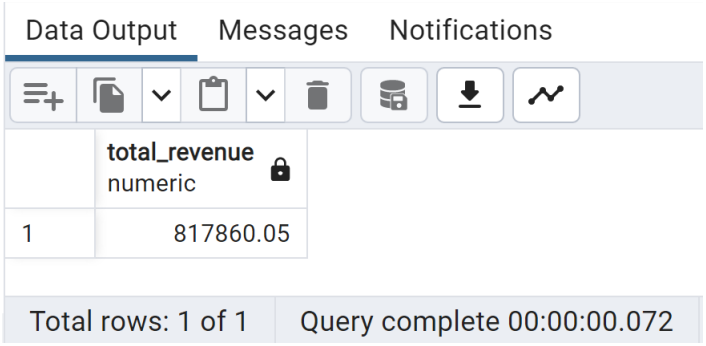
PIZZA-SALES-ANALYSIS SQL REPORT

A. KPI's

1. Total Revenue:

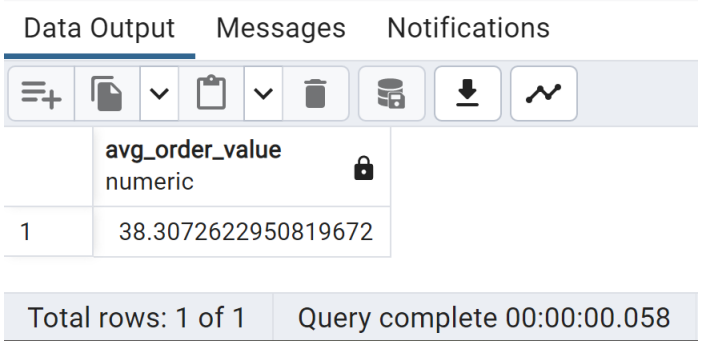
```
SELECT
	SUM(total_price) AS total_revenue
FROM
	pizza_sales;
```



2. Average Order Value:

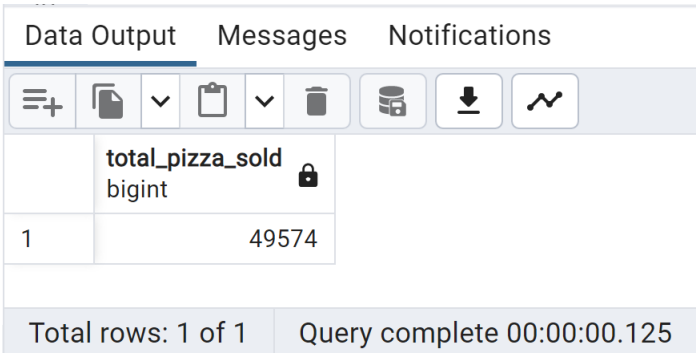
```
SELECT
	SUM(total_price) / COUNT (DISTINCT order_id)  AS AVG_Order_Value

FROM
	pizza_sales;
```



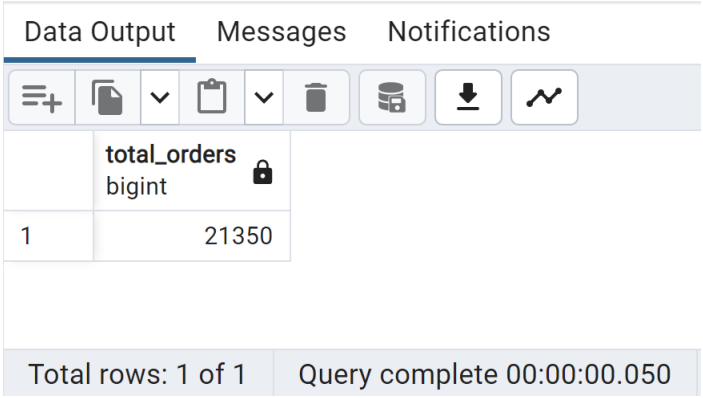
3.Total Pizza Sold

```
SELECT
        SUM(quantity) AS Total_Pizza_Sold
FROM
        pizza_sales;
```



