

PIZZA SALES SQL QUERIES

KPI's

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 Avg_order_Value FROM pizza_sales
```

| Results | | Messages | |
|-----------------|------------------|----------|--|
| Avg_order_Value | | | |
| 1 | 38.3072623343546 | | |

3. Total Pizzas Sold

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

| Results | | Messages | |
|------------------|-------|----------|--|
| Total_pizza_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 Avg_Pizzas_per_order  
FROM pizza_sales
```

| Results | | Messages |
|---------|----------------------|----------|
| | Avg_Pizzas_per_order | |
| 1 | 2.32 | |

Chart Requirements

NOTE:

This Daily Trends and monthly trends have been done in Microsoft SQL server because date column was not getting converted into date format.

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)
```

Output:

| 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 | |

Monthly Trend for 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)
```

Output

| | Month_Name | 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 |

% of Sales by Pizza Category



```
SELECT pizza_category,  
ROUND(SUM(total_price)) as total_sales,  
CONCAT(ROUND(SUM(total_price) * 100 / (SELECT SUM(total_price) FROM  
pizza_sales),2),"%") as percentage_of_total  
FROM pizza_sales  
GROUP BY pizza_category;
```

| Result Grid   Filter Rows: <input type="text"/> | | | |
|---|----------------|-------------|---------------------|
| | pizza_category | total_sales | percentage_of_total |
| 1 | Classic | 220053 | 26.91% |
| 2 | Veggie | 193690 | 23.68% |
| 3 | Supreme | 208197 | 25.46% |
| 4 | Chicken | 195920 | 23.96% |

% of Sales by Pizza Size

```
SELECT pizza_size,  
ROUND(SUM(total_price)) as total_sales,  
CONCAT(ROUND(SUM(total_price) * 100 / (SELECT SUM(total_price) FROM  
pizza_sales),2),"%") as percentage_of_total  
FROM pizza_sales  
GROUP BY pizza_size;  
ORDER BY pizza_size;
```



Output

| Result Grid   Filter Rows: <input type="text"/> | | | |
|---|------------|-------------|---------------------|
| | pizza_size | total_sales | percentage_of_total |
| ▶ | M | 249382 | 30.49% |
| | L | 375319 | 45.89% |
| | S | 178076 | 21.77% |
| | XL | 14076 | 1.72% |
| | XXL | 1007 | 0.12% |

Total Pizzas Sold by Pizza Category

```
SELECT 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
```



Output

| Results  Messages  | | |
|--|----------------|---------------------|
| | pizza_category | Total_Quantity_Sold |
| 1 | Classic | 14888 |
| 2 | Supreme | 11987 |
| 3 | Veggie | 11649 |
| 4 | Chicken | 11050 |

Top 5 Pizzas by Revenue

```
SELECT pizza_name, SUM(total_price) AS Revenue FROM pizza_sales
GROUP BY pizza_name
ORDER BY Revenue DESC
LIMIT 5;
```



Output

| Result Grid   Filter Rows: <input type="text"/> | | |
|---|------------------------------|----------|
| | pizza_name | Revenue |
| ▶ | The Thai Chicken Pizza | 43434.25 |
| | 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



```
SELECT pizza_name, ROUND(SUM(total_price),2) AS Revenue FROM pizza_sales
GROUP BY pizza_name
ORDER BY Revenue ASC
LIMIT 5;
```

Output

| Result Grid   Filter Rows: <input type="text"/> | | |
|---|---------------------------|----------|
| | pizza_name | Revenue |
| ▶ | The Brie Carre Pizza | 11588.5 |
| | The Green Garden Pizza | 13955.75 |
| | The Spinach Supreme Pizza | 15277.75 |
| | The Mediterranean Pizza | 15360.5 |
| | The Spinach Pesto Pizza | 15596 |

Top 5 Pizzas by Quantity

```
SELECT pizza_name, ROUND(SUM(quantity),2) as  
total_quantity FROM pizza_sales  
GROUP BY pizza_name  
ORDER BY total_quantity DESC  
LIMIT 5;
```



Result Grid |   Filter Rows:

| | pizza_name | total_quantity |
|---|----------------------------|----------------|
| ▶ | The Classic Deluxe Pizza | 2453 |
| | The Barbecue Chicken Pizza | 2432 |
| | The Hawaiian Pizza | 2422 |
| | The Pepperoni Pizza | 2418 |
| | The Thai Chicken Pizza | 2371 |

Bottom 5 Pizzas by Quantity

```
SELECT pizza_name, ROUND(SUM(quantity),2) AS total_quantity FROM pizza_sales  
GROUP BY pizza_name  
ORDER BY total_quantity ASC  
LIMIT 5;
```

Output

 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 |

Top 5 Pizzas by Total Orders

```
SELECT pizza_name, COUNT(DISTINCT order_id) AS Total_Orders
FROM pizza_sales
GROUP BY pizza_name
ORDER BY Total_Orders DESC
LIMIT 5
```

| 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 |

Borrom 5 Pizzas by Total Orders

```
SELECT pizza_name, COUNT(DISTINCT order_id) AS Total_Orders
FROM pizza_sales
GROUP BY pizza_name
ORDER BY Total_Orders ASC
LIMIT 5
```

| | 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 |

NOTE

If you want to apply the pizza_category or pizza_size filters to the above queries you can use WHERE clause. Follow some of below examples

```
SELECT pizza_name, COUNT(DISTINCT order_id) AS Total_Orders
FROM pizza_sales
WHERE pizza_category = 'Classic'
GROUP BY pizza_name
ORDER BY Total_Orders ASC
LIMIT 5
```