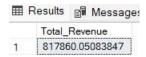
# Pizza Sales SQL Report

## A. Key Performance Indicators

#### 1. Total Revenue

Query- SELECT SUM(total\_price) AS Total\_Revenue FROM pizza\_sales

Result-



## 2. Average Order Value

Query- SELECT SUM(total\_price)/COUNT(distinct order\_id) AS avg\_order\_val FROM pizza\_sales

#### Result-



#### 3. Total Pizza Sold

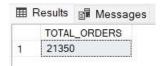
Query- SELECT SUM(quantity) AS Total Pizza FROM pizza sales

#### Result-



#### 4. Total Orders Placed

Query- SELECT COUNT(DISTINCT order id) as TOTAL ORDERS FROM pizza sales



## 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-



## **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-



## 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



## 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-



#### 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-



## 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-



#### 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-



## 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-



## 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



## 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-



## 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-



## 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-

⊞ Results  ☐ Messages						
	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

esults	Messages	6		
pizza_name		pizza_size	total_price	sales_rank
The P	epperoni Pizza	L	15.25	1
The P	epperoni Pizza	М	12.5	1
The P	epperoni Pizza	S	9.75	1
The G	reek Pizza	XL	25.5	1
The G	reek Pizza	XXL	35.9500007629395	1
	pizza_ The P The P The P The G		pizza_name         pizza_size           The Pepperoni Pizza         L           The Pepperoni Pizza         M           The Pepperoni Pizza         S           The Greek Pizza         XL	pizza_name         pizza_size         total_price           The Pepperoni Pizza         L         15.25           The Pepperoni Pizza         M         12.5           The Pepperoni Pizza         S         9.75           The Greek Pizza         XL         25.5

# 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

⊞ Results						
	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	М	50.25	1		
5	The California Chicken Pizza	L	83	1		