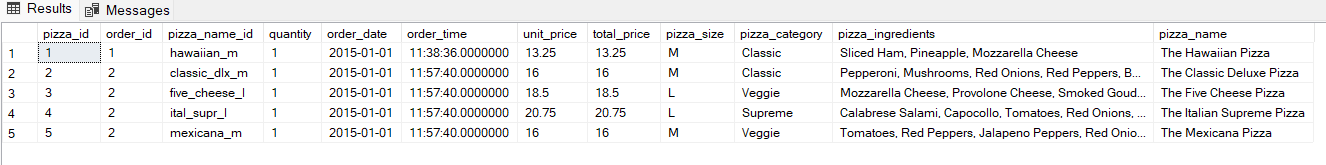
PIZZA SALES ANALYSIS KPIs :

* Data Used

select top 5 \*

from pizza\_sales



* Total Revenue Generated

select

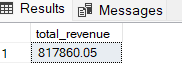
round(sum(quantity \* unit\_price),2) as total\_revenue

from pizza\_sales

/\*another way\*/

select round(sum(total\_price), 2) as total\_revenue

from pizza\_sales



* Total Orders

select count( distinct order\_id) AS total\_orders

from pizza\_sales



* Average Order Value

select sum(total\_price) / count(distinct order\_id) as average\_order\_value

from pizza\_sales



* Total Pizzas Sold

select sum(quantity) as total\_pizzas

from pizza\_sales



* 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



* Daily Trend for Total Orders

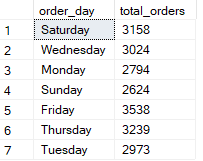
select

DATENAME(DW, order\_date) as order\_day,

count(distinct order\_id) as total\_orders

from pizza\_sales

group by DATENAME(DW, order\_date)



* **DATENAME** : The DATENAME function in SQL is used to return a specific part of a date as a string, such as the day, month, year, weekday, hour, minute, or second.
* Here, DW is mentioned hence, it will retrieve Day of the week (Monday, Tuesday, Wednesday… etc) from the date column
* Monthly Trend for Total Orders

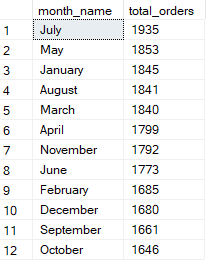
select DATENAME(MM, order\_date) as month\_name,

count(distinct order\_id) as total\_orders

from pizza\_sales

group by DATENAME(MM, order\_date)

order by total\_orders desc



* Percentage of Sales by PIZZA category

**(USING CTE/WITH CLAUSE METHOD)**

with pizza\_prices as

(select pizza\_category,

round(sum(total\_price),2) as price from pizza\_sales

group by pizza\_category)

,

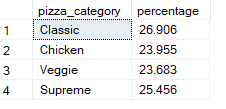
total\_sales\_price as

(select round(sum(total\_price), 2) as total\_price from pizza\_sales)

select pizza\_category,

round((price / total\_price \* 100.0), 3) as percentage

from pizza\_prices, total\_sales\_price



/\*another method\*/

**(USING SUBQUERY METHOD)**

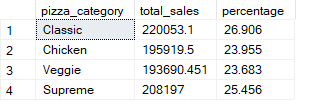
select

pizza\_category, round(sum(total\_price), 3)as total\_sales,

round(sum(total\_price) \* 100.0 / (select sum(total\_price) from pizza\_sales), 3) as percentage

from pizza\_sales

group by pizza\_category



* **NOTE : If we need to specifically see the sales for a particular month, hence, we use ‘WHERE’ clause**

select

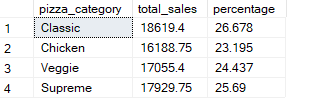
pizza\_category, round(sum(total\_price), 3)as total\_sales,

round(sum(total\_price) \* 100.0 / (select sum(total\_price) from pizza\_sales where MONTH(order\_date) = 1), 3) as percentage

from pizza\_sales

where MONTH(order\_date) = 1

group by pizza\_category



* Percentage of Sales by PIZZA size

select pizza\_size,

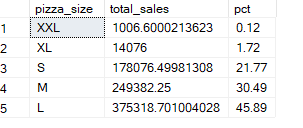
sum(total\_price) as total\_sales,

cast (sum(total\_price) \* 100.0 / (select sum(total\_price) from pizza\_sales) as decimal (10,2)) as pct

from pizza\_sales

group by pizza\_size

order by pct



* **USING WHERE CLASUSE FOR SPECIFICATION IN ORDER TO SHOW THE DATA**

select pizza\_size,

sum(total\_price) as total\_sales,

cast (sum(total\_price) \* 100.0 / (select sum(total\_price) from pizza\_sales where datepart (quarter, order\_date) = 1)as decimal (10, 2)

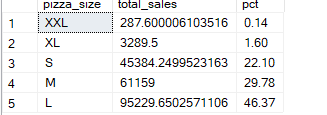
) as pct

from pizza\_sales

where datepart (quarter, order\_date) = 1

group by pizza\_size

order by pct



* Top 5 Best Sellers Pizza by Revenue

select top 5

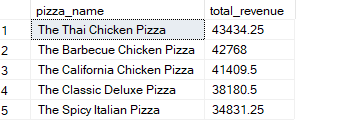
pizza\_name,

sum(total\_price) as total\_revenue

from pizza\_sales

group by pizza\_name

order by total\_revenue desc



* Bottom 5 Sellers Pizza by Revenue

select top 5

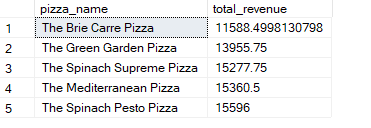
pizza\_name,

sum(total\_price) as total\_revenue

from pizza\_sales

group by pizza\_name

order by total\_revenue asc



* Top 5 Best Sellers Pizza by Quantity

select top 5

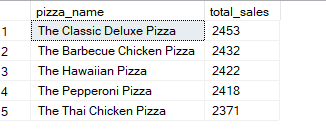
pizza\_name,

sum(quantity) as total\_sales

from pizza\_sales

group by pizza\_name

order by total\_sales desc



* Bottom 5 Sellers Pizza by Quantity

select top 5

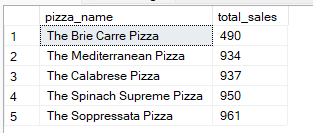
pizza\_name,

sum(quantity) as total\_sales

from pizza\_sales

group by pizza\_name

order by total\_sales asc



* Top 5 Best Sellers Pizza by Orders

select top 5

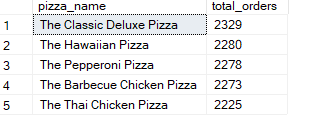
pizza\_name,

count(distinct order\_id) as total\_orders

from pizza\_sales

group by pizza\_name

order by total\_orders desc



* Bottom 5 Sellers Pizza by 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