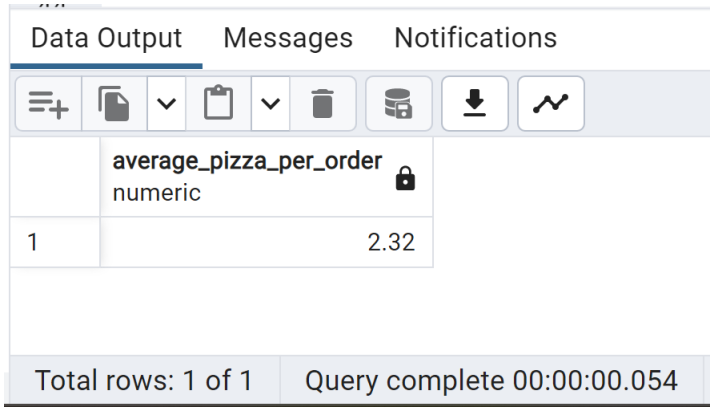
4.Total Orders

```
SELECT
        COUNT(DISTINCT order_id) AS Total_Orders
FROM
        pizza_sales;
```



5.Average Pizzas Per Order

```
SELECT
	ROUND(
		ROUND(SUM(quantity),2) / ROUND(COUNT(DISTINCT order_id),2)
		,2) AS Average_pizza_per_order
FROM
	pizza_sales;
```



B. Daily Trend for Total Orders

```
SELECT
	TO_CHAR(order_date, 'Day') AS order_day,
	COUNT(DISTINCT order_id) AS Total_Orders
FROM
	pizza_sales
GROUP BY
	order_day
ORDER BY
	Total_Orders DESC
	;
```

Data Output | Messages | Notifications

	order_day text	total_orders bigint
1	Friday	3538
2	Thursday	3239
3	Saturday	3158
4	Wednesday	3024
5	Tuesday	2973
6	Monday	2794
7	Sunday	2624

Total rows: 7 of 7 | Query complete 00:00:00.125

C. Monthly Trend for Total Orders

```
SELECT
        TO_CHAR(order_date, 'Month') AS Month_Name,
        COUNT(DISTINCT order_id) AS Total_Orders
FROM
        pizza_sales
GROUP BY
        Month_Name
ORDER BY
        Total_Orders DESC
        ;
```

Data Output | Messages | Notifications

	month_name text	total_orders bigint
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

Total rows: 12 of 12 | Query complete 00:00:00.137

D. % of Sales by Pizza Category

```
SELECT
        pizza_category,
        ROUND(SUM(total_price) *100 / (SELECT SUM(total_price)
                                       FROM pizza_sales
                                       ),2)
        AS percent_of_Sales
FROM
        pizza_sales
GROUP BY
        pizza_category
        ;
```

Data Output | Messages | Notifications

	pizza_category character varying	percent_of_sales numeric
1	Supreme	25.46
2	Chicken	23.96
3	Veggie	23.68
4	Classic	26.91

Total rows: 4 of 4 | Query complete 00:00:00.089

E. % of Sales by Pizza Size

```
SELECT
        pizza_size,
        ROUND(SUM(total_price)*100 / (SELECT SUM(total_price)
                                      FROM pizza_sales
                                      ),2)
        AS percent_of_sales
FROM
        pizza_sales
GROUP BY
        pizza_size
ORDER BY
        percent_of_sales DESC;
```

Data Output | Messages | Notifications

	pizza_size character varying	percent_of_sales numeric
1	L	45.89
2	M	30.49
3	S	21.77
4	XL	1.72
5	XXL	0.12

Total rows: 5 of 5 | Query complete 00:00:00.074

F. Top 5 Best Sellers by Revenue, Total Quantity & Total Orders

Top 5 Best Sellers by Revenue

```
SELECT
	pizza_name, SUM(total_price) AS Total_Revenue
FROM
	pizza_sales
GROUP BY
	pizza_name
ORDER BY
	Total_Revenue DESC
LIMIT
	5
	;
```

