**Sales for Retail and Food Services in U.S.A.**

A. KPI’s

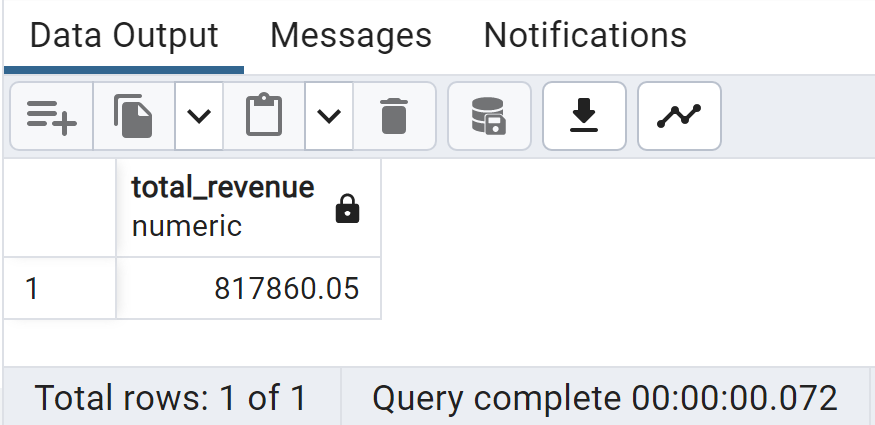
**1. Total Revenue:**

SELECT

SUM(total\_price) AS total\_revenue

FROM

pizza\_sales;



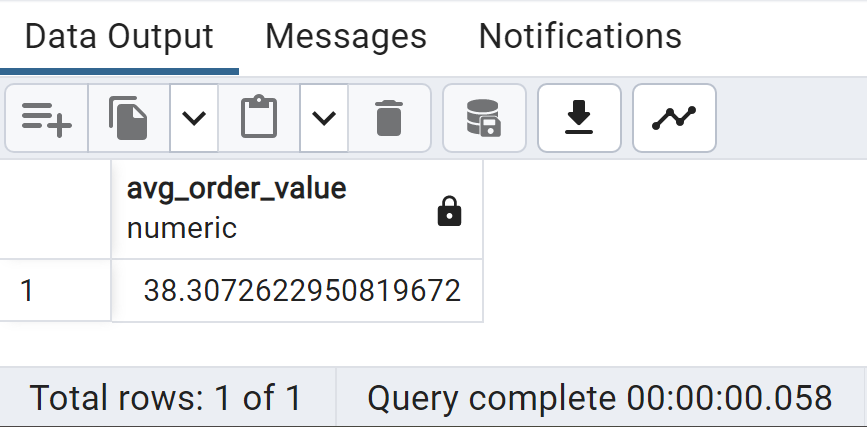
**2. Average Order Value:**

SELECT

SUM(total\_price) / COUNT (DISTINCT order\_id) AS AVG\_Order\_Value

FROM

pizza\_sales;

****

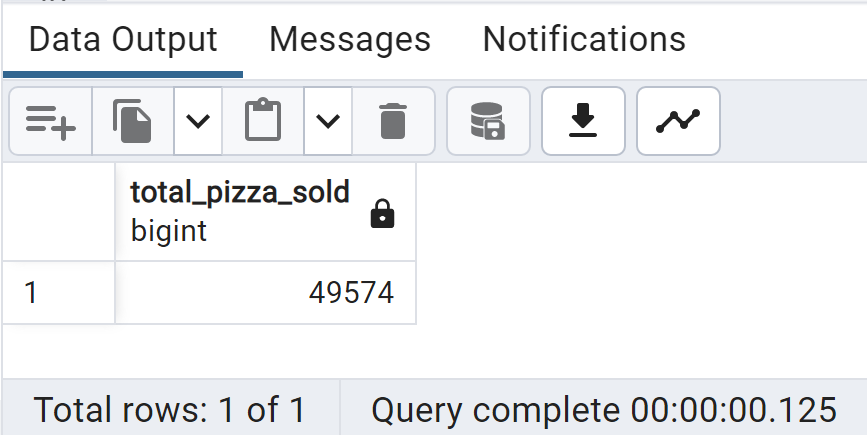
**3.Total Pizza Sold**

SELECT

SUM(quantity) AS Total\_Pizza\_Sold

FROM

pizza\_sales;



