

PIZZA-SALES-ANALYSIS SQL REPORT

A. KPI's

1. Total Revenue:

```
SELECT
    SUM(total_price) AS total_revenue
FROM
    pizza_sales;
```

Data Output		Messages	Notifications
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	<div>total_revenue numeric</div>		
1	817860.05		
Total rows: 1 of 1		Query complete 00:00:00.072	










2. Average Order Value:

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

Data Output		Messages	Notifications
<div><div><div>≡+</div><div></div><div>▼</div><div></div><div>▼</div><div></div></div><div></div><div></div><div></div></div>			
	<div>avg_order_value numeric</div>		
1	38.3072622950819672		
Total rows: 1 of 1		Query complete 00:00:00.058	










3.Total Pizza Sold

```
SELECT  
    SUM(quantity) AS Total_Pizza_Sold  
FROM  
    pizza_sales;
```

Data Output		Messages	Notifications
        			
	total_pizza_sold bigint		
1	49574		
Total rows: 1 of 1		Query complete 00:00:00.125	










4.Total Orders

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

Data Output		Messages	Notifications
        			
	total_orders bigint		
1	21350		
Total rows: 1 of 1		Query complete 00:00:00.050	

5.Average Pizzas Per Order

```
SELECT  
    ROUND(  
        ROUND(SUM(quantity),2) / ROUND(COUNT(DISTINCT order_id),2)  
        ,2) AS Average_pizza_per_order  
FROM  
    pizza_sales;
```

Data Output		Messages	Notifications
        			
	average_pizza_per_order numeric		
1	2.32		
Total rows: 1 of 1		Query complete 00:00:00.054	

B. Daily Trend for Total Orders

```
SELECT  
    TO_CHAR(order_date, 'Day') AS order_day,  
    COUNT(DISTINCT order_id) AS Total_Orders  
FROM  
    pizza_sales  
GROUP BY  
    order_day  
ORDER BY  
    Total_Orders DESC  
;
```

Data Output		Messages	Notifications
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	order_day text 🔒	total_orders bigint 🔒	
1	Friday	3538	
2	Thursday	3239	
3	Saturday	3158	
4	Wednesday	3024	
5	Tuesday	2973	
6	Monday	2794	
7	Sunday	2624	
Total rows: 7 of 7		Query complete 00:00:00.125	

C. Monthly Trend for Total Orders

```
SELECT
    TO_CHAR(order_date, 'Month') AS Month_Name,
    COUNT(DISTINCT order_id) AS Total_Orders
FROM
    pizza_sales
GROUP BY
    Month_Name
ORDER BY
    Total_Orders DESC
;
```

Data Output Messages Notifications

	month_name text	total_orders bigint
1	July	1935
2	May	1853
3	January	1845
4	August	1841
5	March	1840
6	April	1799
7	November	1792
8	June	1773
9	February	1685
10	December	1680
11	September	1661
12	October	1646

Total rows: 12 of 12Query complete 00:00:00.137

D. % of Sales by Pizza Category

```
SELECT
    pizza_category,
    ROUND(SUM(total_price) *100 / (SELECT SUM(total_price)
                                   FROM pizza_sales
                                   ),2)
    AS percent_of_Sales
FROM
    pizza_sales
GROUP BY
    pizza_category
;
```

Data Output

Messages

Notifications

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	pizza_category character varying 	percent_of_sales numeric 
1	Supreme	25.46
2	Chicken	23.96
3	Veggie	23.68
4	Classic	26.91

Total rows: 4 of 4

Query complete 00:00:00.089

E. % of Sales by Pizza Size

SELECT

pizza_size,

ROUND(SUM(total_price)*100 / (SELECT SUM(total_price)

FROM pizza_sales

),2)

AS percent_of_sales

FROM

pizza_sales

GROUP BY

pizza_size

ORDER BY

percent_of_sales DESC;

Data Output

Messages

Notifications

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	<div>pizza_size</div> <div>character varying</div> <div>🔒</div>	<div>percent_of_sales</div> <div>numeric</div> <div>🔒</div>
1	L	45.89
2	M	30.49
3	S	21.77
4	XL	1.72
5	XXL	0.12

Total rows: 5 of 5

Query complete 00:00:00.074

F. Top 5 Best Sellers by Revenue, Total Quantity & Total Orders

Top 5 Best Sellers by Revenue

```
SELECT
    pizza_name, SUM(total_price) AS Total_Revenue
FROM
    pizza_sales
GROUP BY
    pizza_name
ORDER BY
    Total_Revenue DESC
LIMIT
    5
;
```

Data Output			Messages	Notifications
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	pizza_name character varying		total_revenue numeric	
1	The Thai Chicken Pizza		43434.25	
2	The Barbecue Chicken Pizza		42768.00	
3	The California Chicken Pizza		41409.50	
4	The Classic Deluxe Pizza		38180.5	
5	The Spicy Italian Pizza		34831.25	
Total rows: 5 of 5 Query complete 00:00:00.089				

Bottom 5 Sellers by Revenue

```
SELECT
    pizza_name, SUM(total_price) AS Total_Revenue
FROM
    pizza_sales
ORDER BY
    Total_Revenue ASC
LIMIT
    5
;
```

```

        pizza_sales
GROUP BY
        pizza_name
ORDER BY
        Total_Revenue
LIMIT
        5
;

