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PIZZA SALES SQL QUERIES

Dataset link:

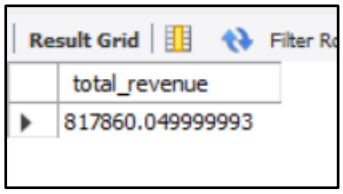
https://www.kaggle.com/datasets/shilongzhuang/pizza-sales

A. KPI's

1. Total Revenue:

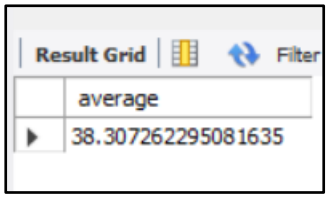
```
select sum(total_price) as total_revenue from pizza_sales;

#as is alias(temporary name)
```



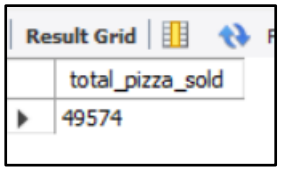
2. Average Order Value

```
select sum(total_price)/ count(distinct order_id) as average from
pizza_sales;
```



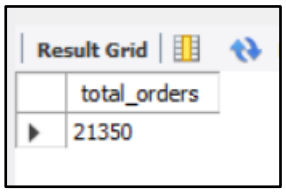
3. Total Pizzas Sold

```
select sum(quantity) as total_pizza_sold from pizza_sales;
```



4. Total Orders

```
select count(distinct order_id) as total_orders from pizza_sales;
```



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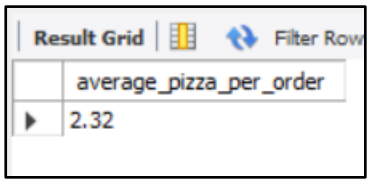
5. Average Pizzas Per Order

```
select cast(sum(quantity) / count(distinct order_id)as decimal(10,2)) as
average_pizza_per_order from pizza_sales;
```



B. Daily Trend for Total Orders (Weekdays)

```
#ensure that the column is of type
VARCHAR or TEXT
ALTER TABLE pizza_sales MODIFY
order_date VARCHAR(255);

#Update the column to convert the text
to a DATE type
UPDATE pizza_sales
SET order_date =
DATE_FORMAT(STR_TO_DATE(order_date,
'%d-%m-%Y'), '%Y-%m-%d');

#alter the column to type DATE
ALTER TABLE pizza_sales MODIFY
order_date DATE;

#extracting weekdays using datetime
function
select dayname(order_date) as
order_day, count(distinct order_id) as
total_orders from pizza_sales group
by(dayname(order_date));
```

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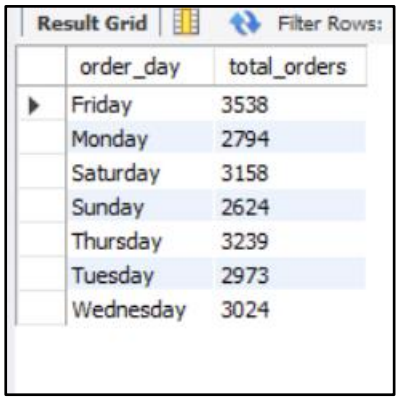
Output:

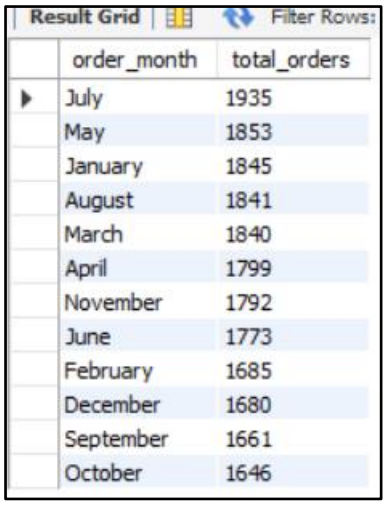


order_day	total_orders
Friday	3538
Monday	2794
Saturday	3158
Sunday	2624
Thursday	3239
Tuesday	2973
Wednesday	3024

