PIZZA SALES REPORT

JAN/15-DEC/15

Pizza Category: All

01-01-2015 — 31-12-2015

Home

Best/Worst Sellers

BUSIEST DAYS & TIMES

DAYS

Orders are highest on weekends i.e Friday/Saturday.

Monthly

There are maximum orders from month of July, and January

SALES PERFORMANCE

Category

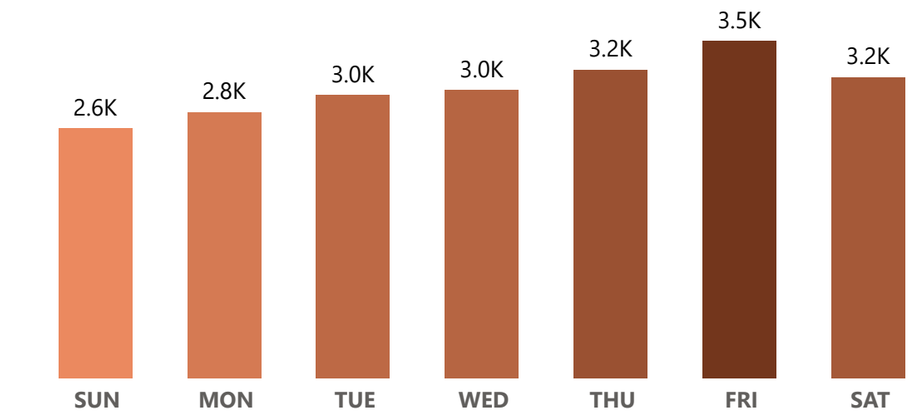
Classic Category contributes to maximum sales & total orders

Size

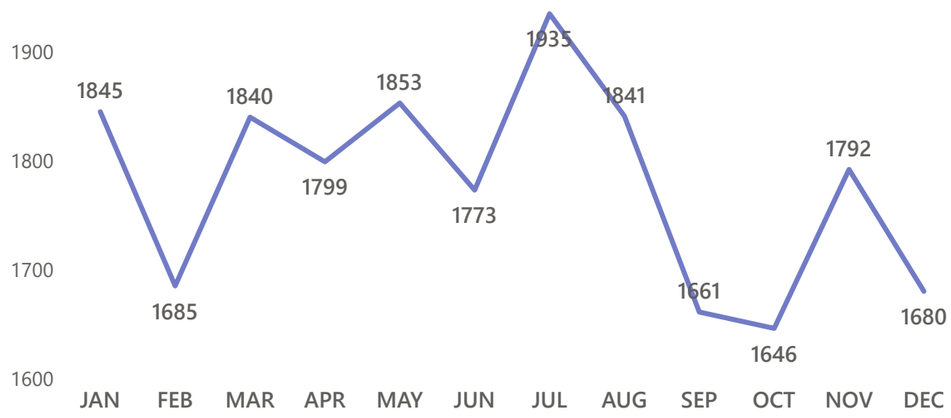
Large size pizza contributes to maximum sales

817.86K	38.31	49574	21350	2.32
Total revenue	Avg order value	Total pizzas sold	Total orders	Avg pizzas per order

