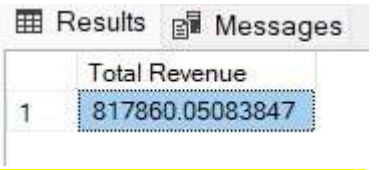
Pizza Sales SQL queries

KPI

1. Total revenue:

```
select sum(total_price) as [Total Revenue] from
pizza_sales;
```

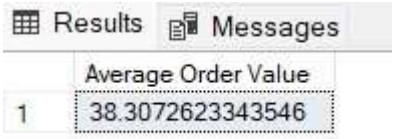


Results Messages

	Total Revenue
1	817860.05083847

2. Average order value:

```
select sum(total_price)/count(distinct order_id) as
[Average Order Value] from pizza_sales;
```

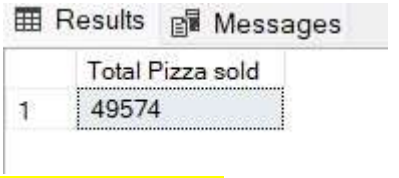


Results Messages

	Average Order Value
1	38.3072623343546

3. Total Pizzas sold:

```
select sum(quantity) as [Total Pizza sold] from
[dbo].[pizza_sales];
```

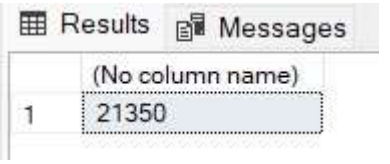


Results Messages

	Total Pizza sold
1	49574

4. Total orders:

```
select count(distinct order_id) from pizza_sales;
```

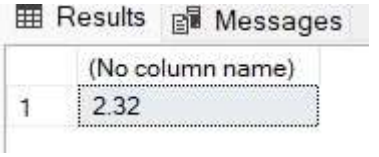


Results Messages

	(No column name)
1	21350

5. Average pizza per order:

```
select cast(cast(sum(quantity) as
decimal(10,2))/cast(count(distinct order_id) as
decimal(10,2)) as decimal(10,2))from pizza_sales;
```



Results Messages

	(No column name)
1	2.32

Chart Requirement

1. **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);
```

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

2. **Monthly trend for total orders:**

```
select DATENAME(M,order_date) as [Order month], count(distinct order_id) as [Total orders]  from pizza_sales group by DATENAME(M,order_date);
```

Results | Messages

	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

3. **Percentage of sales by pizza category:**

```
SELECT
    pizza_category,
    CAST(SUM(total_price) AS DECIMAL(10,2)) AS Total_revenue,
    CAST(SUM(total_price) * 100.0 / (SELECT SUM(total_price)
```

```
FROM pizza_sales) AS DECIMAL(10,2)) AS
Total_revenue_percentage
FROM pizza_sales
GROUP BY pizza_category;
```

Results Messages

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

4. Percentage of sales by pizza sizes

```
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 [Total revenue percentage] from pizza_sales group
by pizza_size;
```

Results Messages

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

5. Total pizzas sold by pizza category:

```
select pizza_category, sum(quantity) as [Quantity Sold]
from pizza_sales group by pizza_category order by
[Quantity Sold] desc;
```

Results Messages

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

6. **Top 5 best sellers by Revenue:**

```
select top 5 pizza_name, sum(total_price) as [Price] from
pizza_sales group by pizza_name order by Price desc;
```

	pizza_name	Price
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

7. **Bottom 5 worst sellers by Revenue:**

```
select top 5 pizza_name, sum(total_price) as [Price] from
pizza_sales group by pizza_name order by Price asc;
```

Results Messages

	pizza_name	Price
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

8. **Top 5 best sellers by Total Quantity:**

```
select top 5 pizza_name, sum(quantity) as [Total_quantity]
from pizza_sales group by pizza_name order by
Total_quantity desc;
```

Results Messages

	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

9. **Bottom 5 worst sellers by Total Quantity:**

```
select top 5 pizza_name, sum(quantity) as [Total_quantity]
from pizza_sales group by pizza_name order by
Total_quantity asc;
```

Results Messages

	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

10. Top 5 best sellers 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;
```

Results Messages

	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

11. Bottom 5 worst sellers 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;
```

Results Messages

	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