C. Monthly Trend for Orders

```
select monthname(order_date) as order_month, count(distinct order_id) as
total_orders from pizza_sales group by(monthname(order_date)) order by
total_orders desc; #month-names

select month(order_date) as order_month, count(distinct order_id) as
total_orders from pizza_sales group by(month(order_date)); #month-number
```



order_month	total_orders
July	1935
May	1853
January	1845
August	1841
March	1840
April	1799
November	1792
June	1773
February	1685
December	1680
September	1661
October	1646

Output

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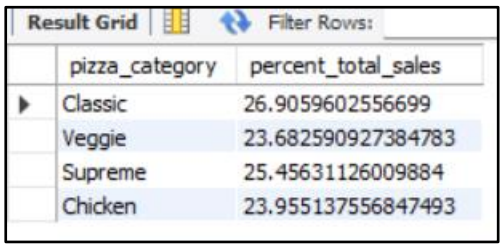
D. Category wise sales of pizza in % (total price*100/total price)

```
select pizza_category, sum(total_price)*100/ (select sum(total_price) from
pizza_sales) as percent_total_sales from pizza_sales group by
pizza_category;
```

#Month wise

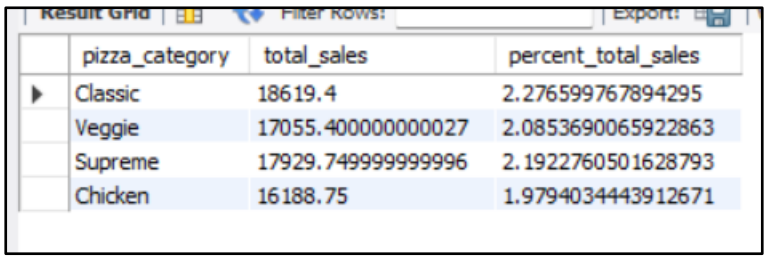
```
select pizza_category, sum(total_price) as total_sales,
sum(total_price)*100/ (select sum(total_price) from pizza_sales where
month(order_date)=1) as percent_total_sales
 from pizza_sales where month(order_date)=1
 group by pizza_category;
```

Output



Result Grid | Filter Rows:

pizza_category	percent_total_sales
Classic	26.9059602556699
Veggie	23.682590927384783
Supreme	25.45631126009884
Chicken	23.955137556847493



Result Grid | Filter Rows: | Export:

pizza_category	total_sales	percent_total_sales
Classic	18619.4	2.276599767894295
Veggie	17055.400000000027	2.0853690065922863
Supreme	17929.749999999996	2.1922760501628793
Chicken	16188.75	1.9794034443912671

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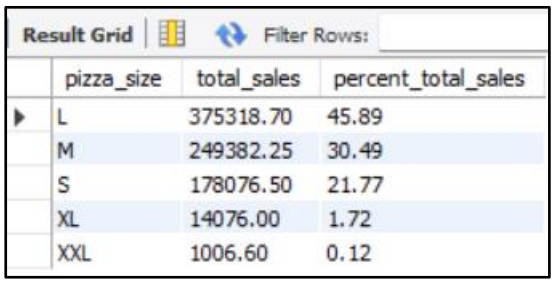
E. % of Sales by Pizza Size

```
#percentage of total sales of pizza based on size
select pizza_size, cast(sum(total_price) as decimal(10,2)) as total_sales,
cast(sum(total_price)*100/ (select sum(total_price) from pizza_sales)as
decimal(10,2)) as percent_total_sales
 from pizza_sales
 group by pizza_size
 order by percent_total_sales desc;
```

Output



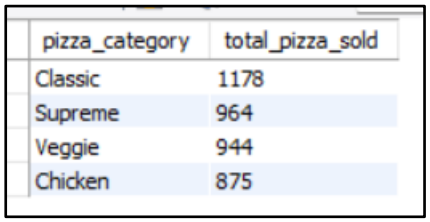
Result Grid | Filter Rows:

pizza_size	total_sales	percent_total_sales
L	375318.70	45.89
M	249382.25	30.49
S	178076.50	21.77
XL	14076.00	1.72
XXL	1006.60	0.12