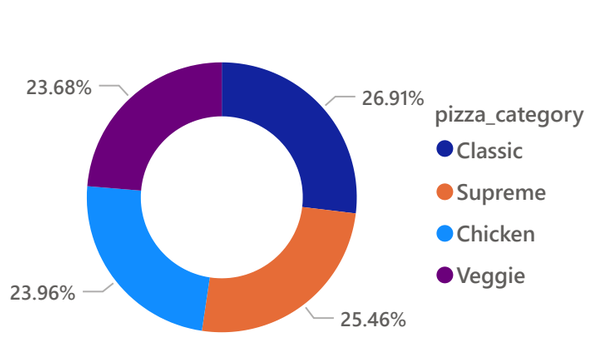
Daily trend for orders



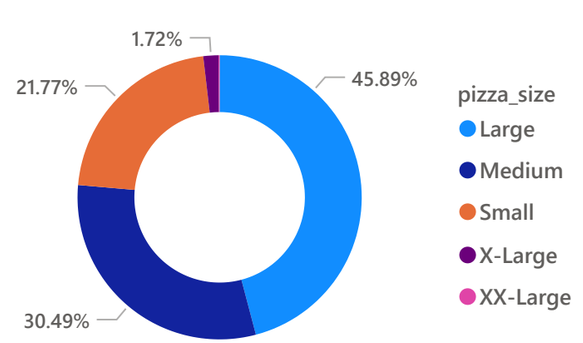
Monthly trend for orders



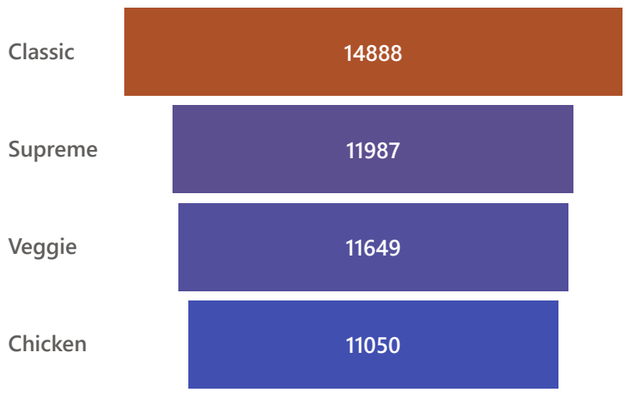
% of sales by pizza category



% of sales by pizza size



Total Pizzas Sold by Pizza Category



PIZZA SALES REPORT

JAN/15-DEC/15

Pizza Category: All

01-01-2015 — 31-12-2015

Best/Worst Sellers

Home

BEST SELLERS

REVENUE

The Thai Chicken Pizza contributes to maximum revenue.

QUANTITY

The Classic Deluxe Pizza Contributes to maximum Total Quantities

TOTAL ORDERS

The Classic Deluxe Pizza contributes to total orders

WORST SELLERS

REVENUE

The Brie carre Pizza contributes to minimum revenue.

QUANTITY

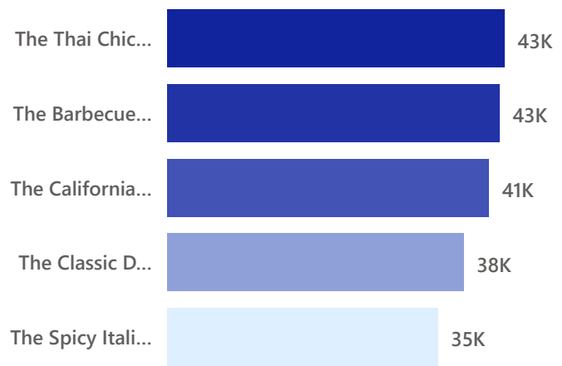
The Brie carrePizza Contributes to minimum Total Quantities

TOTAL ORDERS

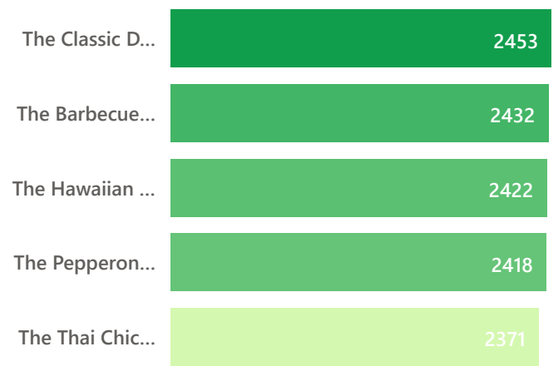
The Brie carre Pizza contributes to minimum total orders

817.86K	38.31	49574	21350	2.32
Total revenue	Avg order value	Total pizzas sold	Total orders	Avg pizzas per order

