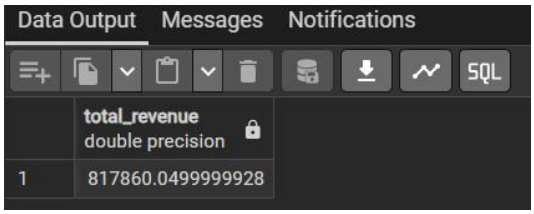
Dominos Pizza Sales

SQL Queries

A) KPI's

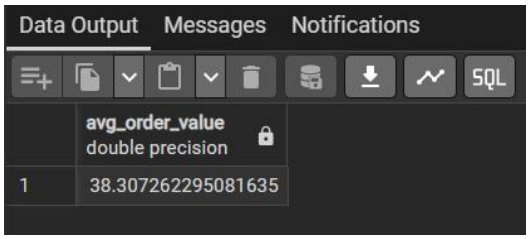
1. Total Revenue

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



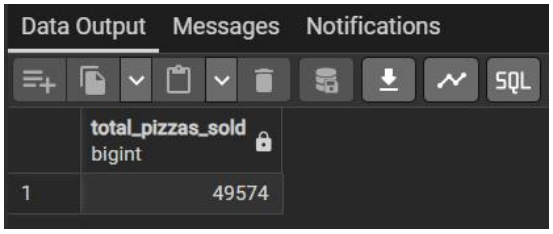
2. Average Order Value

```
SELECT SUM(total_price)/COUNT(DISTINCT(order_id)) AS Avg_Order_value
FROM pizza;
```



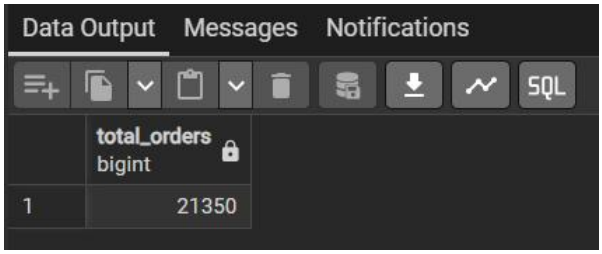
3. Total Pizzas Sold

```
SELECT SUM(quantity) AS Total_Pizzas_Sold
FROM pizza;
```



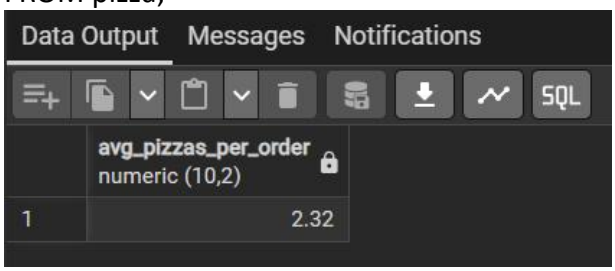
4. Total Orders

```
SELECT COUNT(DISTINCT(order_id)) AS Total_Orders
FROM pizza;
```



5. Average Price Per Order

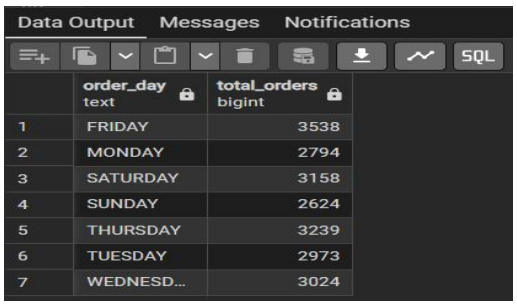
```
SELECT
CAST(CAST(SUM(quantity) AS DECIMAL(10,2)) / CAST(COUNT(DISTINCT(order_id)) AS
DECIMAL(10,2)) AS DECIMAL(10,2))
AS Avg_Pizzas_Per_Order
FROM pizza;
```



B) Chart Requirements

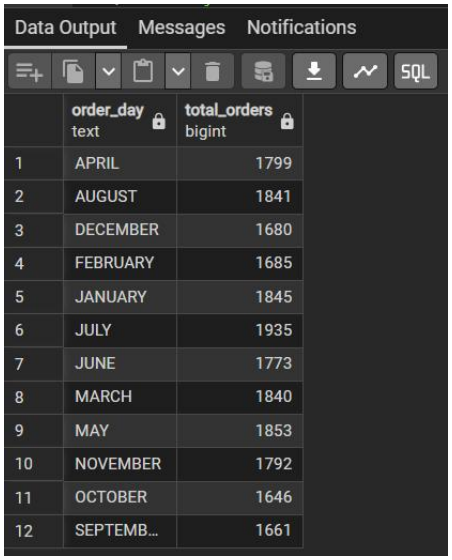
1. Daily trend for total Orders

```
SELECT
TO_CHAR(order_date,'DAY') AS Order_day, COUNT(DISTINCT(order_id)) AS
Total_Orders
FROM pizza
GROUP BY 1;
```



