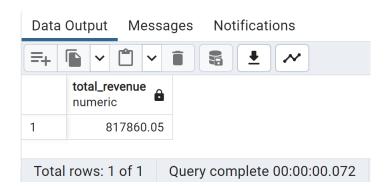
PIZZA-SALES-ANALYSIS SQL REPORT

A. KPI's

1. Total Revenue:

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



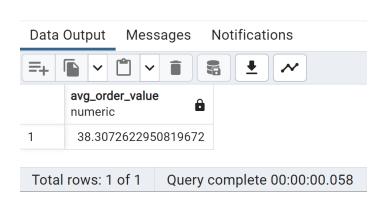
2. Average Order Value:

SELECT

SUM(total_price) / COUNT (DISTINCT order_id) AS AVG_Order_Value

FROM

pizza_sales;



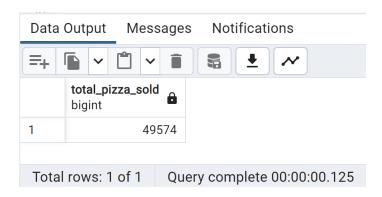
3.Total Pizza Sold

SELECT

SUM(quantity) AS Total_Pizza_Sold

FROM

pizza_sales;



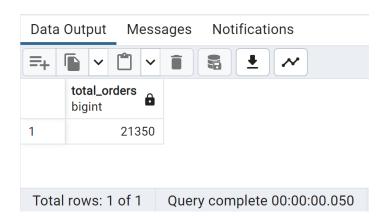
4.Total Orders

SELECT

COUNT(DISTINCT order_id) AS Total_Orders

FROM

pizza_sales;



5.Average Pizzas Per Order

```
SELECT
```

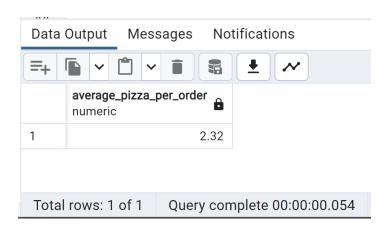
ROUND(

ROUND(SUM(quantity),2) / ROUND(COUNT(DISTINCT order_id),2)

,2) AS Average_pizza_per_order

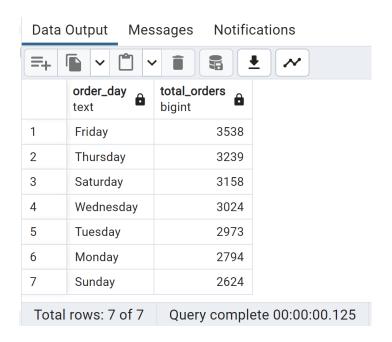
FROM

pizza_sales;



B. Daily Trend for Total Orders

```
SELECT
```



C. Monthly Trend for Total Orders

```
SELECT

TO_CHAR(order_date, 'Month') AS Month_Name,
COUNT(DISTINCT order_id) AS Total_Orders

FROM

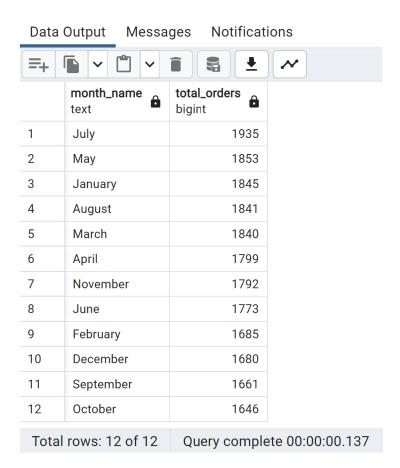
pizza_sales

GROUP BY

Month_Name

ORDER BY

Total_Orders DESC
;
```



D. % of Sales by Pizza Category

```
pizza_category,

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

FROM pizza_sales
),2)

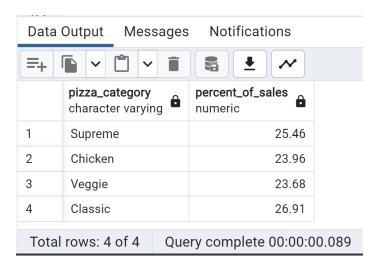
AS percent_of_Sales

FROM

pizza_sales

GROUP BY

pizza_category
;
```



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

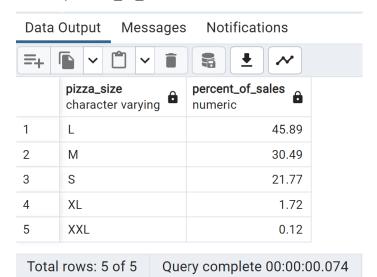
pizza sales

GROUP BY

pizza size

ORDER BY

percent_of_sales DESC;



