

SQL Report for the Pizza Sales Dashboard

KPI's Calculations:

a) Total Revenue

```
SELECT SUM (total_price)
AS [Total Revenue]
FROM pizza_sales;
```

Output:

| |
|-----------------|
| Total Revenue |
| 817860.05083847 |

b) Average Order Value

```
SELECT SUM (total_price)/COUNT(DISTINCT order_id)
AS [Avg Order Value]
FROM pizza_sales;
```

Output:

| |
|------------------|
| Avg Order Value |
| 38.3072623343546 |

c) Total Pizzas Sold

```
SELECT SUM (quantity)
AS [Total Pizzas Sold]
FROM pizza_sales;
```

Output:

| |
|-------------------|
| Total Pizzas Sold |
| 49574 |

d) Total Orders

```
SELECT COUNT (DISTINCT order_id)
AS [Total Orders]
FROM pizza_sales;
```

Output:

| |
|--------------|
| Total Orders |
| 21350 |

e) Average Pizzas Per Order

```
SELECT CAST(CAST(SUM(quantity)
AS DECIMAL(10,2))/CAST(COUNT(DISTINCT(order_id))
AS DECIMAL (10,2)) AS DECIMAL (10,2))
AS [Avg Pizzas Per Order]
FROM pizza_sales;
```

Output:

| Avg Pizzas Per Order |
|----------------------|
| 2.32 |

Chart Requirements Calculations:

a) Daily Trend for Total Orders

```
SELECT DATENAME (DW, order_date) AS [Order Day],
COUNT(DISTINCT order_id) AS [Total Orders]
FROM pizza_sales
GROUP BY DATENAME(DW, order_date);
```

Output:

| Order Day | Total Orders |
|-----------|--------------|
| Saturday | 3158 |
| Wednesday | 3024 |
| Monday | 2794 |
| Sunday | 2624 |
| Friday | 3538 |
| Thursday | 3239 |
| Tuesday | 2973 |

b) Hourly Trend for Total Orders

```
SELECT DATEPART(HOUR, order_time) AS [Order Hours],  
COUNT(DISTINCT order_id) AS [Total Orders]  
FROM pizza_sales  
GROUP BY DATEPART (HOUR, order_time)  
ORDER BY DATEPART (HOUR, order_time);
```

Output:

| Order Hours | Total Orders |
|-------------|--------------|
| 9 | 1 |
| 10 | 8 |
| 11 | 1231 |
| 12 | 2520 |
| 13 | 2455 |
| 14 | 1472 |
| 15 | 1468 |
| 16 | 1920 |
| 17 | 2336 |
| 18 | 2399 |
| 19 | 2009 |

c) Percentage of Sales by Pizza Category

```
SELECT pizza_category, SUM(total_price) AS [Total Sales],  
SUM(total_price) * 100/  
(SELECT SUM(total_price)  
FROM pizza_sales  
WHERE MONTH (order_date)=1) AS PCT  
FROM pizza_sales  
WHERE MONTH(order_date)=1  
GROUP BY pizza_category;
```

Output:

| pizza_category | Total Sales | PCT |
|----------------|------------------|------------------|
| Classic | 18619.4000015259 | 26.6779189176038 |
| Chicken | 16188.75 | 23.1952780348435 |
| Veggie | 17055.4000778198 | 24.4370162489706 |
| Supreme | 17929.7499866486 | 25.6897867985821 |

d) Percentage of Sales by Pizza Size

```
SELECT pizza_size, SUM(total_price) AS [Total Sales],  
CAST(SUM(total_price) * 100 / (SELECT SUM(total_price)  
FROM pizza_sales) AS DECIMAL (10,2))  
AS PCT FROM pizza_sales  
WHERE DATEPART(QUARTER, order_date)=1  
GROUP BY pizza_size  
ORDER BY PCT DESC
```

Output:

| pizza_size | Total Sales | PCT |
|------------|------------------|-------|
| L | 95229.6502571106 | 11.64 |
| M | 61159 | 7.48 |
| S | 45384.2499523163 | 5.55 |
| XL | 3289.5 | 0.40 |
| XXL | 287.600006103516 | 0.04 |

e) Total Pizzas Sold by Pizza Category

```
SELECT pizza_category, SUM(quantity) AS [Total Pizzas Sold]  
FROM pizza_sales  
GROUP BY pizza_category
```

Output:

| pizza_category | Total Pizzas Sold |
|----------------|-------------------|
| Classic | 14888 |
| Chicken | 11050 |
| Veggie | 11649 |
| Supreme | 11987 |

f) Top 5 Best Sellers by Total Pizzas Sold

```
SELECT TOP 5 pizza_name, SUM(quantity) AS [Total Pizzas Sold]
FROM pizza_sales
GROUP BY pizza_name
ORDER BY SUM(quantity) DESC
```

Output:

| pizza_name | Total Pizzas Sold |
|----------------------------|-------------------|
| The Classic Deluxe Pizza | 2453 |
| The Barbecue Chicken Pizza | 2432 |
| The Hawaiian Pizza | 2422 |
| The Pepperoni Pizza | 2418 |
| The Thai Chicken Pizza | 2371 |

g) Bottom 5 Sellers by Total Pizzas Sold

```
SELECT TOP 5 pizza_name, SUM(quantity) AS [Total Pizzas Sold]
FROM pizza_sales
GROUP BY pizza_name
ORDER BY SUM(quantity) ASC
```

Output:

| pizza_name | Total Pizzas Sold |
|---------------------------|-------------------|
| The Brie Camembert Pizza | 490 |
| The Mediterranean Pizza | 934 |
| The Calabrese Pizza | 937 |
| The Spinach Supreme Pizza | 950 |
| The Soppressata Pizza | 961 |