

PIZZA SALES SQL QUERIES

A. KPI's

1. Total Revenue:

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

| Results Messages | |
|------------------|-----------------|
| | total_revenue |
| 1 | 817860.05083847 |

2. AVERAGE ORDER VALUE

```
select sum(p.total_price)/COUNT(distinct(p.order_id)) as  
avg_order_value from pizza_sales p;
```

| Results Messages | |
|------------------|------------------|
| | avg_order_value |
| 1 | 38.3072623343546 |

3. TOTAL PIZZA SOLD

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

| Results Messages | |
|------------------|------------------|
| | total_pizza_sold |
| 1 | 49574 |

4. TOTAL ORDERS

```
select COUNT(distinct(p.order_id)) as total_orders from pizza_sales p;
```

| Results Mess | |
|--------------|--------------|
| | total_orders |
| 1 | 21350 |

5. AVERAGE PIZZA PER ORDER

```
select sum(p.quantity)/COUNT(distinct(p.order_id)) as  
avg_pizza_per_order from pizza_sales p;
```

| Results | | Messages | |
|---------|--|---------------------|--|
| | | avg_pizza_per_order | |
| 1 | | 2 | |

B. CHARTS

1. DAILY TREND FOR TOTAL ORDERS

```
select DATENAME(DW, order_date) as week_name,  
COUNT(distinct(order_id)) as total_order from pizza_sales  
group by DATENAME(DW, order_date);
```

| | week_name | total_order |
|---|-----------|-------------|
| 1 | Saturday | 3158 |
| 2 | Wednesday | 3024 |
| 3 | Monday | 2794 |
| 4 | Sunday | 2624 |
| 5 | Friday | 3538 |
| 6 | Thursday | 3239 |
| 7 | Tuesday | 2973 |

2. MONTHLY TREND FOR TOTAL ORDERS

```
select DATENAME(MONTH, order_date) as month_name,  
COUNT(distinct(order_id)) as total_order from pizza_sales  
group by DATENAME(MONTH, order_date);
```

| | month_name | total_order |
|----|------------|-------------|
| 1 | February | 1685 |
| 2 | June | 1773 |
| 3 | August | 1841 |
| 4 | April | 1799 |
| 5 | May | 1853 |
| 6 | December | 1680 |
| 7 | January | 1845 |
| 8 | September | 1661 |
| 9 | October | 1646 |
| 10 | July | 1935 |
| 11 | November | 1792 |
| 12 | March | 1840 |

3. PERCENTAGE OF SALES BY PIZZA CATEGORY

```
select pizza_category, cast(sum(total_price)*100/(select sum(total_price) from pizza_sales) as decimal(10,2)) as percent_sale_by_category from pizza_sales group by pizza_category;
```

| | pizza_category | percent_sale_by_category |
|---|----------------|--------------------------|
| 1 | Classic | 26.91 |
| 2 | Chicken | 23.96 |
| 3 | Veggie | 23.68 |
| 4 | Supreme | 25.46 |

4. PERCENTAGE OF SALES BY PIZZA SIZE

```
select pizza_size, cast(sum(total_price)*100/(select sum(total_price) from pizza_sales) as decimal(10,2)) as percent_sale_by_size from pizza_sales group by pizza_size;
```

| | pizza_size | percent_sale_by_size |
|---|------------|----------------------|
| 1 | L | 45.89 |
| 2 | XXL | 0.12 |
| 3 | M | 30.49 |
| 4 | XL | 1.72 |
| 5 | S | 21.77 |

5. TOP 5 BEST SELLER BY REVENUE

```
select top 5 pizza_name, cast(sum(total_price) as decimal(10,2)) as revenue from pizza_sales group by pizza_name order by revenue desc;
```

| | pizza_name | revenue |
|---|------------------------------|----------|
| 1 | The Thai Chicken Pizza | 43434.25 |
| 2 | The Barbecue Chicken Pizza | 42768.00 |
| 3 | The California Chicken Pizza | 41409.50 |
| 4 | The Classic Deluxe Pizza | 38180.50 |
| 5 | The Spicy Italian Pizza | 34831.25 |

6. BOTTOM 5 BEST SELLER BY REVENUE

```
select
top 5
pizza_name, cast(sum(total_price) as decimal(10,2)) as revenue
from pizza_sales
group by pizza_name
order by revenue asc;
```

| | pizza_name | revenue |
|---|---------------------------|----------|
| 1 | The Brie Carre Pizza | 11588.50 |
| 2 | The Green Garden Pizza | 13955.75 |
| 3 | The Spinach Supreme Pizza | 15277.75 |
| 4 | The Mediterranean Pizza | 15360.50 |
| 5 | The Spinach Pesto Pizza | 15596.00 |

6. TOP 5 BEST SELLER BY TOTAL QUANTITY

```
select
top 5
pizza_name, sum(quantity) as quantity
from pizza_sales
group by pizza_name
order by quantity desc;
```

| | pizza_name | quantity |
|---|----------------------------|----------|
| 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 |

7. BOTTOM 5 BEST SELLER BY TOTAL QUANTITY

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

| | pizza_name | quantity |
|---|---------------------------|----------|
| 1 | The Brie Carre Pizza | 490 |
| 2 | The Mediterranean Pizza | 934 |
| 3 | The Calabrese Pizza | 937 |
| 4 | The Spinach Supreme Pizza | 950 |
| 5 | The Soppresata Pizza | 961 |

8. TOP 5 BEST SELLER BY REVENUE, TOTAL QUANTITY, AND TOTAL ORDERS

```
select
top 5
pizza_name, count(order_id) as orders
from pizza_sales
group by pizza_name
order by orders desc;
```

| | pizza_name | orders |
|---|----------------------------|--------|
| 1 | The Classic Deluxe Pizza | 2416 |
| 2 | The Barbecue Chicken Pizza | 2372 |
| 3 | The Hawaiian Pizza | 2370 |
| 4 | The Pepperoni Pizza | 2369 |
| 5 | The Thai Chicken Pizza | 2315 |

9. BOTTOM 5 BEST SELLER BY REVENUE, TOTAL QUANTITY, AND TOTAL ORDERS

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

| | pizza_name | 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 |