Data Output | Messages | Notifications

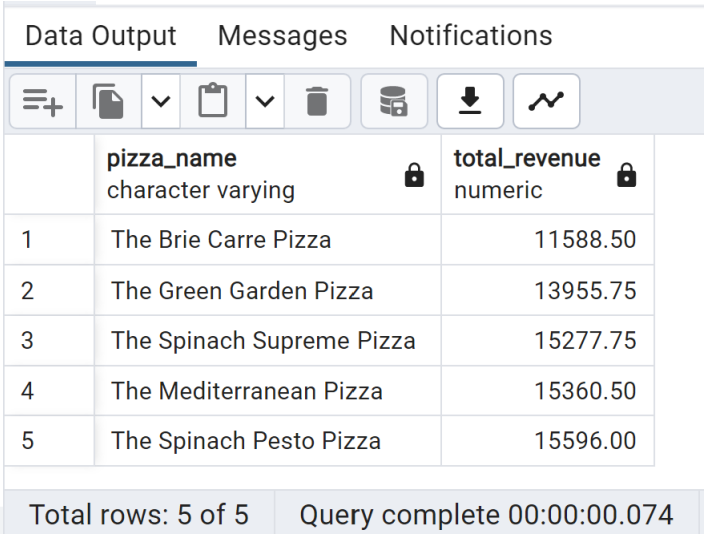
	pizza_name character varying	total_revenue numeric
1	The Thai Chicken Pizza	43434.25
2	The Barbecue Chicken Pizza	42768.00
3	The California Chicken Pizza	41409.50
4	The Classic Deluxe Pizza	38180.5
5	The Spicy Italian Pizza	34831.25

Total rows: 5 of 5 | Query complete 00:00:00.089

Bottom 5 Sellers by Revenue

```
SELECT
	pizza_name, SUM(total_price) AS Total_Revenue
FROM
```

```
        pizza_sales
GROUP BY
        pizza_name
ORDER BY
        Total_Revenue
LIMIT
        5
        ;
```



Data Output | Messages | Notifications

	pizza_name character varying	total_revenue numeric
1	The Brie Carre Pizza	11588.50
2	The Green Garden Pizza	13955.75
3	The Spinach Supreme Pizza	15277.75
4	The Mediterranean Pizza	15360.50
5	The Spinach Pesto Pizza	15596.00

Total rows: 5 of 5 | Query complete 00:00:00.074

Top 5 Best Sellers by Quantity

```
SELECT
        pizza_name, SUM(quantity) AS Total_Quantity
FROM
        pizza_sales
GROUP BY
        pizza_name
ORDER BY
        Total_Quantity DESC
LIMIT
        5
        ;
```

Data Output | Messages | Notifications

	pizza_name character varying	total_quantity bigint
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

Total rows: 5 of 5 | Query complete 00:00:00.111

Bottom 5 Sellers by Revenue

```
SELECT
	pizza_name, SUM(quantity) AS Total_Quantity
FROM
	pizza_sales
GROUP BY
	pizza_name
ORDER BY
	Total_Quantity
LIMIT
	5
	;
```

Data Output | Messages | Notifications

	pizza_name character varying	total_quantity bigint
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

Total rows: 5 of 5 | Query complete 00:00:00.094

Top 5 Best Sellers by Total Orders

```
SELECT
	pizza_name, COUNT(DISTINCT order_id) AS Total_Orders
FROM
	pizza_sales
GROUP BY
	pizza_name
ORDER BY
	Total_Orders DESC
LIMIT
	5
	;
```

Data Output | Messages | Notifications

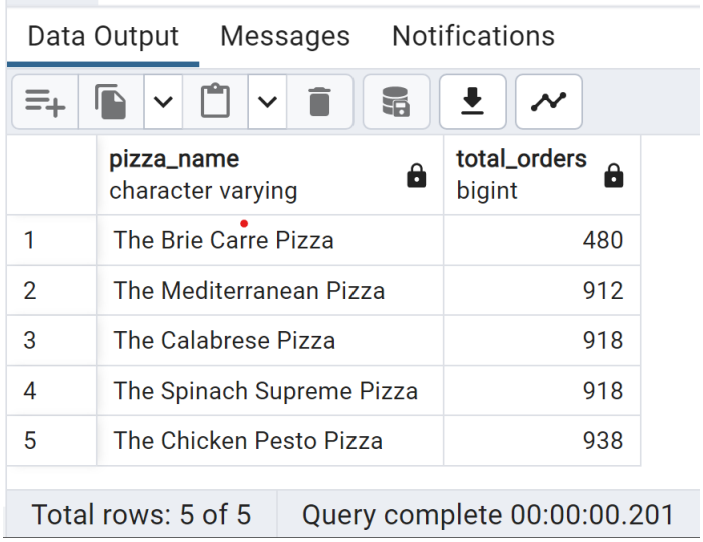
	pizza_name character varying	total_orders bigint
1	The Classic Deluxe Pizza	2329
2	The Hawaiian Pizza	2280
3	The Pepperoni Pizza	2278
4	The Barbecue Chicken Pizza	2273
5	The Thai Chicken Pizza	2225

