

PIZZA SALES SQL QUERIES

A. KPI's

1. Total Revenue:

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

Results		Messages
1	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
1	avg_order_value	
1	38.3072623343546	

3. TOTAL PIZZA SOLD

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

Results		Messages
1	total_pizza_sold	
1	49574	

4. TOTAL ORDERS

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

Results		Mess
1	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	
	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 quanity
from pizza_sales
group by pizza_name
order by quanity desc;
```

	pizza_name	quanity
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 quanity
from pizza_sales
group by pizza_name
order by quanity asc;
```

	pizza_name	quanity
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

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