

Pizza Sales SQL Report

A. Key Performance Indicators

1. Total Revenue

Query- `SELECT SUM(total_price) AS Total_Revenue FROM pizza_sales`

Result-

Results		Messages	
		Total_Revenue	
1	817860.05083847		

2. Average Order Value

Query- `SELECT SUM(total_price)/COUNT(distinct order_id) AS avg_order_val FROM pizza_sales`

Result-

Results		Messages	
		avg_order_val	
1	38.3072623343546		

3. Total Pizza Sold

Query- `SELECT SUM(quantity) AS Total_Pizza FROM pizza_sales`

Result-

Results		Messages	
		Total_Pizza	
1	49574		

4. Total Orders Placed

Query- `SELECT COUNT(DISTINCT order_id) as TOTAL_ORDERS FROM pizza_sales`

Result-

Results		Messages	
		TOTAL_ORDERS	
1	21350		

5. Average Pizzas per Order

Query- `SELECT CAST(CAST(SUM(Quantity) AS DECIMAL(10,2))/
CAST(COUNT(DISTINCT order_id)AS DECIMAL(10,2)) AS DECIMAL(10,2)) AS
avg_pizza_per_order FROM pizza_sales`

Result-

Results		Messages	
	avg_pizza_per_order		
1	2.32		

B. Trends

1. Daily Order Trends

Query- `SELECT DATENAME(DW,order_date) AS day, COUNT(DISTINCT order_id) as
Total_orders FROM pizza_sales group by DATENAME(DW,order_date) ORDER BY
Total_orders DESC`

Result-

Results			Messages	
	day	Total_orders		
1	Friday	3538		
2	Thursday	3239		
3	Saturday	3158		
4	Wednesday	3024		
5	Tuesday	2973		
6	Monday	2794		
7	Sunday	2624		

2. Monthly Order Trends

Query- `SELECT DATENAME(MONTH, order_date) AS Month_name, COUNT(DISTINCT
order_id) AS Total_orders FROM pizza_sales group by DATENAME(MONTH, order_date)
ORDER BY Total_orders DESC`

Result-

Results Messages		
	Month_name	Total_orders
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

3. Total Percentage Sales for pizza category

Query- SELECT pizza_category,SUM(total_price) AS Total_Sales,
SUM(total_price)*100/(SELECT SUM(total_price) from pizza_sales) AS Percentage_Sales
FROM pizza_sales GROUP BY pizza_category ORDER BY Percentage_Sales Result-

Results Messages			
	pizza_category	Total_Sales	Percentage_Sales
1	Veggie	193690.451004028	23.6825910258677
2	Chicken	195919.5	23.9551375322885
3	Supreme	208196.99981308	25.4563112111462
4	Classic	220053.100021362	26.9059602306976

4. Total Percentage Sales for pizza size

Query- SELECT pizza_size,SUM(total_price) AS Total_Sales,
SUM(total_price)*100/(SELECT SUM(total_price) from pizza_sales) AS Percentage_Sales
FROM pizza_sales GROUP BY pizza_size ORDER BY Percentage_Sales Result-

Results Messages			
	pizza_size	Total_Sales	Percentage_Sales
1	XXL	1006.6000213623	0.123077294254725
2	XL	14076	1.72107684995364
3	S	178076.49981308	21.7734684107037
4	M	249382.25	30.492044420599
5	L	375318.701004028	45.8903330244889

C. Rankings

1. Top 5 Bestsellers by Revenue-

Query- SELECT top 5 pizza_name, SUM(total_price) as Total_Revenue FROM pizza_sales
GROUP BY pizza_name ORDER BY Total_Revenue DESC

Result-

	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

2. Bottom 5 Pizza by Revenue-

Query- SELECT top 5 pizza_name, SUM(total_price) as Total_Revenue FROM pizza_sales GROUP BY pizza_name ORDER BY Total_Revenue

Result-

	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

3. Top 5 Bestsellers by Quantity

Query- SELECT top 5 pizza_name, SUM(quantity) as Total_quantity FROM pizza_sales GROUP BY pizza_name ORDER BY Total_quantity DESC

Result-

	pizza_name	Total_quantity
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

4. Bottom 5 Pizza by Quantity

Query- SELECT top 5 pizza_name, SUM(quantity) as Total_quantity FROM pizza_sales GROUP BY pizza_name ORDER BY Total_quantity

Result-

Results Messages		
	pizza_name	Total_quantity
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

5. Top 5 Bestsellers by Order count

Query- SELECT top 5 pizza_name, COUNT(DISTINCT order_id) as Total_orders FROM pizza_sales GROUP BY pizza_name ORDER BY Total_orders DESC

Result-

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

6. Bottom 5 Pizzas by Order count

Query- SELECT top 5 pizza_name, COUNT(DISTINCT order_id) as Total_orders FROM pizza_sales GROUP BY pizza_name ORDER BY Total_orders Result-

Results Messages		
	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

7. The Pizza with lowest Sales in each category

Query-

with cte as(select

pizza_name, pizza_category, total_price,

row_number() over(partition by pizza_category order by total_price) as sales_rank

from pizza_sales)

select * from cte where sales_rank =1

Result-

pizza_name	pizza_category	total_price	sales_rank
The Barbecue Chicken Pizza	Chicken	12.75	1
The Pepperoni Pizza	Classic	9.75	1
The Calabrese Pizza	Supreme	12.25	1
The Mediterranean Pizza	Veggie	12	1

8. The Pizza with highest sales in each category.

Query-

```
with cte as(select
pizza_name, pizza_category, total_price,
dense_rank() over(partition by pizza_category order by total_price desc) as sales_rank
from pizza_sales)
select * from cte where sales_rank=1
```

Result-

	pizza_name	pizza_category	total_price	sales_rank
1	The California Chicken Pizza	Chicken	83	1
2	The Italian Capocollo Pizza	Classic	61.5	1
3	The Spicy Italian Pizza	Supreme	62.25	1
4	The Five Cheese Pizza	Veggie	55.5	1

9. The Pizza with lowest sales for each size.

Query-

```
with cte as(select
pizza_name, pizza_size, total_price,
row_number() over(partition by pizza_size order by total_price) as sales_rank
from pizza_sales)
select * from cte where sales_rank=1
```

Result-

	pizza_name	pizza_size	total_price	sales_rank
1	The Pepperoni Pizza	L	15.25	1
2	The Pepperoni Pizza	M	12.5	1
3	The Pepperoni Pizza	S	9.75	1
4	The Greek Pizza	XL	25.5	1
5	The Greek Pizza	XXL	35.9500007629395	1

10. Pizza with highest sales for each size.

Query-

```
with cte as(select
pizza_name, pizza_size, total_price,
row_number() over(partition by pizza_size order by total_price desc) as sales_rank
from pizza_sales)
select distinct * from cte where sales_rank=1
```

Result-

Results		Messages		
	pizza_name	pizza_size	total_price	sales_rank
1	The Big Meat Pizza	S	48	1
2	The Greek Pizza	XXL	35.9500007629395	1
3	The Greek Pizza	XL	51	1
4	The Barbecue Chicken Pizza	M	50.25	1
5	The California Chicken Pizza	L	83	1