

PIZZA SALES REPORT

Jan/15-Dec/15

Pizza Category

All

1/1/2015

12/31/2015

HOME

Best / Worst Sellers

BUSIEST DAYS & TIME

DAYS

Orders are **highest** on weekends **Friday/Saturday** evenings.

MONTHLY

There are **maximum** orders from month of **July** and **January**.

SALES PERFORMANCE

CATEGORY

Classic category contributes to **maximum sales** & total orders.

SIZE

large size pizza contributes to **maximum sales**

817.86K

Total Revenue

38.31

Average order value

49,574

Total Pizza Sold

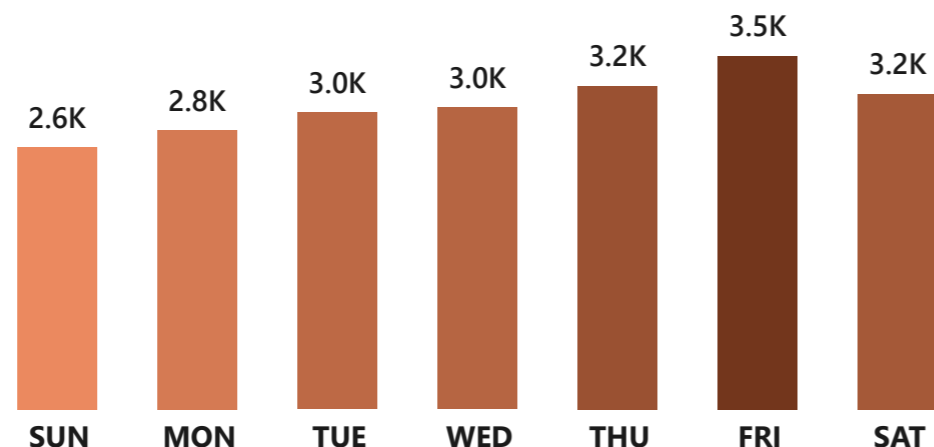
21,350

Total Orders

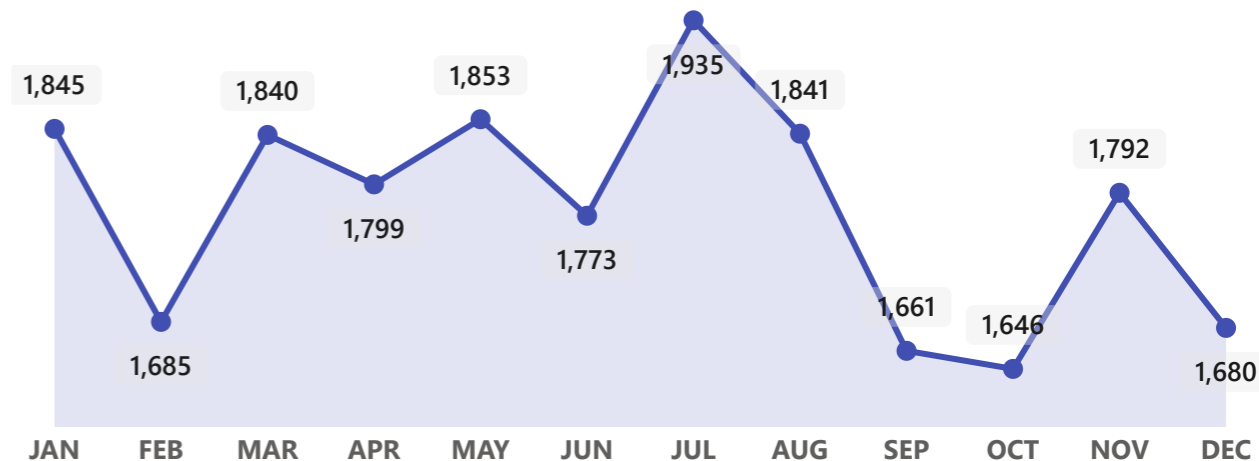
2.32

Average Pizzas per order

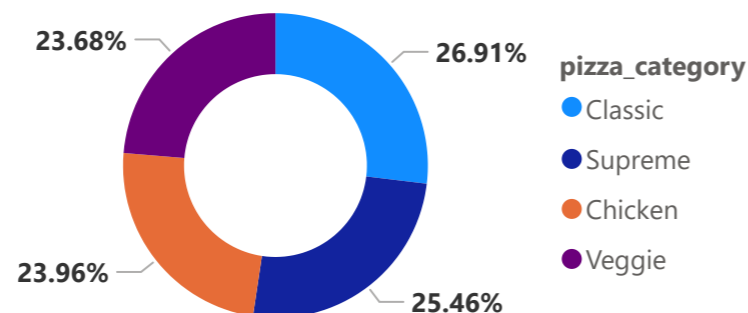
Daily Trend for Total Orders



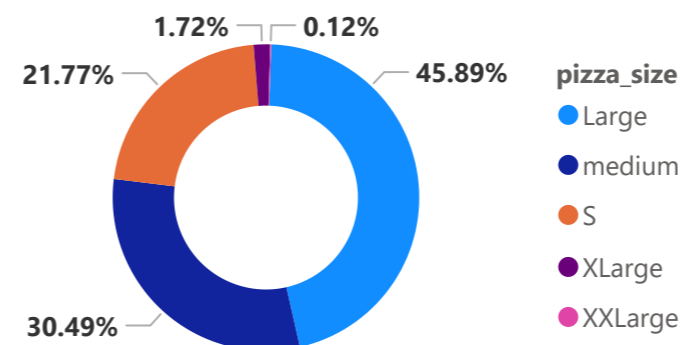
Monthly Trend For Total Orders



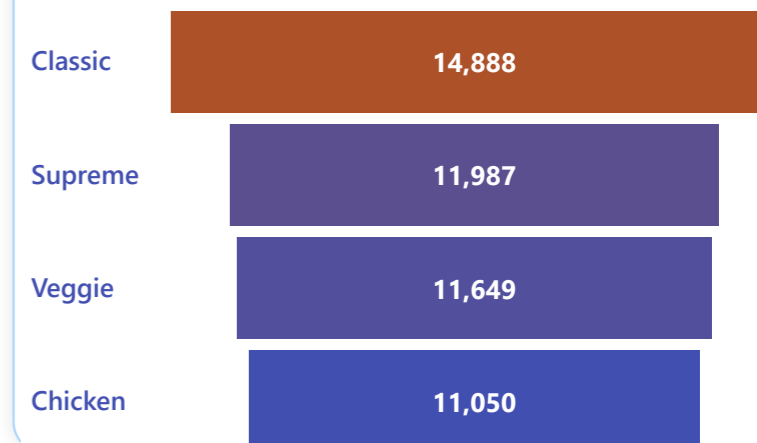
