

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 Carré Pizza	490
The Mediterranean Pizza	934
The Calabrese Pizza	937
The Spinach Supreme Pizza	950
The Soppressata Pizza	961