

## Pizzozo SQL Queries

### KPI requirement

1. Total revenue = sum of total price

- a. `select sum(total_price) as 'Total Revenue' from pizza_sales`

	Total Revenue
b. 1	817860.05083847

2. Average order value = total revenue / total order

- a. `select sum(total_price)/count(distinct order_id) as 'Average Order Value' from pizza_sales`

	Average Order Value
b. 1	38.3072623343546

3. Total pizza sold

- a. `select sum(quantity) as 'Total Pizza Sold' from pizza_sales`

	Total Pizza Sold
b. 1	49574

4. Total orders

- a. `select count(distinct order_id) as 'Total Orders' from pizza_sales`

	Total Orders
b. 1	21350

5. Average pizza per order = total pizza / total order

select cast

(cast (sum(quantity) as decimal (10,2))

/ cast (count(distinct order\_id) as decimal (10,2)) as decimal (10,2))

as 'Average Pizzas per Order' from pizza\_sales

Average Pizzas per Order	
1	2.32

Chart requirement

1. Trend for total order (daily) as bar chart

select datename(DW, order\_date) as 'Order Day',

count(distinct order\_id) as 'Total Orders'

from pizza\_sales

group by datename(DW, order\_date)

	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

2. Trend for order (monthly) as **line chart**

```
select datename(MONTH, order_date) as 'Month Name',
```

```
count(distinct order_id) as 'Total Orders'
```

```
from pizza_sales
```

```
group by datename(Month, order_date)
```

```
order by 'Total Orders' Desc
```

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

3. Percentage of sales by pizza category **(pie chart)**

```
select pizza_category,sum(total_price)*100 / (select sum(total_price) from pizza_sales)  
as 'Percentage of Total Sales'
```

from pizza\_sales

group by pizza\_category

	pizza_category	Percentage of Total Sales
1	Classic	26.9059602306976
2	Chicken	23.9551375322885
3	Veggie	23.6825910258677
4	Supreme	25.4563112111462

If with total sales per pizza category, it will look like this:

select pizza\_category, sum(total\_price) as 'Total Sales', sum(total\_price)\*100 / (select sum(total\_price) from pizza\_sales) as 'Percentage of Total Sales'

from pizza\_sales

group by pizza\_category

	pizza_category	Total Sales	Percentage of Total Sales
1	Classic	220053.100021362	26.9059602306976
2	Chicken	195919.5	23.9551375322885
3	Veggie	193690.451004028	23.6825910258677
4	Supreme	208196.99981308	25.4563112111462

If we want a specific month, it will look like this:

```

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 'Percentage of Total Sales'

from pizza_sales

where month(order_date) = 1

group by pizza_category

```

	pizza_category	Total Sales	Percentage of Total Sales
1	Classic	18619.4000015259	26.6779189176038
2	Chicken	16188.75	23.1952780348435
3	Veggie	17055.4000778198	24.4370162489706
4	Supreme	17929.7499866486	25.6897867985821

#### 4. Percentage of pizza sales by size (pie chart)

```

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 'Percentage of Total Sales'

from pizza_sales

```

group by pizza\_size

order by 'Percentage of Total Sales' DESC

	pizza_size	Total Sales	Percentage of Total Sales
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

If we want to see the particular month, it will look like this:

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 where datepart  
(quarter, order\_date) = 1) as decimal (10,2)) as 'Percentage of Total Sales'

from pizza\_sales

where datepart (quarter, order\_date) = 1

group by pizza\_size

order by 'Percentage of Total Sales' DESC

	pizza_size	Total Sales	Percentage of Total Sales
1	L	95229.65	46.37
2	M	61159.00	29.78
3	S	45384.25	22.10
4	XL	3289.50	1.60
5	XXL	287.60	0.14

5. Total pizza sold by pizza category **funnel chart**
6. Top 5 best seller by revenue, total orders, total quantity as in **bar chart**

Top 5 revenue:

```
select top 5 pizza_name, sum(total_price) as 'Total Revenue' from pizza_sales
```

```
group by pizza_name
```

```
order by 'Total Revenue' desc
```

	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

Top 5 quantity:

```
select top 5 pizza_name, sum(quantity) as 'Total Quantity' from pizza_sales
```

group by pizza\_name

order by 'Total Quantity' desc

	pizza_name	Total 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

Top 5 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



7. Bottom 5 worst seller by revenue, total orders, total quantity **bar chart**

Bottom 5 revenue

```
select top 5 pizza_name, sum(total_price) as 'Total Revenue' from pizza_sales
```

```
group by pizza_name
```

```
order by 'Total Revenue'
```

	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

Bottom 5 quantity:

```
select top 5 pizza_name, sum(quantity) as 'Total Quantity' from pizza_sales
```

```
group by pizza_name
```

```
order by 'Total Quantity'
```

	pizza_name	Total 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 Soppressata Pizza	961

Bottom 5 orders:

```
select top 5 pizza_name, count(distinct order_id) as 'Total Orders' from pizza_sales
```

```
group by pizza_name
```

```
order by 'Total Orders'
```

	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