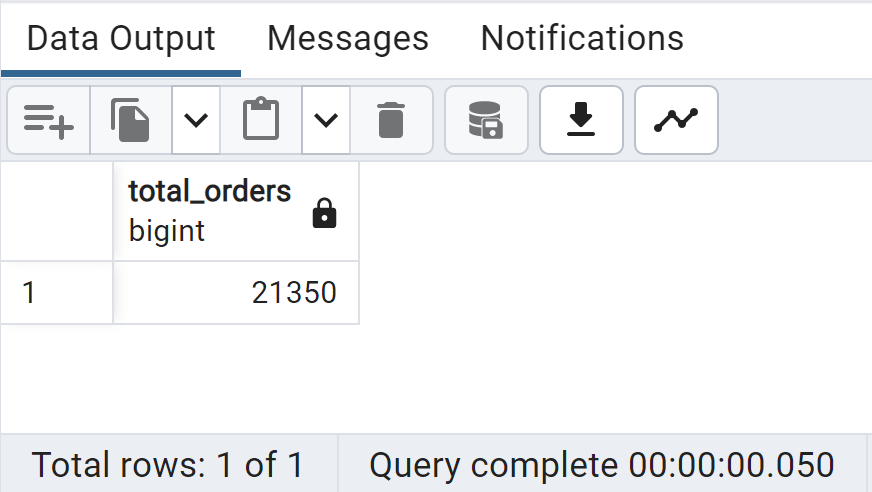
**4.Total Orders**

SELECT

COUNT(DISTINCT order\_id) AS Total\_Orders

FROM

pizza\_sales;



**5.Average Pizzas Per Order**

SELECT

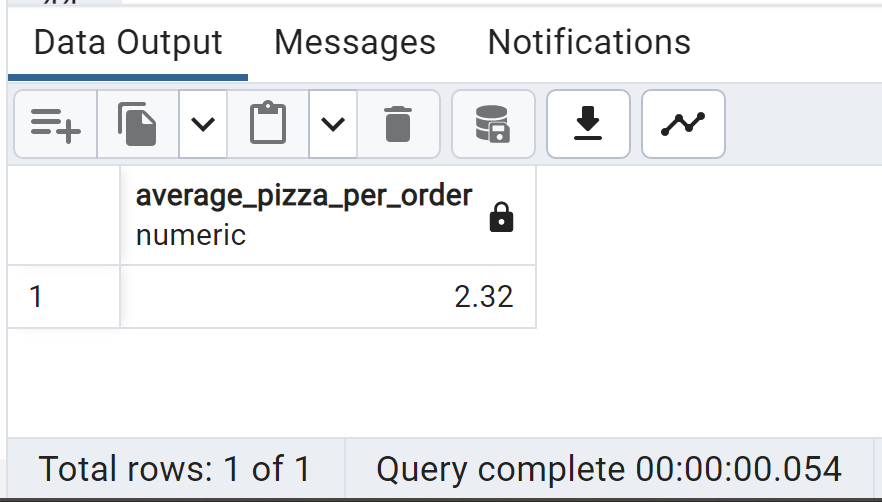
ROUND(

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

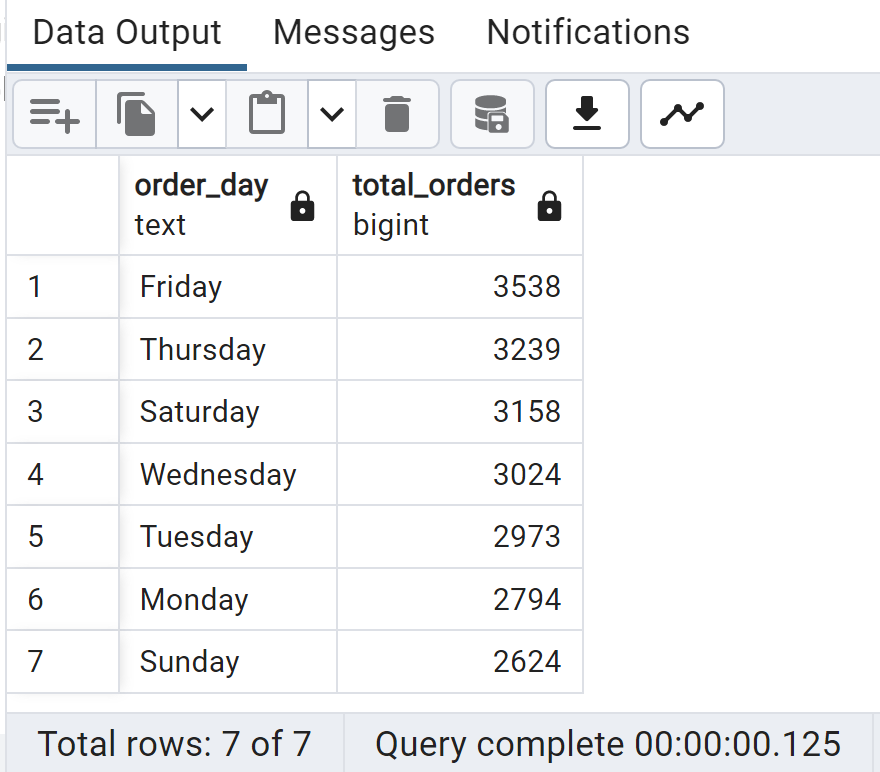
GROUP BY

order\_day

ORDER BY

Total\_Orders DESC

;