Total rows: 5 of 5 | Query complete 00:00:00.203

Bottom 5 Sellers by Total Orders

```
SELECT
	pizza_name, COUNT(DISTINCT order_id) AS Total_Orders
FROM
	pizza_sales
GROUP BY
	pizza_name
ORDER BY
	Total_Orders
```

```
LIMIT
    5
    ;
```



Data Output | Messages | Notifications

	pizza_name character varying	total_orders bigint
1	The Brie Carre Pizza	480
2	The Mediterranean Pizza	912
3	The Calabrese Pizza	918
4	The Spinach Supreme Pizza	918
5	The Chicken Pesto Pizza	938

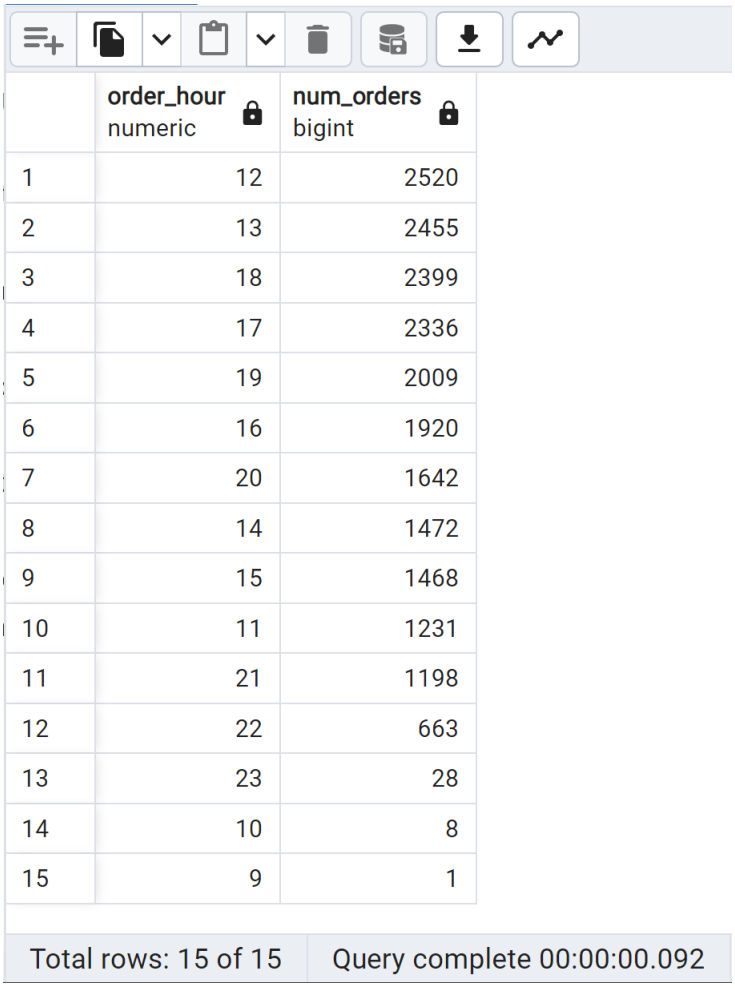
Total rows: 5 of 5 | Query complete 00:00:00.201

G. Number of Customers each day & Busiest hours

```
SELECT
   order_date,
   COUNT(DISTINCT order_id) AS num_customers
FROM
   pizza_sales
GROUP BY
   order_date
ORDER BY
   order_date;
```

```
SELECT
   EXTRACT(HOUR FROM order_time) AS order_hour,
   COUNT(DISTINCT order_id) AS num_orders
FROM
   pizza_sales
```

```
GROUP BY
    order_hour
ORDER BY
    num_orders DESC;
```



	order_hour numeric	num_orders bigint
1	12	2520
2	13	2455
3	18	2399
4	17	2336
5	19	2009
6	16	1920
7	20	1642
8	14	1472
9	15	1468
10	11	1231
11	21	1198
12	22	663
13	23	28
14	10	8
15	9	1

