

# Pizza Sales Report 2023

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## A – KPI

### 1- TOTAL REVENUE

```
-select CAST(sum(total_price) As Decimal(10,2)) As Total_Revenue from pizza_sales;
```

Results Messages	
	Total_Revenue
1	817860.05

### 2-AVERAGE ORDER VALUE

```
-select CAST(sum(total_price)/ count(Distinct order_id ) AS Decimal(10,2)) AS Avg_Order_Value  
from pizza_sales;
```

Results Messages	
	Avg_Order_Value
1	38.31

### 3-Total Pizza Sold

```
-select sum(quantity) As Total_Sale from pizza_sales;
```

Results Messages	
	Total_Sale
1	49574

#### 4- Total Order

```
- select count(Distinct order_id) AS Tota_Orders from pizza_sales;
```

Results Messages	
	Tota_Orders
1	21350

#### 5- Total Order

```
- select cast(cast(sum(quantity) As Decimal(10,2))/cast(count(Distinct order_id) As
Decimal(10,2)) As Decimal(10,1)) As Avg_Pizza_Order from pizza_sales;
```

Results Messages	
	Avg_Pizza_Order
1	2.3

## B – CHARTS

### 1- Daily Trend For Total Order :

```
- select DATENAME(DW,order_date) As Order_Day ,count(Distinct order_id) As Total_order from  
pizza_sales  
group by DATENAME(DW,order_date);
```

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

### 2- Monthly Trend For Total Order :

```
select DATENAME (Month,order_date) As Order_Month,count(Distinct order_id) As Total_order from  
pizza_sales  
group by DATENAME (Month,order_date);
```

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

### 3- Percentage of Sales by category :

```
- SELECT pizza_category, CAST(SUM(total_price) As Decimal(10,2)) AS
total_Sales, CAST(SUM(total_price) / (SELECT SUM(total_price) FROM pizza_sales)AS
Decimal(10,2))* 100 As Total_Per_Sales
FROM pizza_sales
GROUP BY pizza_category;
```

	pizza_category	total_Sales	Total_Per_Sales
1	Classic	220053.10	27.00
2	Chicken	195919.50	24.00
3	Veggie	193690.45	24.00
4	Supreme	208197.00	25.00

#### 4- Percentage of Sell by pizza Size :

```
SELECT pizza_size, CAST(SUM (total_price) AS Decimal(10,1)) AS  
Total_Sales, CAST(SUM(total_price) * 100 / (SELECT SUM(total_price)from pizza_sales) AS  
Decimal(10,1)) AS PCT  
from pizza_sales  
group by pizza_size  
order by PCT;
```

Results		Messages	
	pizza_size	Total_Sales	PCT
1	XXL	1006.6	0.1
2	XL	14076.0	1.7
3	S	178076.5	21.8
4	M	249382.3	30.5
5	L	375318.7	45.9

#### 5 - Top 5 Best Sellers By Revenue , Total Quantity and Total Order :

```
SELECT Top 5 pizza_name, CAST(SUM(total_price) As Decimal(10,2)) As Total_Revenue,  
CAST(SUM(quantity) As Decimal(10,2)) As Total_Quantity,  
CAST(SUM(Distinct order_id )As Decimal(10,2)) As Total_Orders  
from pizza_sales  
group By pizza_name  
order by Total_Revenue DESC;
```

	pizza_name	Total_Revenue	Total_Quantity	Total_Orders
1	The Thai Chicken Pizza	43434.25	2371.00	24225562.00
2	The Barbecue Chicken Pizza	42768.00	2432.00	23888817.00
3	The California Chicken Pizza	41409.50	2370.00	23495398.00
4	The Classic Deluxe Pizza	38180.50	2453.00	25466343.00
5	The Spicy Italian Pizza	34831.25	1924.00	19538913.00

## 6 - Top 5 Worst Sellers By Revenue , Total Quantity and Total Order :

```
SELECT Top 5 pizza_name,CAST(SUM(total_price) As Decimal(10,2)) As Total_Revenue,
CAST(SUM(quantity) As Decimal(10,2)) As Total_Quantity,
CAST(SUM(Distinct order_id )As Decimal(10,2)) As Total_Orders
from pizza_sales
group By pizza_name
order by Total_Revenue ASC;
```

	pizza_name	Total_Revenue	Total_Quantity	Total_Orders
1	The Brie Carre Pizza	11588.50	490.00	5158921.00
2	The Green Garden Pizza	13955.75	997.00	10246584.00
3	The Spinach Supreme Pizza	15277.75	950.00	9657885.00
4	The Mediterranean Pizza	15360.50	934.00	10072968.00
5	The Spinach Pesto Pizza	15596.00	970.00	10275523.00

## 6 - Top 5 Best Sellers By Quantity :

```
SELECT Top 5 pizza_name, SUM(quantity) As Top_Five_Sellers from pizza_sales
group By pizza_name
order by Top_Five_Sellers Desc;
```

	Results	Messages
	pizza_name	Top_Five_Sellers
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

## 7 - Top 5 Worst Sellers By Quantity :

```
SELECT Top 5 pizza_name, SUM(quantity) As Bottom_Five_Sellers from pizza_sales
group By pizza_name
order by Bottom_Five_Sellers ASC;
```

	Results	Messages
	pizza_name	Top_Five_Sellers
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

## 8- Top 5 Best Sellers By Orders :

```
SELECT Top 5 pizza_name, Count(Distinct order_id) As Top_Five_Sellers_By_Order from pizza_sales
group By pizza_name
order by Top Five Sellers DESC
```



Results Messages		
	pizza_name	Top_Five_Sellers_By_Order
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

## 9- Top 5 Worst Sellers By Orders :

```
SELECT Top 5 pizza_name,Count(Distinct order_id) As Top_Five_Wrost_Sellers_By_Order from
pizza_sales
group By pizza_name
order by Top_Five_Wrost_Sellers_By_Order ASC;
```

Results Messages		
	pizza_name	Top_Five_Wrost_Sellers_By_Order
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

Thank  
you