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

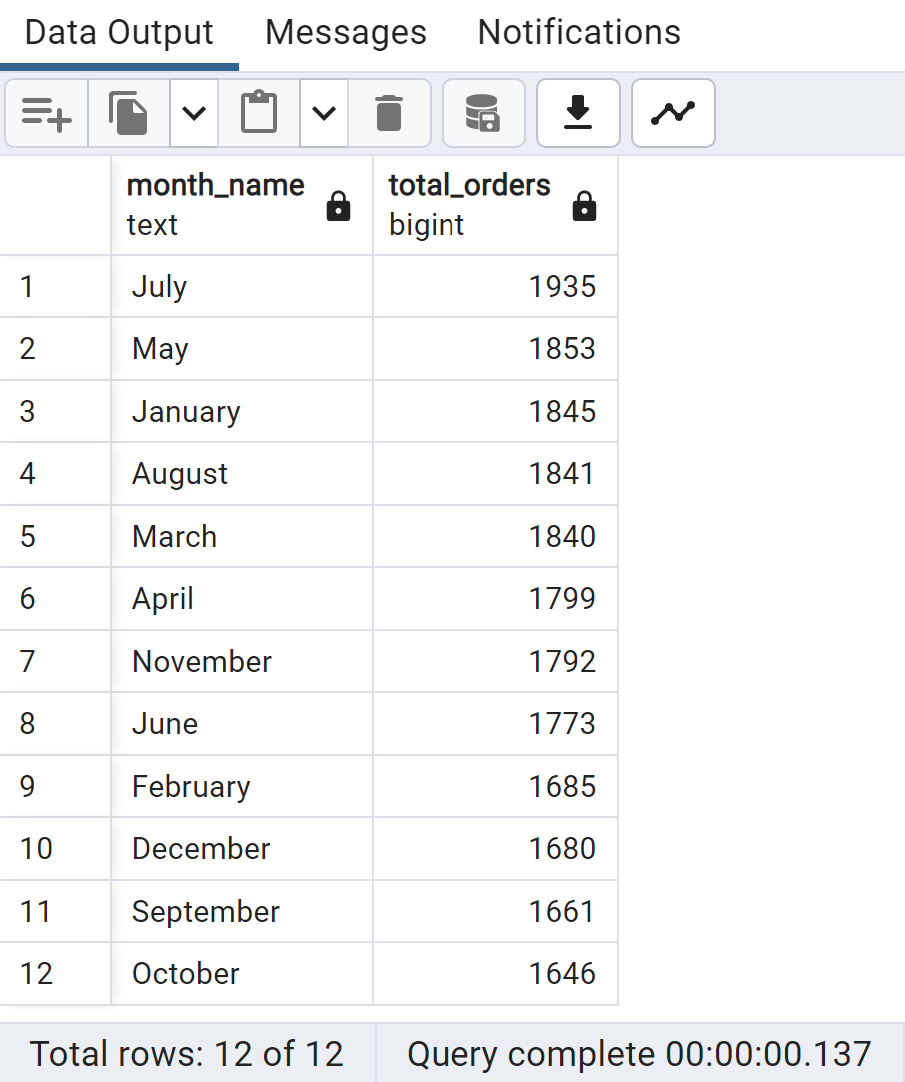
GROUP BY

Month\_Name

ORDER BY

Total\_Orders DESC

;

****

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

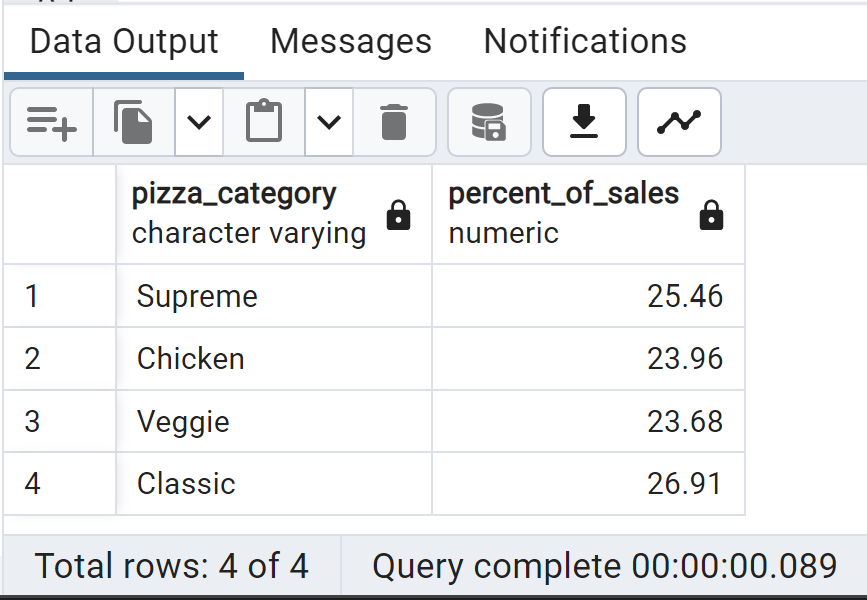
FROM

pizza\_sales

GROUP BY

pizza\_category

;