F. Total Pizzas Sold by Pizza Category

```
select pizza_category, sum(quantity) as total_pizza_sold from pizza_sales
where month(order_date)=2
group by(pizza_category)
order by total_pizza_sold desc;
```

Output



pizza_category	total_pizza_sold
Classic	1178
Supreme	964
Veggie	944
Chicken	875

G. Top 5 Pizzas by Revenue

```
#top 5 best sellers by revenue, total quantity and total orders

select pizza_name, sum(total_price) as total_revenue from pizza_sales
group by pizza_name order by total_revenue desc limit 5;
```

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Result Grid | Filter Rows:

pizza_name	total_revenue
The Thai Chicken Pizza	43434.25
The Barbecue Chicken Pizza	42768
The California Chicken Pizza	41409.5
The Classic Deluxe Pizza	38180.5
The Spicy Italian Pizza	34831.25

H. Bottom 5 Pizzas by Revenue

```
select pizza_name, sum(total_price) as total_revenue from pizza_sales
group by pizza_name order by total_revenue asc limit 5;
```

pizza_name	total_revenue
The Brie Carre Pizza	11588.4999999999
The Green Garden Pizza	13955.75
The Spinach Supreme Pizza	15277.75
The Mediterranean Pizza	15360.5
The Spinach Pesto Pizza	15596

I. Top 5 Pizzas by Quantity

```
#top 5 highest and lowest sellers by revenue, total quantity and total
orders
select pizza_name, sum(total_price) as total_revenue from pizza_sales
group by pizza_name order by total_revenue desc limit 5;
```

Output

pizza_name	total_pizza_sold
The Classic Deluxe Pizza	2453
The Barbecue Chicken Pizza	2432
The Hawaiian Pizza	2422
The Pepperoni Pizza	2418
The Thai Chicken Pizza	2371

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J. Bottom 5 Pizzas by Quantity

```
select pizza_name, sum(quantity) as total_pizza_sold from pizza_sales
group by pizza_name order by total_pizza_sold asc limit 5;
```

Output

pizza_name	total_pizza_sold
The Brie Carre Pizza	490
The Mediterranean Pizza	934
The Calabrese Pizza	937
The Spinach Supreme Pizza	950
The Soppressata Pizza	961

K. Top 5 Pizzas by Total Orders

```
select pizza_name, count(distinct order_id) as total_pizza_ordered from
pizza_sales group by pizza_name order by total_pizza_ordered desc limit
5;
```

pizza_name	total_pizza_ordered
The Classic Deluxe Pizza	2329
The Hawaiian Pizza	2280
The Pepperoni Pizza	2278
The Barbecue Chicken Pizza	2273
The Thai Chicken Pizza	2225

L. Bottom 5 Pizzas by Total Orders

```
select pizza_name, count(distinct order_id) as total_pizza_ordered from pizza_sales
group by pizza_name order by total_pizza_ordered asc limit 5;
```

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pizza_name	total_pizza_ordered
The Brie Carre Pizza	480
The Mediterranean Pizza	912
The Calabrese Pizza	918
The Spinach Supreme Pizza	918
The Chicken Pesto Pizza	938

NOTE

If we want to apply the pizza_category or pizza_size filters to the above queries we can use WHERE clause

```
select pizza_name, count(distinct order_id) as total_pizza_ordered from
pizza_sales where pizza_category='classic' group by pizza_name order by
total_pizza_ordered desc limit 5;
```

pizza_name	total_pizza_ordered
The Classic Deluxe Pizza	2329
The Hawaiian Pizza	2280
The Pepperoni Pizza	2278
The Big Meat Pizza	1811
The Napolitana Pizza	1421

Analysis point: from the above query we can say that **The Classic Deluxe Pizza** is the most ordered pizza from the **Category** called **Classic.**
(similarly we can extract on the basis of **pizza_ size** as both are the categorical attributes)