Total rows: 15 of 15 | Query complete 00:00:00.092

H. Seasonality Trends

```
SELECT
    EXTRACT(MONTH FROM order_date) AS month,
    COUNT(DISTINCT order_id) AS total_orders
FROM
    pizza_sales
GROUP BY
    month
```

```
ORDER BY
    month;
```

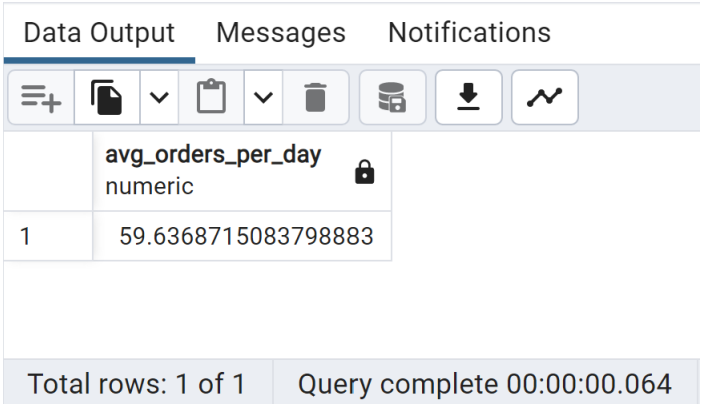
Data Output | Messages | Notifications

	month numeric	total_orders bigint
1	1	1845
2	2	1685
3	3	1840
4	4	1799
5	5	1853
6	6	1773
7	7	1935
8	8	1841
9	9	1661
10	10	1646
11	11	1792
12	12	1680

Total rows: 12 of 12 | Query complete 00:00:00.080

I.Average Orders per Day

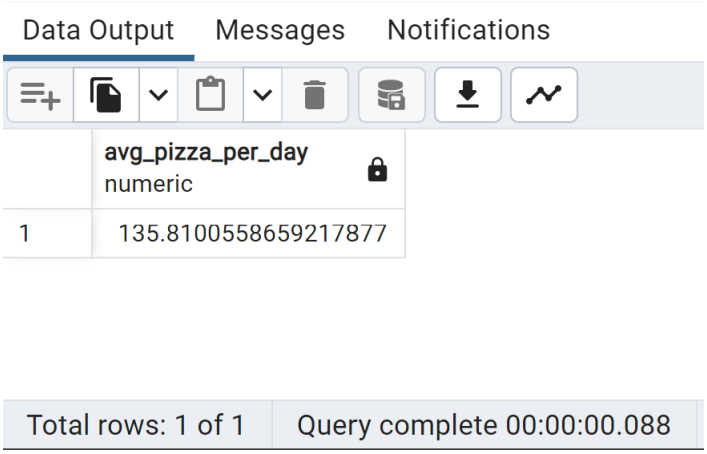
```
WITH daily_orders AS (
    SELECT
        order_date,
        COUNT(DISTINCT order_id) AS daily_order_count
    FROM
        pizza_sales
    GROUP BY
        order_date
)
SELECT
    AVG(daily_order_count) AS avg_orders_per_day
FROM
    daily_orders;
```



J.Average Pizza Per Day sold

```
WITH avg_pizza as(
        SELECT order_date,
                COUNT(quantity) as daily_pizza
        FROM pizza_sales
        GROUP BY order_date

)
SELECT
        AVG(daily_pizza) AS AVG_PIZZA_PER_DAY
FROM avg_pizza
        ;
```



Most occupied Days & Month
Days-Orders are highest on Friday & Saturday evenings
Month-Orders are highest on January & July

Sales Performance
Category-Classical contributes maximum to Sales & Total Orders
Size-Large pizza contributes maximum to Sales

Best Sellers
Revenue-Thai Chicken Pizza contribute maximum to Revenue
Quantity-Classical Deluxe Pizza contributes maximum to Total Quantities
Total Orders-Classic Deluxe Pizza contributes maximum to Total Orders

Lowest Sellers
Revenue-Brie Carre Pizza contribute minimum to Revenue
Quantity-Brie Carre Pizza contribute minimum to Total Quantities
Total Orders-Brie Carre Pizza contribute minimum to Total Orders

Most occupied Time
Lunch-12 P.M. - 1:30 P.M., **Dinner**-6 P.M. - 8 P.M.

Data Source: Maven Analytics
GitHub Repo: https://github.com/tushar2704/Pizza-Sales-Analysis
Author: © 2023 Tushar Aggarwal