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

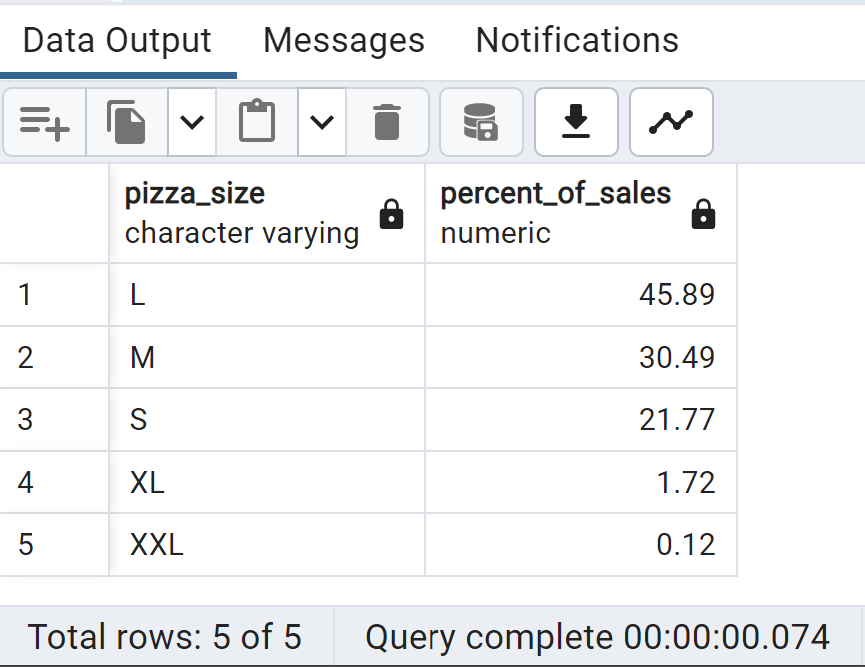
pizza\_sales

GROUP BY

pizza\_size

ORDER BY

percent\_of\_sales DESC;



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

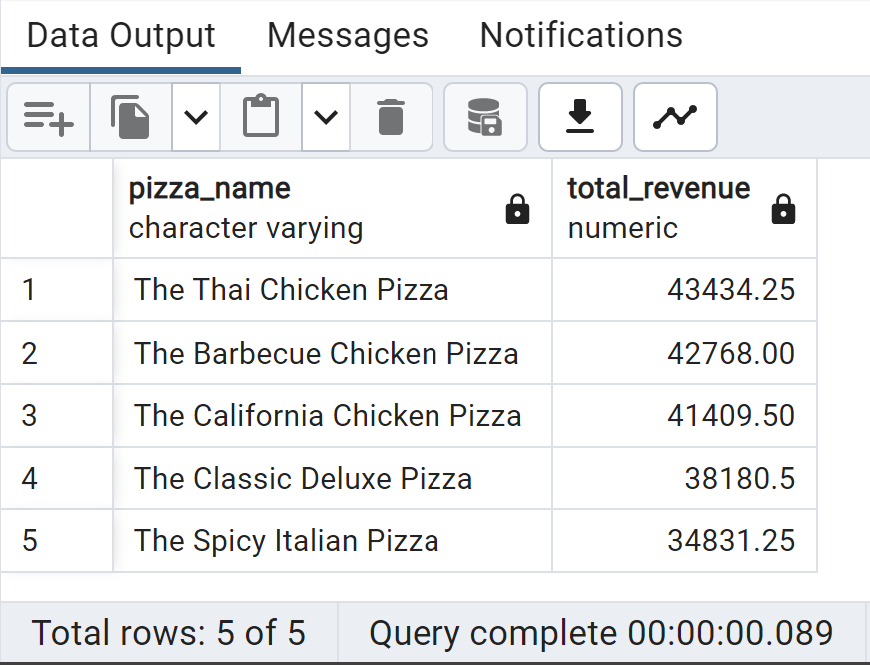
ORDER BY

Total\_Revenue DESC

LIMIT

5

;