% of Sales by Pizza Category



% of Sales by Pizza Size



Total Pizza Sold by pizza_category



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Best / Worst Sellers

BEST SELLERS

REVENUE

The **Thai Chicken** pizza contributes to the **maximum Revenue**

QUANTITY

The **Classic Deluxe Pizza** contributes to the **Maximum Total quantities**

TOTAL ORDERS

The **Classic Deluxe Pizza** contributes to the **Maximum Total Orders**

WORST SELLERS

REVENUE

The **Brie carre** pizza contributes the most **minimum Revenue**

QUANTITY

The **Brie carre** pizza contributes the most **minimum Total quantities**

TOTAL ORDERS

The **Brie carre** pizza contributes the most **minimum Total orders**

817.86K

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Total Pizza Sold

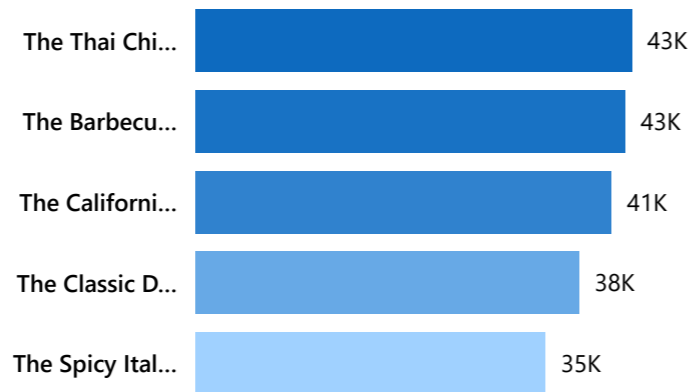
21,350

Total Orders

