

PIZZA SALES SQL QUERIES

A. KPI's

1. Total Revenue:

```
SELECT SUM(total_price) AS Total_revenue  
FROM pizza_sales;
```

Results		Messages	
	Total_Revenue		
1	817860.05083847		

2. Average Order Value

```
SELECT SUM(total_price)/COUNT(DISTINCT order_id) AS Avg_order_Value  
FROM pizza_sales;
```

Results		Messages	
	Avg_order_Value		
1	38.3072623343546		

3. Total Pizzas Sold

```
SELECT SUM(quantity) AS Total_pizza_sold  
FROM pizza_sales;
```

Results		Messages	
	Total_pizza_sold		
1	49574		

4. Total Orders

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

Results		Messages	
	Total_Orders		
1	21350		

5. Average Pizzas 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_sales;
```

Results		Messages	
	Avg_Pizzas_per_order		
1	2.32		

B. Daily Trend for Total Orders

```
SELECT DATENAME(DW, order_date) AS order_day, COUNT(DISTINCT order_id) AS  
total_orders  
FROM pizza_sales  
group by DATENAME(DW, order_date);
```

Output:

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

C. Monthly Trend for Orders

```
SELECT DATENAME(month, order_date) AS order_month,COUNT(DISTINCT order_id)  
AS total_orders  
FROM pizza_sales  
group by DATENAME(month, order_date);
```

Output

	order_month	total_orders
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

D. % of Sales by Pizza Category

```
SELECT pizza_category, CAST(SUM(total_price) AS DECIMAL(10,2)) as  
total_revenue, CAST(SUM(total_price)*100/  
(SELECT SUM(total_price) FROM pizza_sales) AS DECIMAL(10,2)) AS PCT  
FROM pizza_sales  
GROUP BY pizza_category
```

Output

	pizza_category	total_revenue	PCT
1	Classic	220053.10	26.91
2	Chicken	195919.50	23.96
3	Veggie	193690.45	23.68
4	Supreme	208197.00	25.46

E. % of Sales by Pizza Size

```
SELECT pizza_size, CAST(SUM(total_price) AS DECIMAL(10,2)) as  
total_revenue, CAST(SUM(total_price)*100/  
(SELECT SUM(total_price) FROM pizza_sales) AS DECIMAL(10,2)) AS PCT  
FROM pizza_sales  
GROUP BY pizza_size  
ORDER BY pizza_size
```

Output

	pizza_size	total_revenue	PCT
1	L	375318.70	45.89
2	M	249382.25	30.49
3	S	178076.50	21.77
4	XL	14076.00	1.72
5	XXL	1006.60	0.12

F. Total Pizzas Sold by Pizza Category

```
SELECT pizza_category, SUM(quantity) AS Total_Quantity_Sold  
FROM pizza_sales  
GROUP BY pizza_category  
ORDER BY Total_Quantity_Sold DESC
```

Output

	pizza_category	Total_Quantity_Sold
1	Classic	14888
2	Supreme	11987
3	Veggie	11649
4	Chicken	11050

G. Top 5 Pizzas by Revenue

```
SELECT TOP 5 pizza_name, SUM(total_price) AS Total_Revenue
FROM pizza_sales
GROUP BY pizza_name
ORDER BY Total_Revenue DESC
```

Results Messages		
	pizza_name	Total_Revenue
1	The Thai Chicken Pizza	43434.25
2	The Barbecue Chicken Pizza	42768
3	The California Chicken Pizza	41409.5
4	The Classic Deluxe Pizza	38180.5
5	The Spicy Italian Pizza	34831.25

H. Bottom 5 Pizzas by Revenue

```
SELECT TOP 5 pizza_name, SUM(total_price) AS Total_Revenue
FROM pizza_sales
GROUP BY pizza_name
ORDER BY Total_Revenue ASC
```

	pizza_name	Total_Revenue
1	The Brie Carre Pizza	11588.4998130798
2	The Green Garden Pizza	13955.75
3	The Spinach Supreme Pizza	15277.75
4	The Mediterranean Pizza	15360.5
5	The Spinach Pesto Pizza	15596

I. Top 5 Pizzas by Quantity

```
SELECT TOP 5 pizza_name, SUM(quantity) AS Total_Pizza_Sold
FROM pizza_sales
GROUP BY pizza_name
ORDER BY Total_Pizza_Sold DESC
```



Output

	pizza_name	Total_Pizza_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

```
SELECT TOP 5 pizza_name, SUM(quantity) AS Total_Pizza_Sold
FROM pizza_sales
GROUP BY pizza_name
ORDER BY Total_Pizza_Sold ASC
```

Output

 Results  Messages		
	pizza_name	Total_Pizza_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

```
SELECT TOP 5 pizza_name, COUNT(DISTINCT order_id) AS Total_Orders
FROM pizza_sales
GROUP BY pizza_name
ORDER BY Total_Orders DESC
```

	pizza_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. Borrom 5 Pizzas by Total Orders

```
SELECT TOP 5 pizza_name, COUNT(DISTINCT order_id) AS Total_Orders
FROM pizza_sales
GROUP BY pizza_name
ORDER BY Total_Orders ASC
```

	pizza_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

NOTE

If we want to apply the pizza_category or pizza_size filters to the above queries you can use the WHERE clause. Date functions can be added to filter a particular time period.

```
SELECT Top 5 pizza_name, COUNT(DISTINCT order_id) AS Total_Orders
FROM pizza_sales
WHERE pizza_category = 'Classic'
GROUP BY pizza_name
ORDER BY Total_Orders ASC
```