****

Bottom 5 Sellers by Revenue

SELECT

pizza\_name, SUM(total\_price) AS Total\_Revenue

FROM

pizza\_sales

GROUP BY

pizza\_name

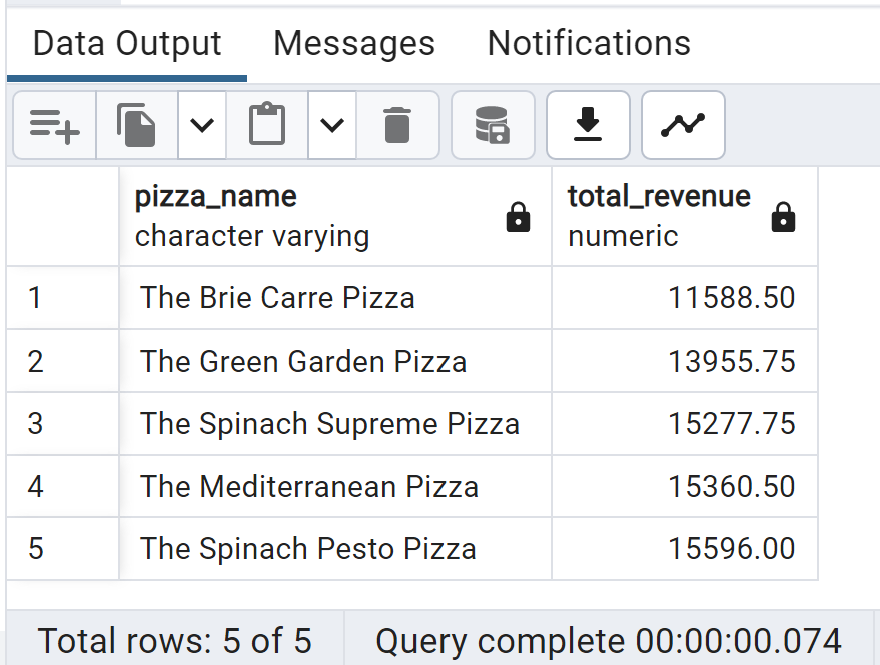
ORDER BY

Total\_Revenue

LIMIT

5

;



Top 5 Best Sellers by Quantity

SELECT

pizza\_name, SUM(quantity) AS Total\_Quantity

FROM

pizza\_sales

GROUP BY

pizza\_name

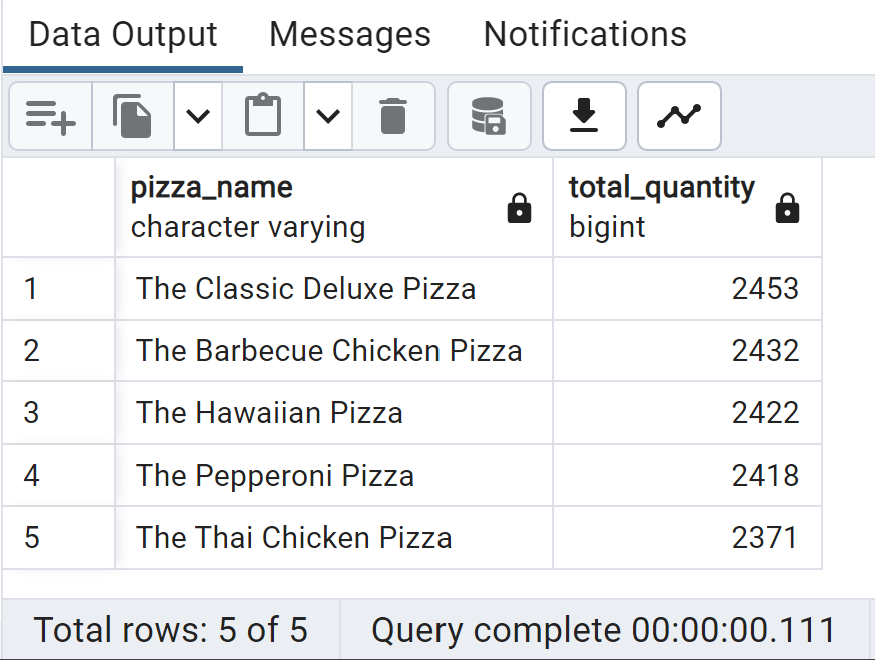
ORDER BY

Total\_Quantity DESC

LIMIT

5

;



Bottom 5 Sellers by Revenue

SELECT

pizza\_name, SUM(quantity) AS Total\_Quantity

FROM

pizza\_sales

GROUP BY

pizza\_name

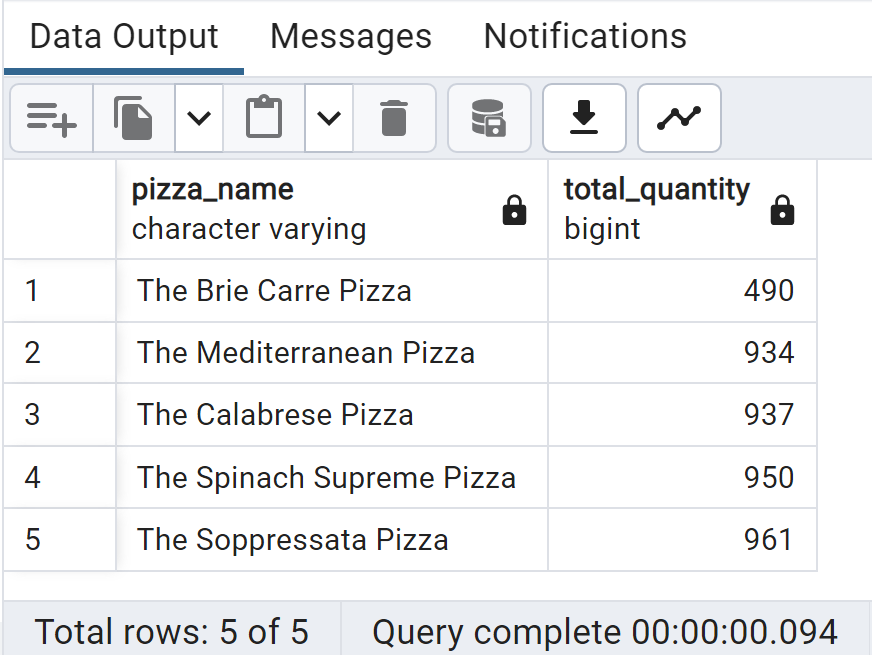
ORDER BY

Total\_Quantity

LIMIT

5

;



