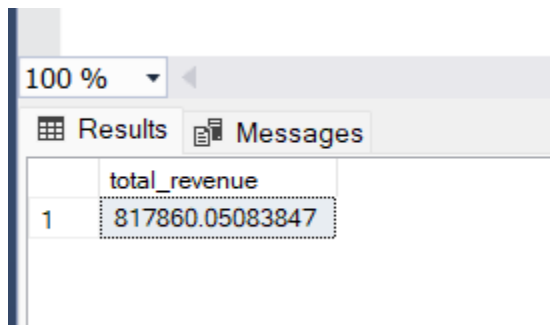


Pizza Sales SQL Queries

A. KPI's

1. Total_revenue

select SUM(total_price) AS total_revenue from pizza_sales

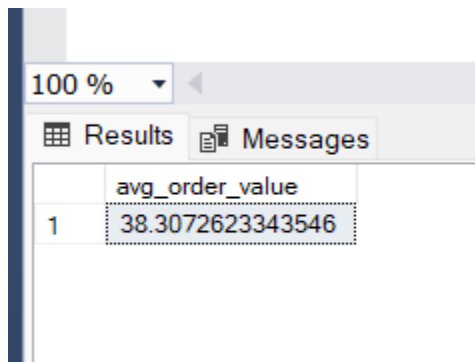


A screenshot of a SQL query results window. At the top, there is a zoom level dropdown set to '100 %' and a back arrow. Below this are two tabs: 'Results' (active) and 'Messages'. The 'Results' tab displays a single row of data. The first column is labeled 'total_revenue' and the second column contains the value '817860.05083847'.

	total_revenue
1	817860.05083847

2. Avg_order_value

select SUM(total_price) / COUNT(Distinct order_id) as avg_order_value from pizza_sales



A screenshot of a SQL query results window. At the top, there is a zoom level dropdown set to '100 %' and a back arrow. Below this are two tabs: 'Results' (active) and 'Messages'. The 'Results' tab displays a single row of data. The first column is labeled 'avg_order_value' and the second column contains the value '38.3072623343546'.

	avg_order_value
1	38.3072623343546

3. Total_pizzas_sold

select SUM(quantity) as total_pizzas_sold from pizza_sales

100 %	
Results	Messages
	total_pizzas_sold
1	49574

4. Total_orders

select count(distinct order_id) as total_orders from pizza_sales

100 %	
Results	Messages
	total_orders
1	21350

5. Avg_pizzas_per_order

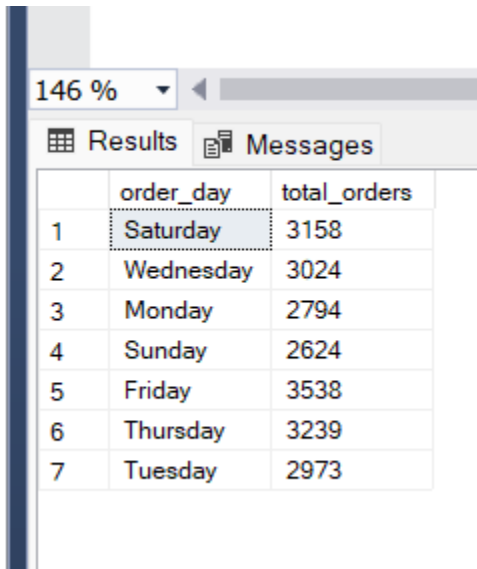
select cast(cast(SUM(quantity) as decimal(10,2)) / cast(COUNT(distinct order_id) as decimal(10,2)) as decimal(10,2)) as avg_pizzas_per_order from pizza_sales

100 %	
Results	Messages
	avg_pizzas_per_order
1	2.32

B. Chart's

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)
```



The screenshot shows a SQL query results window. At the top, there is a zoom level of 146% and a scroll bar. Below the zoom, there are two tabs: 'Results' (active) and 'Messages'. The 'Results' tab displays a table with the following data:

	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(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
```

146 %

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

3. Percentage of sales by pizza category

```

select pizza_category, SUM(total_price) * 100 / (select SUM(total_price) from pizza_sales) as
percentage_total_sales
from pizza_sales
group by pizza_category

```

146 %

Results		
	pizza_category	percentage_total_sales
1	Classic	26.9059602306976
2	Chicken	23.9551375322885
3	Veggie	23.6825910258677
4	Supreme	25.4563112111462

```

select pizza_category, sum(total_price) as total_sales, SUM(total_price) * 100 / (select SUM(total_price)
from pizza_sales) as percentage_total_sales
from pizza_sales
group by pizza_category

```

146 %

Results Messages

	pizza_category	total_sales	percentage_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

For monthly,

```

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_total_sales
from pizza_sales
where MONTH(order_date) = 1
group by pizza_category

```

133 %

Results Messages

	pizza_category	total_sales	percentage_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 sales by pizza size

```

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_total_sales
from pizza_sales

```

```

group by pizza_size
order by percentage_total_sales desc

```

133 %

Results		Messages	
	pizza_size	total_sales	percentage_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

For quarter,

```

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_total_sales
from pizza_sales
where datepart(quarter, order_date) = 1
group by pizza_size
order by percentage_total_sales desc

```

133 %

Results Messages

	pizza_size	total_sales	percentage_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. Top 5 best sellers 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

133 %

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

6. Bottom 5 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

133 %

Results Messages

	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

7. Top 5 best sellers by quantity

select top 5 pizza_name, SUM(quantity) as total_quantity from pizza_sales
 group by pizza_name
 order by total_quantity desc

133 %

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

8. Bottom 5 by quantity

select top 5 pizza_name, SUM(quantity) as total_quantity from pizza_sales
 group by pizza_name
 order by total_quantity asc

133 %

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

9. Top 5 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

133 %

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

10. Bottom 5 by 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

133 %



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