2. Monthly trend for total orders

```
SELECT
TO_CHAR(order_date,'MONTH') AS Order_Month, COUNT(DISTINCT(order_id)) AS Total_Orders
FROM pizza
GROUP BY 1;
```

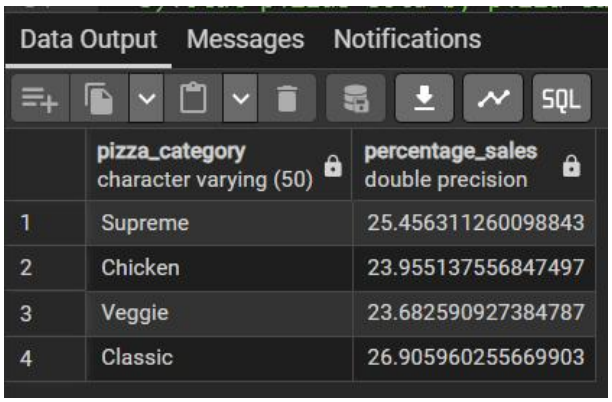


Data Output | Messages | Notifications

	order_day text	total_orders bigint
1	APRIL	1799
2	AUGUST	1841
3	DECEMBER	1680
4	FEBRUARY	1685
5	JANUARY	1845
6	JULY	1935
7	JUNE	1773
8	MARCH	1840
9	MAY	1853
10	NOVEMBER	1792
11	OCTOBER	1646
12	SEPTEMB...	1661

3. Percentage of sales by pizza category

```
SELECT pizza_category,SUM(total_price) * 100 / (SELECT SUM(total_price) FROM pizza) AS Percentage_Sales
FROM pizza
GROUP BY 1;
```



Data Output | Messages | Notifications

	pizza_category character varying (50)	percentage_sales double precision
1	Supreme	25.456311260098843
2	Chicken	23.955137556847497
3	Veggie	23.682590927384787
4	Classic	26.905960255669903

4. Percentage of sales by pizza size

```
SELECT
pizza_size, CAST(SUM(total_price) * 100 / (SELECT SUM(total_price) FROM pizza) AS
DECIMAL(10,2))
AS Percentage_Sales
FROM pizza
GROUP BY 1;
```

Data Output | Messages | Notifications

	pizza_size character varying (10)	percentage_sales numeric (10,2)
1	S	21.77
2	XXL	0.12
3	XL	1.72
4	M	30.49
5	L	45.89

5. Total pizzas sold by pizza category

```
SELECT
pizza_category,COUNT(DISTINCT(order_id)) AS Total_Pizzas_Sold
FROM pizza
GROUP BY 1;
```

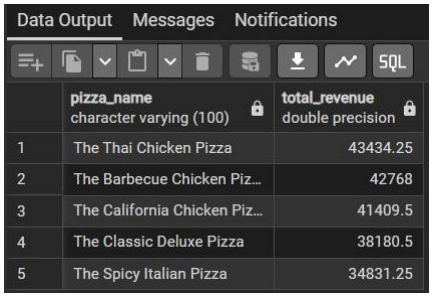
Data Output | Messages | Notifications

	pizza_category character varying (50)	total_pizzas_sold bigint
1	Chicken	8536
2	Classic	10859
3	Supreme	9085
4	Veggie	8941

6. Top 5 best sellers

By total revenue

```
SELECT pizza_name, SUM(total_price) AS total_revenue FROM pizza
GROUP BY 1
ORDER BY 2 DESC
LIMIT 5;
```

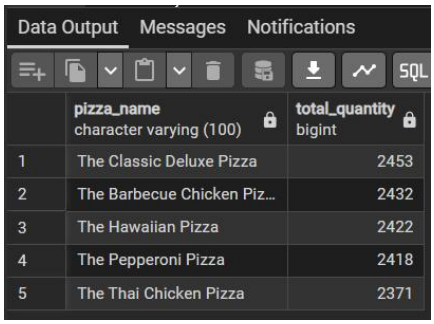


Data Output | Messages | Notifications

	pizza_name character varying (100)	total_revenue double precision
1	The Thai Chicken Pizza	43434.25
2	The Barbecue Chicken Piz...	42768
3	The California Chicken Piz...	41409.5
4	The Classic Deluxe Pizza	38180.5
5	The Spicy Italian Pizza	34831.25