Top 5 Best Sellers by Total Orders

SELECT

pizza\_name, COUNT(DISTINCT order\_id) AS Total\_Orders

FROM

pizza\_sales

GROUP BY

pizza\_name

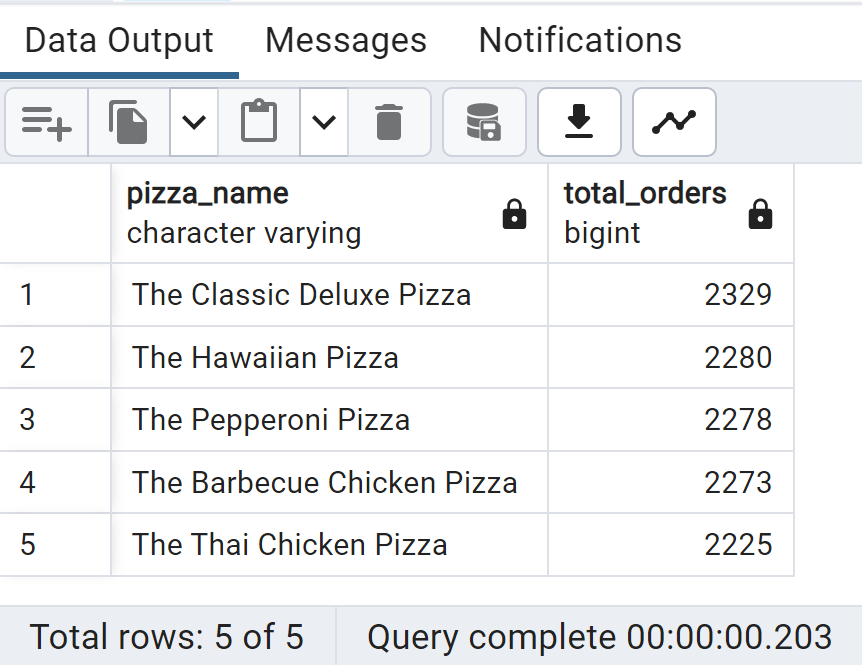
ORDER BY

Total\_Orders DESC

LIMIT

5

;



Bottom 5 Sellers by Total Orders

SELECT

pizza\_name, COUNT(DISTINCT order\_id) AS Total\_Orders

FROM

pizza\_sales

GROUP BY

pizza\_name

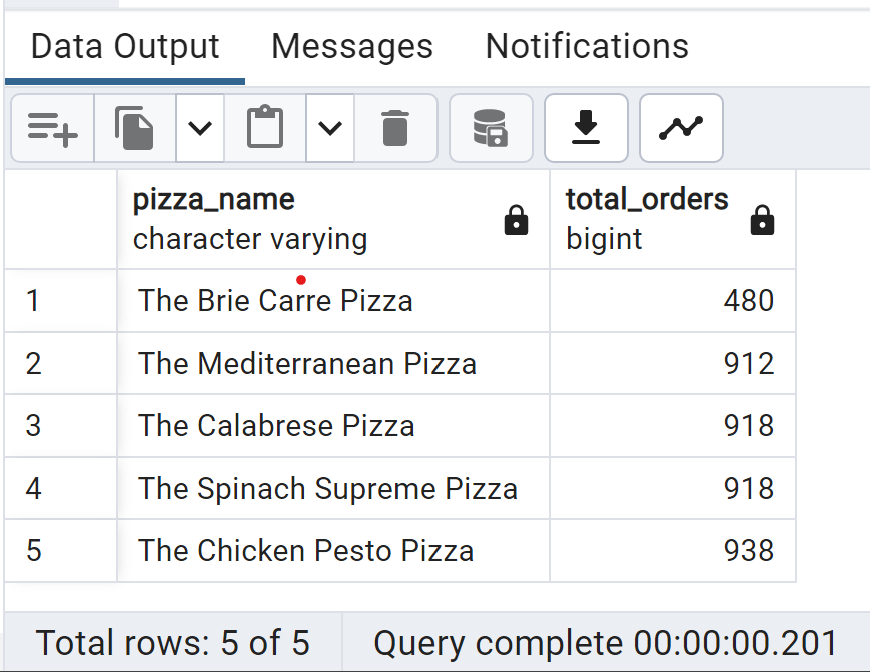
ORDER BY

Total\_Orders

LIMIT

5

;