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

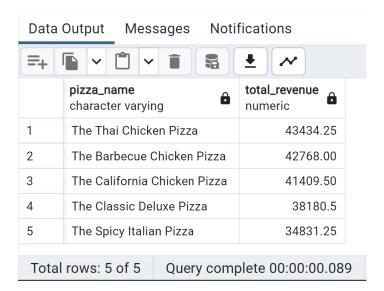
ORDER BY

Total_Revenue DESC

LIMIT

5

;
```



Bottom 5 Sellers by Revenue

SELECT

pizza_name, SUM(total_price) AS Total_Revenue

FROM

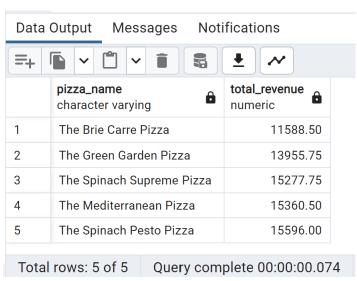
```
pizza_sales
GROUP BY
pizza_name
ORDER BY
```

Total_Revenue

LIMIT

5

;



Top 5 Best Sellers by Quantity

```
SELECT
```

pizza_name, SUM(quantity) AS Total_Quantity

FROM

pizza_sales

GROUP BY

pizza_name

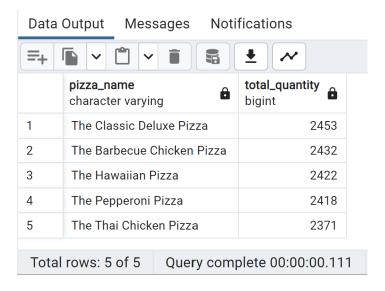
ORDER BY

Total_Quantity DESC

LIMIT

5

;



Bottom 5 Sellers by Revenue

SELECT

pizza_name, SUM(quantity) AS Total_Quantity

FROM

pizza_sales

GROUP BY

pizza_name

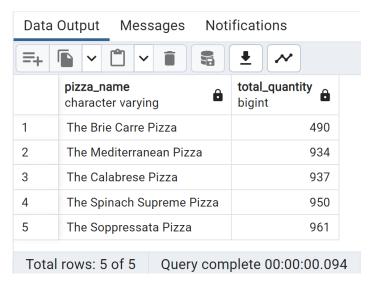
ORDER BY

Total_Quantity

LIMIT

5

;



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
 =+
                                   total_orders
       pizza_name
       character varying
                                   bigint
 1
        The Classic Deluxe Pizza
                                            2329
 2
                                           2280
        The Hawaiian Pizza
 3
        The Pepperoni Pizza
                                           2278
 4
        The Barbecue Chicken Pizza
                                            2273
 5
        The Thai Chicken Pizza
                                           2225
```

Bottom 5 Sellers by Total Orders

Total rows: 5 of 5 Query complete 00:00:00.203

```
SELECT

pizza_name, COUNT(DISTINCT order_id) AS Total_Orders

FROM

pizza_sales

GROUP BY

pizza_name

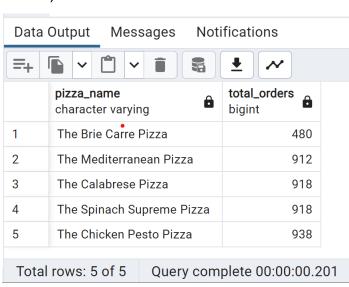
ORDER BY

Total_Orders
```

SELECT

5

;



G. Number of Customers each day & Busiest hours

```
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

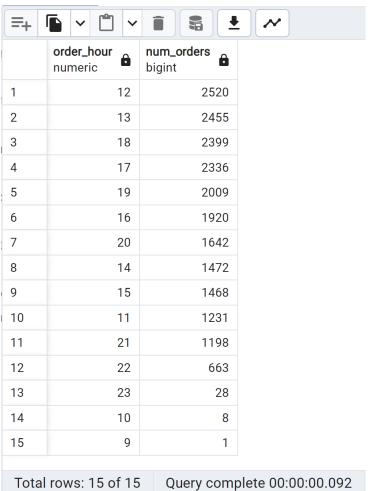
FROM
pizza_sales
```

GROUP BY

order_hour

ORDER BY

num_orders DESC;



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	Me	essages	Notif
=+	~		~	
month numeric			total_or	ders
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

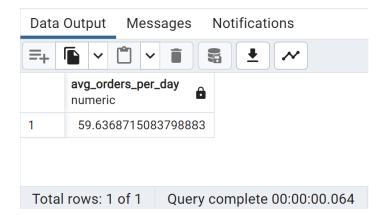
AVG(daily_order_count) AS avg_orders_per_day

FROM

daily_orders;

Tushar-Aggarwal.com
```

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



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
 =+
       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: N	Maven Analytics
-	