Total quantity

```
SELECT pizza_name, SUM(quantity) AS total_quantity FROM pizza
GROUP BY 1
ORDER BY 2 DESC
LIMIT 5;
```

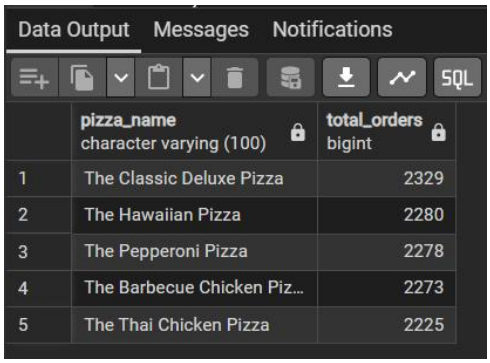


Data Output | Messages | Notifications

	pizza_name character varying (100)	total_quantity bigint
1	The Classic Deluxe Pizza	2453
2	The Barbecue Chicken Piz...	2432
3	The Hawaiian Pizza	2422
4	The Pepperoni Pizza	2418
5	The Thai Chicken Pizza	2371

Total orders

```
SELECT pizza_name, COUNT(DISTINCT(order_id)) AS total_orders FROM pizza
GROUP BY 1
ORDER BY 2 DESC
LIMIT 5;
```



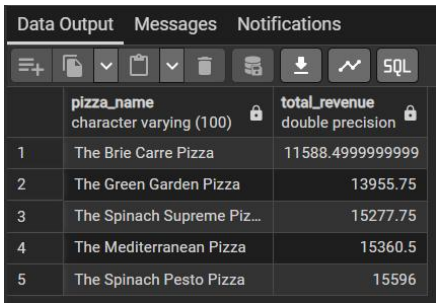
Data Output | Messages | Notifications

	pizza_name character varying (100)	total_orders bigint
1	The Classic Deluxe Pizza	2329
2	The Hawaiian Pizza	2280
3	The Pepperoni Pizza	2278
4	The Barbecue Chicken Piz...	2273
5	The Thai Chicken Pizza	2225

7. Bottom 5 best

By total Revenue

```
SELECT pizza_name, SUM(total_price) AS total_revenue FROM pizza
GROUP BY 1
ORDER BY 2 ASC
LIMIT 5;
```

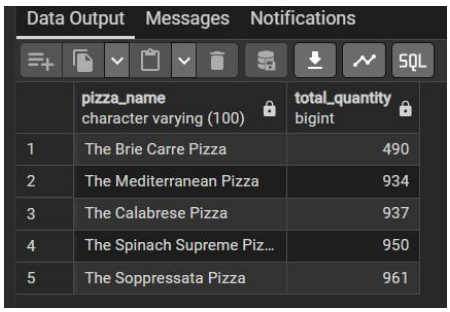


Data Output | Messages | Notifications

	pizza_name character varying (100)	total_revenue double precision
1	The Brie Carre Pizza	11588.4999999999
2	The Green Garden Pizza	13955.75
3	The Spinach Supreme Piz...	15277.75
4	The Mediterranean Pizza	15360.5
5	The Spinach Pesto Pizza	15596

By Total quantity

```
SELECT pizza_name, SUM(quantity) AS total_quantity FROM pizza
GROUP BY 1
ORDER BY 2 ASC
LIMIT 5;
```

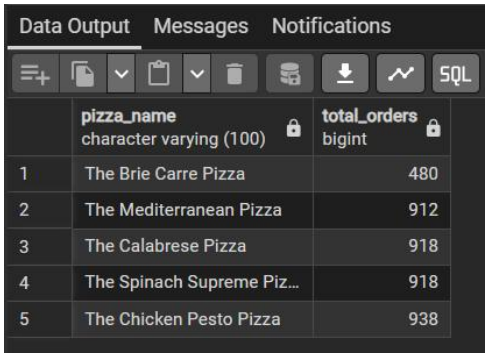


Data Output | Messages | Notifications

	pizza_name character varying (100)	total_quantity bigint
1	The Brie Carre Pizza	490
2	The Mediterranean Pizza	934
3	The Calabrese Pizza	937
4	The Spinach Supreme Piz...	950
5	The Soppressata Pizza	961

By total orders

```
SELECT pizza_name, COUNT(DISTINCT(order_id)) AS total_orders FROM pizza
GROUP BY 1
ORDER BY 2 ASC
LIMIT 5;
```



Data Output | Messages | Notifications

	pizza_name character varying (100)	total_orders bigint
1	The Brie Carre Pizza	480
2	The Mediterranean Pizza	912
3	The Calabrese Pizza	918
4	The Spinach Supreme Piz...	918
5	The Chicken Pesto Pizza	938