Pizza SQL Queries

A. KPI's

1. Total Revenue

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

Results | Messages

	Total_Revenue
1	817860.05083847

2. Average order value

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

Results | Messages

	Avg_Order_Value
1	38.3072623343546

3. Total pizzas sold

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

Results | Messages

	Total_Pizzas_Sold
1	49574

4. Total orders

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

Results | Messages

	Total_Orders
1	21350

5. 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
Average_Pizzas_Per_Order FROM pizza_sales
```

Results | Messages

	Average_Pizzas_Per_Order
1	2.32

B. 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)
```

Results | Messages

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

C. Hourly trend

```
SELECT DATEPART(HOUR, order_time) AS Order_Hours, COUNT(DISTINCT order_id)
AS Total_Orders
FROM pizza_sales
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. Percentage of sales

```
SELECT pizza_category, SUM(total_price) AS Total_Sales, SUM(total_price) *
100  / (SELECT SUM(total_price) FROM pizza_sales) AS Percentage_Of_Sales
FROM pizza_sales
GROUP BY pizza_category
```

Results | Messages

	pizza_category	Total_Sales	Percentage_Of_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

NOTES

WHEN A SPECIFIC MONTH IS NEEDED USE: WHERE MONTH(COLUMN NAME) = 1(JAN), 2(APRIL), ETC

WHEN A SPECIFIC QUARTER IS NEEDED USE: WHERE DATEPART(QUARTER, COLUMN NAME) = 1(QUARTER 1), 2(QUARTER 2) ETC.

```
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_Of_Sales
FROM pizza_sales
WHERE MONTH(order_date) = 1
GROUP BY pizza_category
```

E. Percentage Of Sales Per 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_Of_Sale_Per_Size
FROM pizza_sales
GROUP BY pizza_size
ORDER BY Percentage_Of_Sale_Per_Size DESC
```

Results | Messages

	pizza_size	Total_Sales	Percentage_Of_Sale_Per_Size
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 Number Of Sales Per Category

```
SELECT  pizza_category, SUM(quantity) AS Total_Pizzas_Sold_Per_Category
FROM pizza_sales
GROUP BY pizza_category
ORDER BY Total_Pizzas_Sold_Per_Category DESC
```

Results | Messages

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

G. Top 5

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

Results | Messages

	pizza_name	Total_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

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

Results | Messages

	pizza_name	Total_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