```

Data Output Messages Notifications		
<div> <div> <div></div> <div></div> <div></div> <div></div> <div></div> <div></div> <div></div> <div></div> <div></div> </div> <div> <div></div> <div></div> <div></div> <div></div> <div></div> <div></div> <div></div> <div></div> <div></div> </div> </div>		
	pizza_name character varying	total_revenue numeric
1	The Brie Carre Pizza	11588.50
2	The Green Garden Pizza	13955.75
3	The Spinach Supreme Pizza	15277.75
4	The Mediterranean Pizza	15360.50
5	The Spinach Pesto Pizza	15596.00
Total rows: 5 of 5 Query complete 00:00:00.074		

Top 5 Best Sellers by Quantity

```

SELECT
        pizza_name, SUM(quantity) AS Total_Quantity
FROM
        pizza_sales
GROUP BY
        pizza_name
ORDER BY
        Total_Quantity DESC
LIMIT
        5
;

```


Data Output			Messages	Notifications
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	pizza_name character varying	total_quantity bigint		
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		
Total rows: 5 of 5			Query complete 00:00:00.111	

Bottom 5 Sellers by Revenue

```

SELECT
    pizza_name, SUM(quantity) AS Total_Quantity
FROM
    pizza_sales
GROUP BY
    pizza_name
ORDER BY
    Total_Quantity
LIMIT
    5
    ;

```

Data Output			Messages	Notifications
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	pizza_name character varying	total_quantity bigint		
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		
Total rows: 5 of 5			Query complete 00:00:00.094	

Top 5 Best Sellers 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
;
```

Data Output

Messages

Notifications

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	pizza_name character varying	total_orders bigint
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

Total rows: 5 of 5

Query complete 00:00:00.203

Bottom 5 Sellers by Total Orders

```
SELECT
    pizza_name, COUNT(DISTINCT order_id) AS Total_Orders
FROM
    pizza_sales
GROUP BY
    pizza_name
ORDER BY
    Total_Orders
```

LIMIT

5

;

Data Output

Messages

Notifications

	<div>pizza_name</div> <div>character varying</div>	<div>total_orders</div> <div>bigint</div>
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

Total rows: 5 of 5

Query complete 00:00:00.201

G. Number of Customers each day & Busiest hours

SELECT

order_date,

COUNT(DISTINCT order_id) AS num_customers

FROM

pizza_sales

GROUP BY

order_date

ORDER BY

order_date;

SELECT

EXTRACT(HOUR FROM order_time) AS order_hour,

COUNT(DISTINCT order_id) AS num_orders

FROM

pizza_sales

GROUP BY

order_hour

ORDER BY

num_orders DESC;

	order_hour numeric	num_orders bigint
1	12	2520
2	13	2455
3	18	2399
4	17	2336
5	19	2009
6	16	1920
7	20	1642
8	14	1472
9	15	1468
10	11	1231
11	21	1198
12	22	663
13	23	28
14	10	8
15	9	1
Total rows: 15 of 15 Query complete 00:00:00.092		

H. Seasonality Trends

SELECT

EXTRACT(MONTH FROM order_date) AS month,

COUNT(DISTINCT order_id) AS total_orders

FROM












pizza_sales

GROUP BY

month

ORDER BY

month;

Data Output Messages Notifications		
        		
	month numeric 	total_orders bigint 
1	1	1845
2	2	1685
3	3	1840
4	4	1799
5	5	1853
6	6	1773
7	7	1935
8	8	1841
9	9	1661
10	10	1646
11	11	1792
12	12	1680

Total rows: 12 of 12 Query complete 00:00:00.080

I.Average Orders per Day

WITH daily_orders AS (

SELECT

order_date,

COUNT(DISTINCT order_id) AS daily_order_count

FROM

pizza_sales

GROUP BY

order_date

)

SELECT

AVG(daily_order_count) AS avg_orders_per_day

FROM

daily_orders;

[Tushar-Aggarwal.com](https://tushar-aggarwal.com)

<https://github.com/tushar2704/Pizza-Sales-Analysis>

Data Output	Messages	Notifications
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	avg_orders_per_day numeric	🔒
1	59.6368715083798883	
Total rows: 1 of 1 Query complete 00:00:00.064		

J.Average Pizza Per Day sold

```

WITH avg_pizza as(
    SELECT order_date,
           COUNT(quantity) as daily_pizza
    FROM pizza_sales
    GROUP BY order_date

)

SELECT
    AVG(daily_pizza) AS AVG_PIZZA_PER_DAY
FROM avg_pizza
;

```

Data Output	Messages	Notifications
<div> <div>≡+</div> <div>📄</div> <div>▼</div> <div>📋</div> <div>▼</div> <div>🗑️</div> <div>🗄️</div> <div>⬇️</div> <div>📈</div> </div>		
	avg_pizza_per_day numeric	🔒
1	135.8100558659217877	
Total rows: 1 of 1 Query complete 00:00:00.088		

Most occupied Days & Month

Days-Orders are highest on Friday & Saturday evenings

Month-Orders are highest on January & July

Sales Performance

Category-Classical contributes maximum to Sales & Total Orders

Size-Large pizza contributes maximum to Sales

Best Sellers

Revenue-Thai Chicken Pizza contribute maximum to Revenue

Quantity-Classical Deluxe Pizza contributes maximum to Total Quantities

Total Orders-Classic Deluxe Pizza contributes maximum to Total Orders

Lowest Sellers

Revenue-Brie Carre Pizza contribute minimum to Revenue

Quantity-Brie Carre Pizza contribute minimum to Total Quantities

Total Orders-Brie Carre Pizza contribute minimum to Total Orders

Most occupied Time

Lunch-12 P.M. - 1:30 P.M., **Dinner**-6 P.M. - 8 P.M.

Data Source: Maven Analytics