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

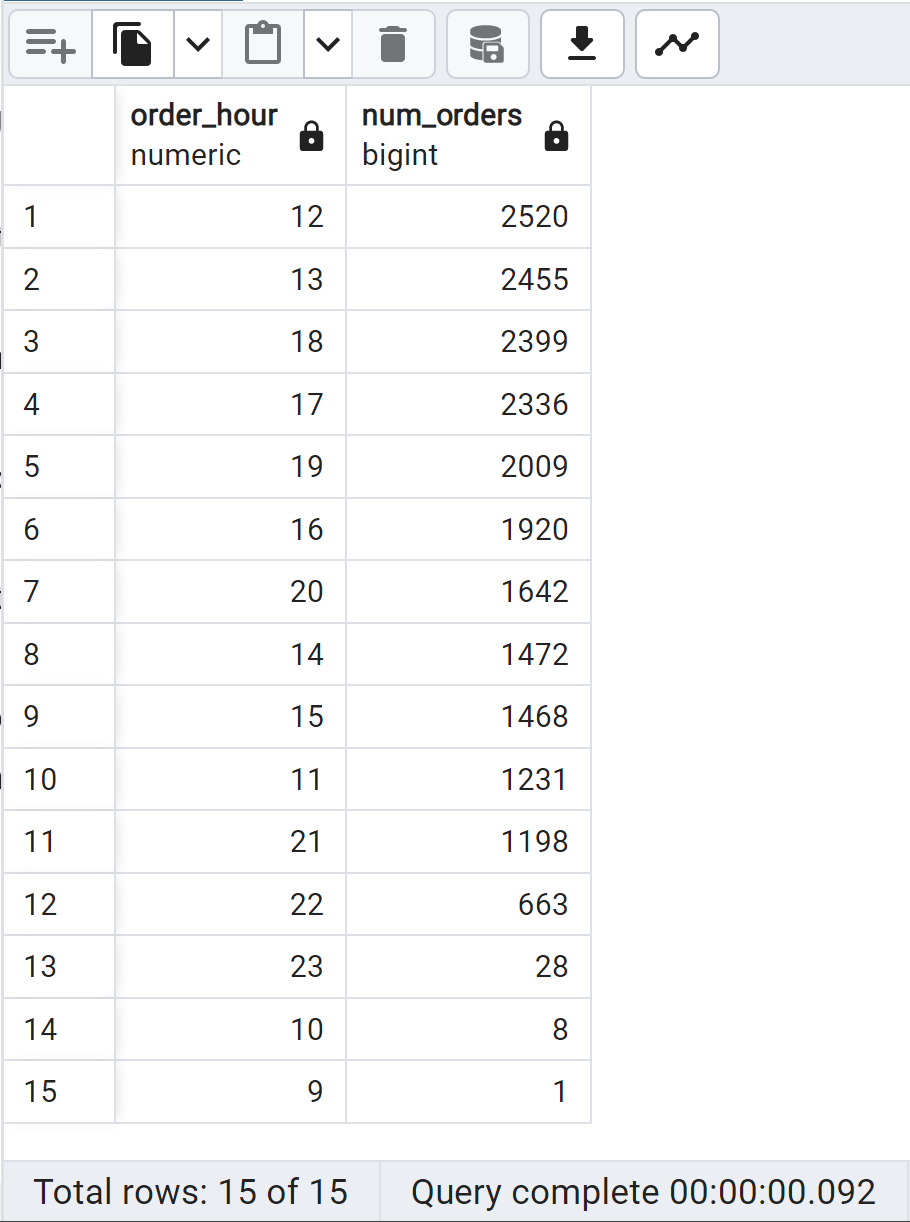
pizza\_sales

GROUP BY

order\_hour

ORDER BY

num\_orders DESC;



