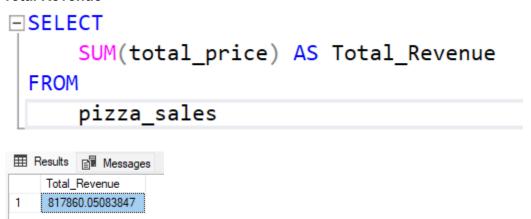
### Pizza Sales SQL Queries

#### I. KPI's

• Total Revenue



• 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

```
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

```
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

Results Messages			
Order_Day	Total_Orders		
Friday	3538		
Thursday	3239		
Saturday	3158		
Wednesday	3024		
Tuesday	2973		
Monday	2794		
Sunday	2624		
	Order_Day Friday Thursday Saturday Wednesday Tuesday Monday		

### **III.** Monthly Trend

•				
⊞ Results				
	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

```
DSELECT
    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
```

	Results 📳 Mes	sages	
	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
```

Results Messages			
	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

```
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
    The Thai Chicken Pizza
                       43434.25
2
     The Barbecue Chicken Pizza 42768
    The California Chicken Pizza
                       41409.5
    The Classic Deluxe Pizza
                       38180.5
    The Spicy Italian Pizza
                        34831.25
```

### • Bottom 5 Pizzas by Revenue

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

⊞ Results			
	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	

#### • Top 5 Pizzas by Quantity

```
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

```
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 Carre 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

	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

```
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