Pizza Sales Report 2023

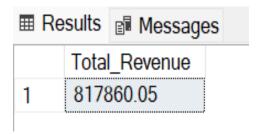
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A - KPI

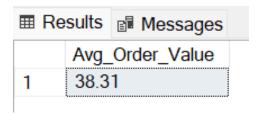
1- TOTAL REVENUE

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



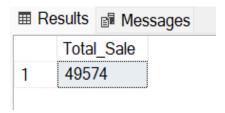
2-AVERAGE ORDER VALUE

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



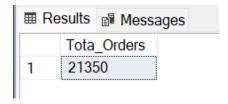
3-Total Pizza Sold

-select sum(quantity) As Total_Sale from pizza_sales;



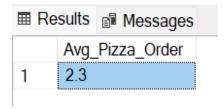
4- Total Order

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



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;



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			
	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);
```

■ Results		
	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;
```

■ Results			
	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			
	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;
```

⊞ Re	■ Results				
	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;
```

■ R	■ Results			
	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;

⊞ Re	esults 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;

■ R	■ Results		
	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

⊞ Re	sults 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;
```

⊞ F	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

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