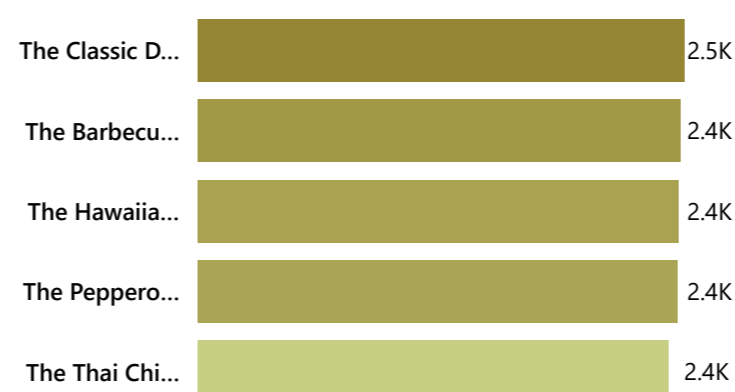
2.32

Average Pizzas per order

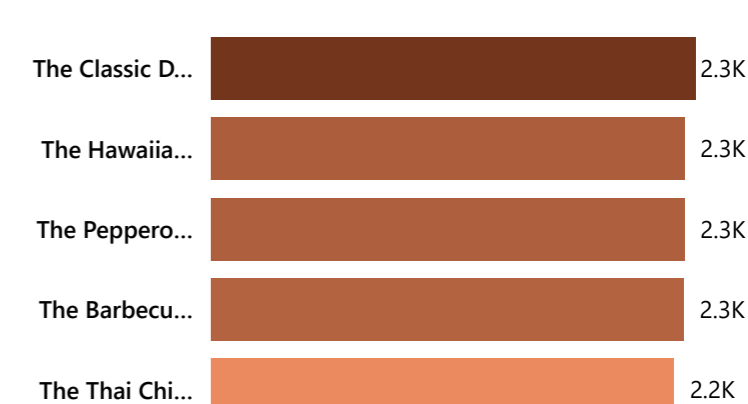
Top 5 pizzas by Revenue



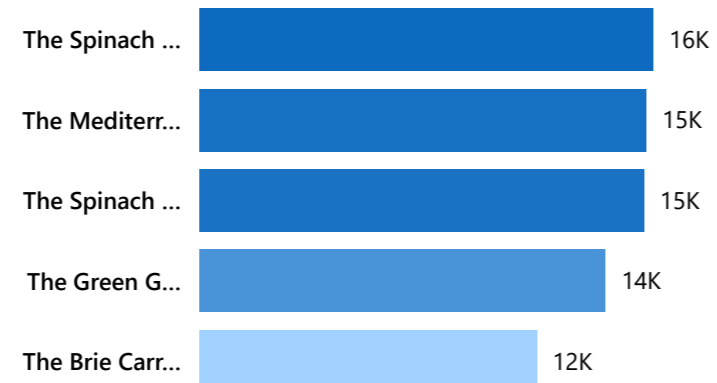
Top 5 pizzas by quantity



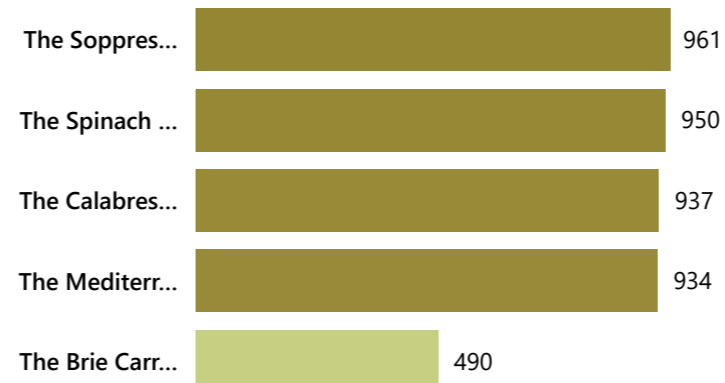
Top 5 pizzas by Total Orders



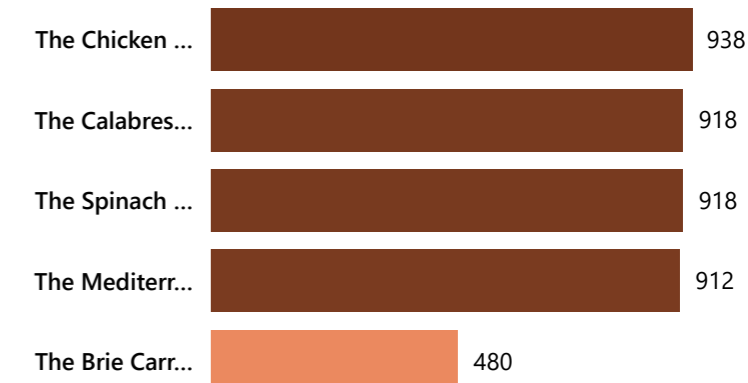
Bottom 5 pizzas by Revenue



Bottom 5 pizzas by quantity



Bottom 5 pizzas by Total Orders



PIZZA SALES SQL QUERIES

KPI'S

1. TOTAL REVENUE

```
SELECT SUM (total_price) AS Total_revenue
```

```
FROM dbo.pizza_sales2
```

	Total_revenue
1	817860.05083847

2. Average_order_value

```
WITH duplicate_cte1 AS (
```

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

```
FROM dbo.pizza_sales2
```

```
)
```

```
SELECT CAST(Average_order_value AS decimal(10,2)) AS Average_order_value
```

```
FROM duplicate_cte1
```