H. Seasonality Trends

SELECT

EXTRACT(MONTH FROM order\_date) AS month,

COUNT(DISTINCT order\_id) AS total\_orders

FROM

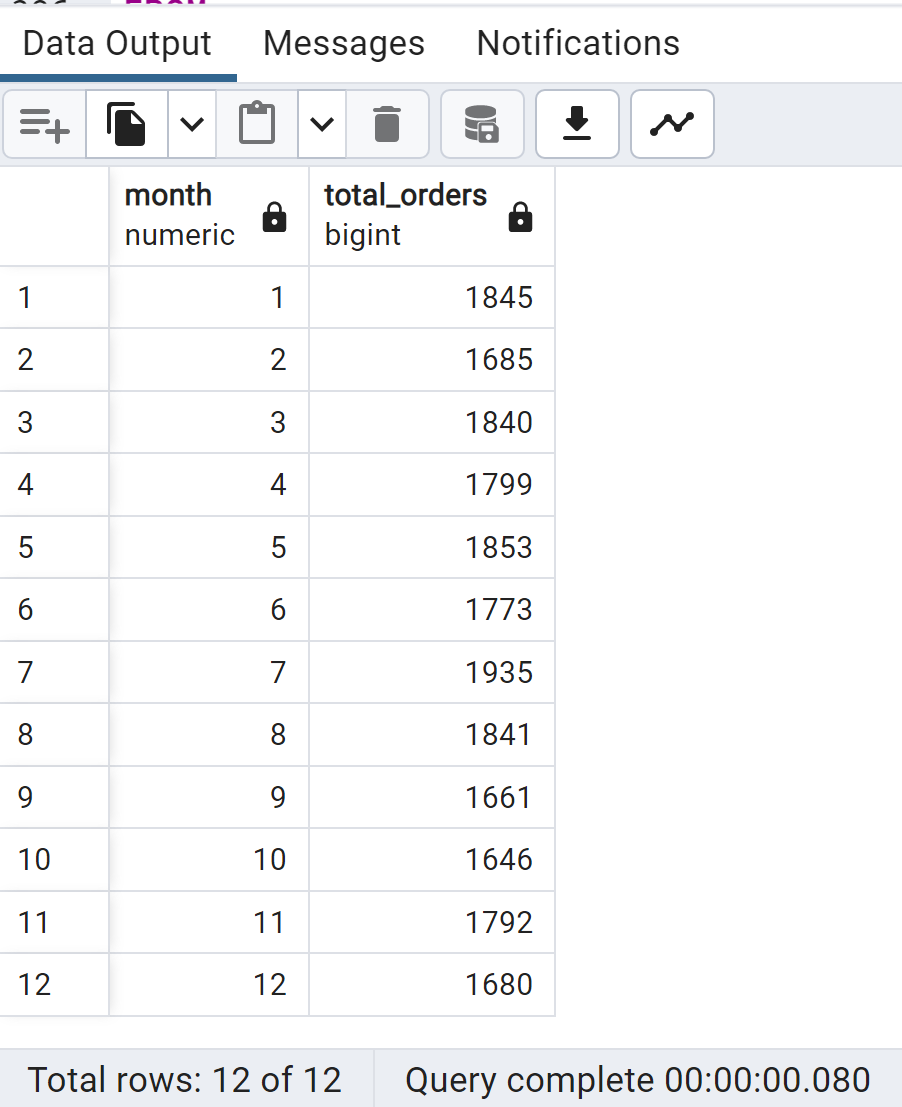
pizza\_sales

GROUP BY

month

ORDER BY

month;



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

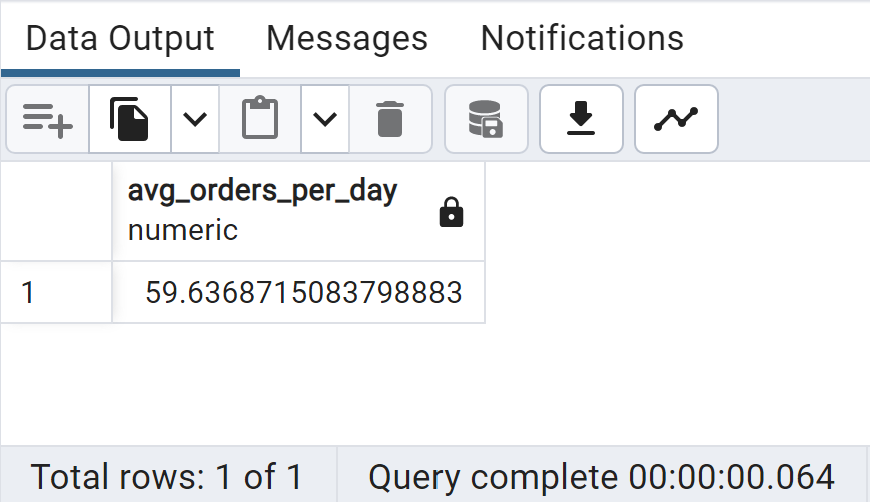
)

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

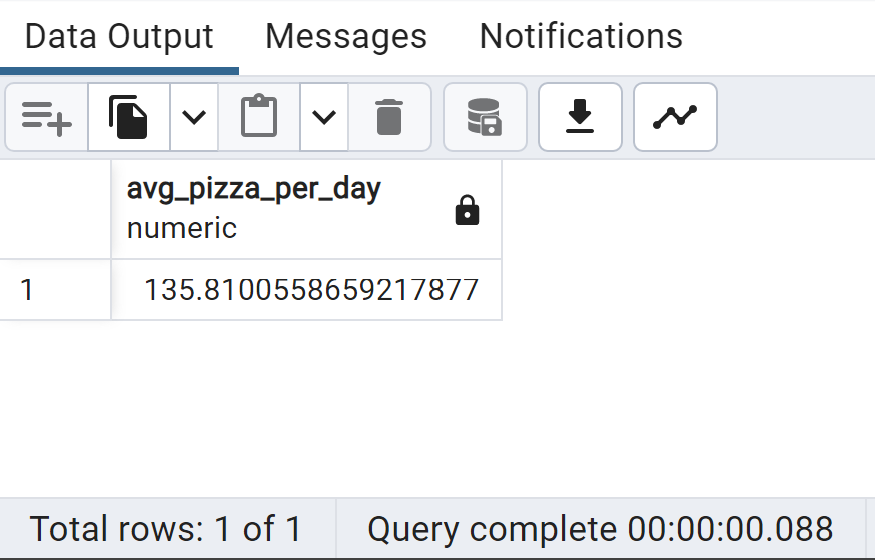
)

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>

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