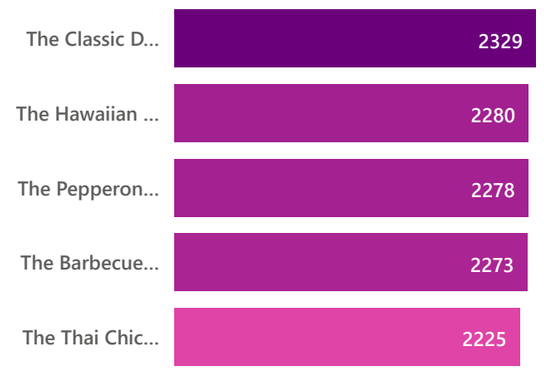
Top 5 Pizzas by Revenue



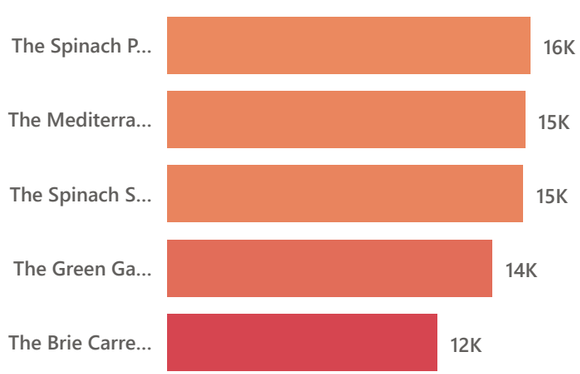
Top 5 Pizzas by Quantity



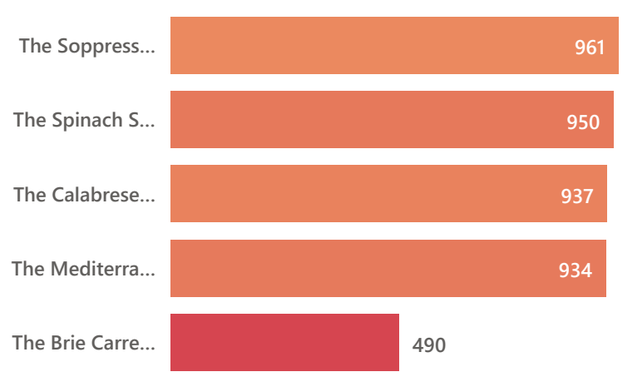
Top 5 Pizzas by Total orders



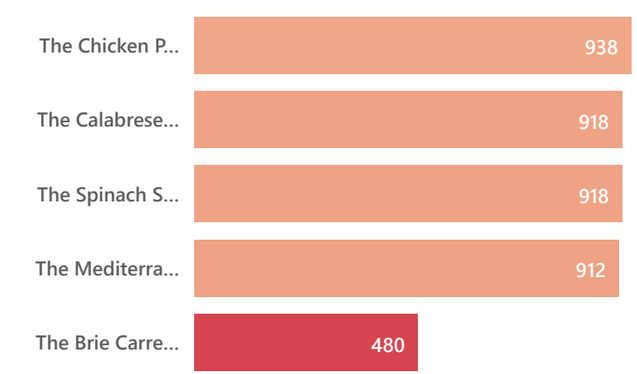
Bottom 5 Pizzas by Revenue



Bottom 5 Pizzas by Quantity



Bottom 5 Pizzas by Total orders



Pizza sales SQL analysis

A. Key Performance Index

1. Total Revenue

```
select sum(total_price) as total_revenue from pizza_sales;
```

	total_revenue
1	817860.05083847

2. Average Order Value

```
select sum(total_price)/count(distinct order_id) as average_order_value from pizza_sales;
```

Results Messages

	average_order_value
1	38.3072623343546

3. Total Pizzas sold

```
select sum(quantity) as total_pizzas_sold from pizza_sales;
```

Results Messages

	total_pizzas_sold
1	49574

4. Total orders

```
select count(distinct(order_id)) as total_orders from pizza_sales;
```

Results Messages

	total_orders
1	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 average_pizzas_per_order from pizza_sales;
```

Results Messages

	average_pizzas_per_order
1	2.32

B. Daily trend for orders / Total Pizza Orders by Day of the Week

	order_day	total_orders
1	Saturday	3158
2	Wednesday	3024
3	Monday	2794
4	Sunday	2624
5	Friday	3538
6	Thursday	3239
7	Tuesday	2973

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)
```

Results Messages

	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	1661
9	October	1646
10	July	1935
11	November	1792

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 Sales_Percent
FROM pizza_sales
GROUP BY pizza_category
```

	pizza_category	total_revenue	Sales_Percent
1	Chicken	195919.50	23.96
2	Supreme	208197.00	25.46
3	Classic	220053.10	26.91
4	Veggie	193690.45	23.68

E. % 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
```

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_Quantity_Sold
FROM pizza_sales
WHERE MONTH(order_date) = 2
GROUP BY pizza_category
ORDER BY Total_Quantity_Sold DESC
```

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
```

	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 Top 5 pizza_name, SUM(total_price) AS Total_Revenue
FROM pizza_sales
GROUP BY pizza_name
ORDER BY Total_Revenue ASC
```

Results Messages

	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 Soppressata Pizza	961

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
```

	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. 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
```

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