

Pizza Sales SQL Queries

I. KPI's

- Total Revenue

```
SELECT
    SUM(total_price) AS Total_Revenue
FROM
    pizza_sales
```

Results		Messages
Total_Revenue		
1	817860.05083847	

- Average Revenue

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

Results		Messages
Avg_Order_Value		
1	38.3072623343546	

- Total Pizza Sold

```
SELECT
    SUM(quantity) AS Total_Pizza_Sold
FROM
    pizza_sales
```

Results		Messages
Total_Pizza_Sold		
1	49574	

- Total Orders Placed

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

Results Messages

	Total_Orders
1	21350

- 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_Pizza_Per_Order
FROM
    pizza_sales
```

Results Messages

	Avg_Pizzas_Per_Order
1	2.32

II. Daily Trend

```
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 BY
    Total_Orders DESC
```

	Order_Day	Total_Orders
1	Friday	3538
2	Thursday	3239
3	Saturday	3158
4	Wednesday	3024
5	Tuesday	2973
6	Monday	2794
7	Sunday	2624

III. Monthly Trend

```
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

IV. % of Sales

- % of Sales by Pizza Category

```
SELECT
    pizza_category,
    ROUND(SUM(total_price), 2) AS Total_Sales,
    ROUND(SUM(total_price) * 100.0 / (SELECT SUM(total_price) FROM pizza_sales), 1) AS PCT
FROM
    pizza_sales
GROUP BY
    pizza_category
```

	pizza_category	Total_Sales	PCT
1	Chicken	195919.5	24
2	Supreme	208197	25.5
3	Classic	220053.1	26.9
4	Veggie	193690.45	23.7

- % of Sales by Pizza Size

```
SELECT
    pizza_size,
    ROUND(SUM(total_price), 2) AS Total_Sales,
    ROUND(SUM(total_price) * 100.0 / (SELECT SUM(total_price) FROM pizza_sales), 1) AS PCT
FROM
    pizza_sales
GROUP BY
    pizza_size
ORDER BY
    PCT DESC
```

	pizza_size	Total_Sales	PCT
1	L	375318.7	45.9
2	M	249382.25	30.5
3	S	178076.5	21.8
4	XL	14076	1.7
5	XXL	1006.6	0.1

V. Total Pizzas sold by category

```
SELECT
    pizza_category,
    SUM(quantity) AS Total_Quantity_Sold
FROM
    pizza_sales
WHERE
    MONTH(order_date) = 2
GROUP BY
    pizza_category
ORDER BY
    Total_Quantity_Sold DESC
```

Results		Messages
	pizza_category	Total_Quantity_Sold
1	Classic	1178
2	Supreme	964
3	Veggie	944
4	Chicken	875

VI. Best and Worst Selling Pizzas

- Top 5 Pizza 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

- 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
```

Results		Messages
	pizza_name	Total_Revenue
1	The Brie Carré 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

- 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
```

	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

- 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
```

	pizza_name	Total_Pizza_Sold
1	The Brie Carré Pizza	490
2	The Mediterranean Pizza	934
3	The Calabrese Pizza	937
4	The Spinach Supreme Pizza	950
5	The Soppressata Pizza	961

- 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

- Bottom 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 Carré Pizza	480
2	The Mediterranean Pizza	912
3	The Spinach Supreme Pizza	918
4	The Calabrese Pizza	918
5	The Chicken Pesto Pizza	938