Pizza Sales SQL Report

A. Key Performance Indicators

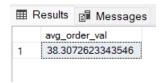### 1. Total Revenue

Query- SELECT SUM(total_price) AS Total_Revenue FROM pizza_sales

Result-

	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-

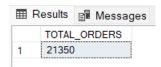|	avg_order_val
1	38.3072623343546

3. Total Pizza Sold

Query- SELECT SUM(quantity) AS Total_Pizza FROM pizza_sales

Result-

	Total_Pizza
1	49574

4. Total Orders Placed

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

Result-

	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
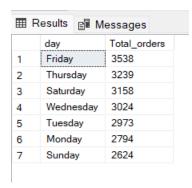
Result-

	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-

	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-

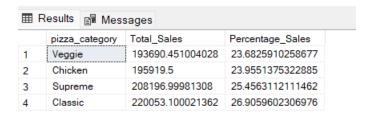|	Month_name	Total_orders
1	July	1935
2	May	1853
3	January	1845
4	August	1841
5	March	1840
6	April	1799
7	November	1792
8	June	1773
9	February	1685
10	December	1680
11	September	1661
12	October	1646

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
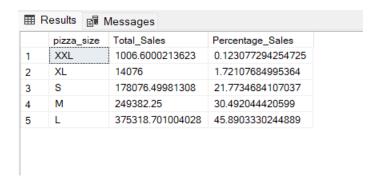
Result-

	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-

	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-

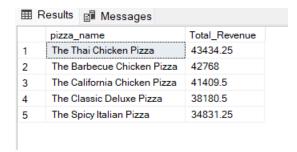|	pizza_name	Total_Revenue
1	The Thai Chicken Pizza	43434.25
2	The Barbecue Chicken Pizza	42768
3	The California Chicken Pizza	41409.5
4	The Classic Deluxe Pizza	38180.5
5	The Spicy Italian Pizza	34831.25

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
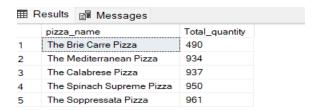
Result-

	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-

	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-

	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-

	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