Pizza Sales Place

A. KPI's Requirements:

We need to analyze key indicators for our pizza sales data to gain insights into our business performance. Specifically, we want to calculate the following metrics:

1. **Total Revenue:** The sum of the total price of all pizza orders.

```
-- 1. Total Revenue

SELECT SUM(price) AS Total_Revenue
FROM pizza;
```

100 %

Results | Messages

	Total_Revenue
1	801944.700809479

2. **Average Order Value:** The average amount spent per order, calculated by dividing the total revenue by the total number of orders.

```
-- 2. Average Order Value

SELECT SUM(price)/ COUNT (DISTINCT (Order_id)) AS Average_Order_value
FROM pizza;
```

100 %

Results | Messages

	Average_Order_value
1	37.5618126842847

3. **Total Pizzas Sold:** The sum of the quantities of all pizzas sold.

```
-- 3. Total Pizza Sold

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

100 %

Results | Messages

	Total_Pizza_Sold
1	49574

4. **Total Orders:** The total number of orders placed.

```sql
-- 4. Total Orders

SELECT COUNT(DISTINCT (Order_id)) AS Total_Orders_Placed
FROM Pizza;
```

100 % | Results | Messages

	Total_Orders_Placed
1	21350

5. **Average Pizzas Per Order:** The average number of pizzas sold, per order, calculated by dividing the total number of pizzas sold (Quantity) by the total number of orders.

```sql
-- 5. Average Pizzas Per Order

SELECT SUM(quantity)/ COUNT(DISTINCT(Order_id) )
FROM pizza;
```

100 % | Results | Messages

	(No column name)
1	2

B. Daily Trends/Weekly for Total Orders throughout the year:

```sql
-- B. Daily Trends/Weekly for Total Orders thorugh out the year

SELECT Weeks_Name, COUNT(DISTINCT Order_id) AS total_orders
FROM pizza
GROUP BY Weeks_Name
ORDER BY total_orders desc;;
```

100 % | Results | Messages

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

C. Monthly Trend for Orders

```
-- C. Monthly Trend for Orders for Total Orders thorugh out the year

SELECT Months, COUNT(DISTINCT Order_id) AS total_orders
FROM pizza
GROUP BY Months
ORDER BY total_orders desc;
```

00 %

Results | Messages

	Months	total_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

D. % of Sales by Pizza Category

```
-- D. % of Sales by Pizza Category

SELECT category, SUM(price) AS total_price,
SUM(price)*100/ (SELECT SUM(price) FROM pizza) AS Percentage_Contribution_by_pizza_category
FROM pizza
GROUP BY category
ORDER BY total_price DESC;
```

100 %

Results | Messages

	category	total_price	Percentage_Contribution_by_pizza_category
1	Classic	215732.600021362	26.9011815657118
2	Supreme	204486.749816895	25.4988591620453
3	Chicken	191527.25	23.8828500028335
4	Veggie	190198.100971222	23.7171092694093

E. % of Sales by Pizza Size

```
-- E .% of Sales by Pizza Size

SELECT size, SUM(price) AS total_price,
SUM(price)*100 / (SELECT SUM(price) FROM pizza) AS Percentage_by_pizza_size
FROM pizza
GROUP BY size
ORDER BY Percentage_by_pizza_size DESC;
```

00 %

Results | Messages

	size	total_price	Percentage_by_pizza_size
1	L	366862.100971222	45.7465584099394
2	M	245409.5	30.6017983225383
3	S	174794.499816895	21.7963283054876
4	XL	13872	1.72979508262823
5	XXL	1006.6000213623	0.125519879406429

F. Total Pizzas Sold by Pizza Category

```
-- F. Total Pizzas Sold by Pizza Category

SELECT category, SUM(quantity) AS total_pizza_sold
FROM pizza
GROUP BY category
ORDER BY SUM(quantity) DESC;
```

00 %

Results | Messages

	category	total_pizza_sold
1	Classic	14888
2	Supreme	11987
3	Veggie	11649
4	Chicken	11050

G. Top 5 Pizzas by Revenue

```
-- G. Top 5 Pizza's by Revenue

SELECT TOP 5 name, SUM(price) AS Revenue
FROM pizza
GROUP BY name
ORDER BY Revenue DESC;
```

00 %

Results | Messages

	name	Revenue
1	The Thai Chicken Pizza	42332.25
2	The Barbecue Chicken Pizza	41683
3	The California Chicken Pizza	40166.5
4	The Classic Deluxe Pizza	37631.5
5	The Spicy Italian Pizza	34163.5

H. Bottom 5 Pizzas by Revenue

```sql
-- H. Bottom 5 Pizza's by Revenue

SELECT TOP 5 name, SUM(price) AS Revenue
FROM pizza
GROUP BY name
ORDER BY Revenue ASC;
```

00 %

Results | Messages

	name	Revenue
1	The Brie Carre Pizza	11351.9998168945
2	The Green Garden Pizza	13819.5
3	The Spinach Supreme Pizza	15124
4	The Mediterranean Pizza	15163
5	The Spinach Pesto Pizza	15388.25

I. Top 5 Pizzas by Quantity

```sql
--I. Top 5 Pizza's by Quantity

SELECT TOP 5 name, SUM(quantity) AS total_quantity_sold
FROM pizza
GROUP BY name
ORDER BY total_quantity_sold DESC;
```

00 %

Results | Messages

	name	total_quantity_sold
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

J. Bottom 5 Pizzas by Quantity

```sql
-- J. Bottom 5 Pizza's by Quantity

SELECT TOP 5 name, SUM(quantity) AS total_quantity_sold
FROM pizza
GROUP BY name
ORDER BY total_quantity_sold ASC;
```

00 %

Results | Messages

	name	total_quantity_sold
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

K. Top 5 Pizzas by Total Orders

```
--K. Top 5 Pizza's by Total Orders

SELECT TOP 5 name, COUNT(DISTINCT Order_id) AS total_Orders
FROM pizza
GROUP BY name
ORDER BY total_Orders DESC;
```

100 %

Results | Messages

	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

L. Bottom 5 Pizzas by Total Orders

```
---L. Bottom 5 Pizza's by Total Orders

SELECT TOP 5 name, COUNT(DISTINCT Order_id) AS total_Orders
FROM pizza
GROUP BY name
ORDER BY total_Orders ASC;
```

100 %

Results | Messages

	name	total_Orders
1	The Brie Carre Pizza	480
2	The Mediterranean Pizza	912
3	The Spinach Supreme Pizza	918
4	The Calabrese Pizza	918
5	The Chicken Pesto Pizza	938