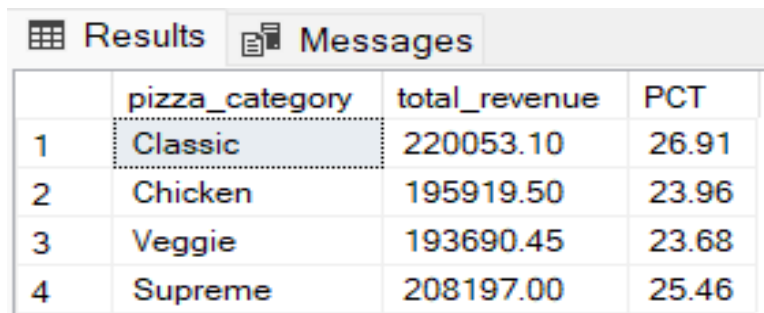
At the bottom of the window, it says 'Result 20' with a close button.

#### D. % of Sales by Pizza Category

```

SELECT pizza_category,
ROUND(SUM(total_price), 2) AS category_sales,
ROUND((SUM(total_price) / (SELECT SUM(total_price) FROM pizza_sales) * 100), 2) AS
sales_percentage
FROM pizza_sales
GROUP BY pizza_category
ORDER BY sales_percentage DESC;

```



The screenshot shows a 'Results' window with a 'Messages' button. The grid contains four columns: an index, 'pizza\_category', 'total\_revenue', and 'PCT'. The data is as follows:

|   | 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 |

#### E. % of Sales by Pizza Size

```

SELECT pizza_size,
ROUND(SUM(total_price), 2) AS size_sales,

```

```

ROUND((SUM(total_price) / (SELECT SUM(total_price) FROM pizza_sales) * 100), 2) AS
sales_percentage
FROM pizza_sales
GROUP BY pizza_size
ORDER BY sales_percentage DESC;

```

| Results |            | Messages      |       |
|---------|------------|---------------|-------|
|         | pizza_size | total_revenue | PCT   |
| 1       | L          | 375318.70     | 45.89 |
| 2       | M          | 249382.25     | 30.49 |
| 3       | S          | 178076.50     | 21.77 |
| 4       | XL         | 14076.00      | 1.72  |
| 5       | XXL        | 1006.60       | 0.12  |

#### F. Total Pizzas Sold by Pizza Category

```

SELECT pizza_category,
SUM(quantity) AS total_pizzas_sold
FROM pizza_sales
GROUP BY pizza_category
ORDER BY total_pizzas_sold DESC;

```

| Results |                | Messages            |  |
|---------|----------------|---------------------|--|
|         | pizza_category | Total_Quantity_Sold |  |
| 1       | Classic        | 14888               |  |
| 2       | Supreme        | 11987               |  |
| 3       | Veggie         | 11649               |  |
| 4       | Chicken        | 11050               |  |

#### G. Top 5 Pizzas by Revenue

```

SELECT pizza_name,
ROUND(SUM(total_price), 2) AS total_revenue
FROM pizza_sales
GROUP BY pizza_name
ORDER BY total_revenue DESC

```

**LIMIT 5;**

| Results Messages |                              |               |
|------------------|------------------------------|---------------|
|                  | pizza_name                   | Total_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 Spicy Italian Pizza      | 34831.25      |

#### **H. Bottom 5 Pizzas by Revenue**

```
SELECT pizza_name,  
ROUND(SUM(total_price), 2) AS total_revenue  
FROM pizza_sales  
GROUP BY pizza_name  
ORDER BY total_revenue ASC  
LIMIT 5;
```

|   | pizza_name                | Total_Revenue    |
|---|---------------------------|------------------|
| 1 | The Brie Carre Pizza      | 11588.4998130798 |
| 2 | The Green Garden Pizza    | 13955.75         |
| 3 | The Spinach Supreme Pizza | 15277.75         |
| 4 | The Mediterranean Pizza   | 15360.5          |
| 5 | The Spinach Pesto Pizza   | 15596            |

#### **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
```

|   | pizza_name                 | Total_Pizza_Sold |
|---|----------------------------|------------------|
| 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             |

#### 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
```

|   | pizza_name                | Total_Pizza_Sold |
|---|---------------------------|------------------|
| 1 | The Brie Carre Pizza      | 490              |
| 2 | The Mediterranean Pizza   | 934              |
| 3 | The Calabrese Pizza       | 937              |
| 4 | The Spinach Supreme Pizza | 950              |
| 5 | The Soppresata Pizza      | 961              |

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

```
SELECT pizza_name,
```

```
COUNT(DISTINCT order_id) AS total_orders
```

```
FROM pizza_sales
```

```
GROUP BY pizza_name
```

```
ORDER BY total_orders DESC
```

```
LIMIT 5;
```

| Results Messages |                            |              |
|------------------|----------------------------|--------------|
|                  | pizza_name                 | Total_Orders |
| 1                | The Classic Deluxe Pizza   | 2329         |
| 2                | The Hawaiian Pizza         | 2280         |
| 3                | The Pepperoni Pizza        | 2278         |
| 4                | The Barbecue Chicken Pizza | 2273         |
| 5                | The Thai Chicken Pizza     | 2225         |

### L. Borrom 5 Pizzas by Total Orders

```

SELECT pizza_name,
COUNT(DISTINCT order_id) AS total_orders
FROM pizza_sales
GROUP BY pizza_name
ORDER BY total_orders ASC
LIMIT 5;

```

|   | pizza_name                | Total_Orders |
|---|---------------------------|--------------|
| 1 | The Brie Carre Pizza      | 480          |
| 2 | The Mediterranean Pizza   | 912          |
| 3 | The Spinach Supreme Pizza | 918          |
| 4 | The Calabrese Pizza       | 918          |
| 5 | The Chicken Pesto Pizza   | 938          |