Average_order_value
38.31

3. TOTAL PIZZA SOLD

```
SELECT SUM (quantity) AS Total_pizza_sold  
FROM dbo.pizza_sales2
```

Total_pizza_sold
49574

4. Total_number_of_orders

```
SELECT  
COUNT(DISTINCT order_id) AS Total_number_of_orders  
FROM dbo.pizza_sales2
```

Total_number_of_orders
21350

5. Average_pizza_per_order

```
WITH DIVIDED_CTE AS (  
    SELECT  
        SUM(quantity) AS Total_pizza_sold,  
        COUNT(DISTINCT order_id) AS Total_number_of_orders  
    FROM dbo.pizza_sales2  
)  
SELECT  
    CAST(Total_pizza_sold / NULLIF(Total_number_of_orders, 0) AS DECIMAL(10,2)) AS  
    Average_pizza_per_order
```

FROM DIVIDED_CTE;

Messages	
Average_pizza_per_order	
2.00	

Click to select the whole row

CHARTS

1. DAILY TREND FOR TOTAL ORDER

SELECT

DATENAME(DW, order_date) AS order_day,

COUNT(DISTINCT order_id) AS Total_number_of_orders

FROM dbo.pizza_sales2

GROUP BY DATENAME(DW, order_date)

ORDER BY COUNT(DISTINCT order_id) DESC

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

2. MONTHLY TREND

```
SELECT  
  
    DATENAME(MONTH, order_date) AS order_day,  
  
    COUNT(DISTINCT order_id) AS Total_number_of_orders  
  
FROM dbo.pizza_sales2  
  
GROUP BY DATENAME(MONTH, order_date)  
  
ORDER BY COUNT(DISTINCT order_id) DESC
```

	order_day	Total_number_of_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. percentage of total sales per pizza_category

```
WITH CategorySales AS (
```

```
    SELECT
```

```

        pizza_category,
        SUM(total_price) AS category_total
    FROM dbo.pizza_sales2
    GROUP BY pizza_category
),
GrandTotal AS (
    SELECT SUM(total_price) AS overall_total
    FROM dbo.pizza_sales2
)
SELECT
    cs.pizza_category,
    CAST((cs.category_total * 100.0 / NULLIF(gt.overall_total, 0)) AS DECIMAL(10,2)) AS
sales_percent
FROM CategorySales cs
CROSS JOIN GrandTotal gt
ORDER BY sales_percent DESC;

```

Results | Messages

	pizza_category	sales_percent
1	Classic	26.91
2	Supreme	25.46
3	Chicken	23.96
4	Veggie	23.68

1. percentage of total sales per pizza_size

```

WITH sizeSales AS (
    SELECT
        pizza_size,
        SUM(total_price) AS size_total

```

```

FROM dbo.pizza_sales2
GROUP BY pizza_size
),
GrandTotal AS (
    SELECT SUM(total_price) AS overall_total
    FROM dbo.pizza_sales2
)
SELECT
    ss.pizza_size,
    CAST((ss.size_total * 100.0 / (gt.overall_total)) AS DECIMAL(10,2)) AS sales_percent
FROM sizeSales ss
CROSS JOIN GrandTotal gt
ORDER BY sales_percent DESC;

```

	pizza_size	sales_percent
1	L	45.89
2	M	30.49
3	S	21.77
4	XL	1.72
5	XXL	0.12

TOP 5 PIZZA AND BOTTOM / WORST PIZZA BY REVENUE

```

SELECT TOP 5
    pizza_name,
    CAST (SUM(total_price) AS decimal (10,2)) AS Revenue,
FROM dbo.pizza_sales2

```

GROUP BY pizza_name

ORDER BY Revenue DESC

ORDER BY REVENUE----- BOTTOM / WORST PIZZA

	pizza_name	Revenue
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	38180.50
5	The Spicy Italian Pizza	34831.25

	pizza_name	Revenue
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

TOP 5 PIZZA AND BOTTOM / WORST PIZZA BY TOTAL QUANTITY

SELECT TOP 5

 pizza_name,

 SUM(quantity) AS Total_quantity

FROM dbo.pizza_sales2

GROUP BY pizza_name

ORDER BY Total_quantity ASC

	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

	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

TOP 5 PIZZA AND BOTTOM / WORST PIZZA BY TOTAL ORDERS

	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

SELECT TOP 5

pizza_name, COUNT(DISTINCT order_id) AS Total_orders

FROM dbo.pizza_sales2

GROUP BY pizza_name

ORDER BY Total_orders DESC