PIZZA SALES SQL QUERIES

A. KPI's

1. Total Revenue:

```
SELECT SUM(total_price) AS Total_Revenue FROM PizzaOrders;
```

	total_revenue numeric
1	817860.05

2. Average Order Value

```
SELECT (SUM(total_price) / COUNT(DISTINCT order_id)) AS Avg_order_Value
From PizzaOrders;
```

	avg_order_value numeric
1	38.3072622950819672

3. Total Pizzas Sold

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

	total_pizza_sold bigint
1	49574

4. Total Orders

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

	total_orders bigint
1	21350

5. Average Pizzas Per Order

```
SELECT ROUND(COUNT(pizza_id) * 1.0 / COUNT(DISTINCT order_id), 2) AS
Avg_Pizzas_per_order
```

FROM PizzaOrders;

	avg_pizzas_per_order numeric
1	2.28

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)
```

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. **Hourly Trend for Orders**

```
SELECT DATEPART(HOUR, order_time) as order_hours, COUNT(DISTINCT order_id) as
total_orders
from PizzaOrders
group by DATEPART(HOUR, order_time)
order by DATEPART(HOUR, order_time)
```

Results | Messages

	order_hours	total_orders
1	9	1
2	10	8
3	11	1231
4	12	2520
5	13	2455
6	14	1472
7	15	1468
8	16	1920
9	17	2336
10	18	2399
11	19	2009
12	20	1642
13	21	1198
14	22	663
15	23	28

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 PizzaOrders
GROUP BY pizza_category
```

	pizza_category character varying (50)	total_revenue numeric (10,2)	pct numeric (10,2)
1	Supreme	208197.00	25.46
2	Chicken	195919.50	23.96
3	Veggie	193690.45	23.68
4	Classic	220053.10	26.91

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 PizzaOrders
GROUP BY pizza_size
ORDER BY pizza_size
```

	pizza_size character varying (20)	total_revenue numeric (10,2)	pct numeric (10,2)
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 PizzaOrders
WHERE MONTH(order_date) = 2
GROUP BY pizza_category
ORDER BY Total_Quantity_Sold DESC
```

Results | Messages

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

G. Top 5 Best Sellers by Total Pizzas Sold

```
SELECT Top 5 pizza_name, SUM(quantity) AS Total_Pizza_Sold
FROM PizzaOrders
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

H. Bottom 5 Best Sellers by Total Pizzas Sold

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

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