

Pizza Sales Queries According to Business Queries

Using SQL

A. KPI

1. Total Revenue

```
select Round(SUM(total_price),2) as 'Total Revenue'  
from pizza_sales
```

Results		Messages
Total Revenue		
1	817860.05	

2. Order Value

```
select SUM(total_price) /(COUNT(Distinct order_id)) as 'Order Value'  
from pizza_sales
```

Results		Messages
Order Value		
1	38.31	

3. Total Pizzas Sold

```
select SUM(quantity) as 'Total Pizzas Sold'  
from pizza_sales
```

Results		Messages
Total Pizzas Sold		
1	49574	

4.Total Order

```
select (COUNT(Distinct order_id)) as 'Total Orders'  
from pizza_sales
```

Results		Messages
Total Orders		
1	21350	

5. Average Pizzas Per Order

```
select SUM(quantity)/(COUNT(Distinct order_id)) as 'Average Pizzas Per Order'  
from pizza_sales
```

Results		Messages	
Average Pizzas Per Order			
1	2		

B. Chart Requirements

1. hourly trend for total ORDERS

```
select DATEPART(HOUR, ORDER_TIME) AS 'ORDER HOUR', 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 HOUR	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	

2. WEEKLY trend for total ORDERS

```
select DATEPART(iso_WEEK,order_date) AS 'WEEK NUMBER',YEAR(order_date),  
COUNT(Distinct order_id) as 'Total Orders'  
FROM pizza_sales  
GROUP BY DATEPART(iso_WEEK,order_date),YEAR(order_date)  
ORDER BY DATEPART(iso_WEEK,order_date),YEAR(order_date)
```

	WEEK NUMBER	(No column name)	Total Orders
1	1	2015	254
2	2	2015	427
3	3	2015	400
4	4	2015	415
5	5	2015	436
6	6	2015	422
7	7	2015	423
8	8	2015	393
9	9	2015	409
10	10	2015	420
11	11	2015	404
12	12	2015	416
13	13	2015	427
14	14	2015	433
15	15	2015	408

3.PERCENTAGE OF SALES BY PIZZA CATEGORY

```
select pizza_category ,ROUND(SUM(total_price)*100/(select sum(total_price)  
from pizza_sales),2) as 'Total Sales (%)'  
from pizza_sales  
GROUP BY pizza_category  
order by pizza_category
```

	pizza_category	Total Sales (%)
1	Chicken	23.96
2	Classic	26.91
3	Supreme	25.46
4	Veggie	23.68

3.1 PERCENTAGE OF SALES BY PIZZA CATEGORY for January

```
select pizza_category ,ROUND(SUM(total_price)*100/(select sum(total_price)
from pizza_sales),2) as 'Total Sales (%)'
from pizza_sales
where MONTH(order_date)=1 //can be applied in any queries
GROUP BY pizza_category
order by pizza_category
```

	pizza_category	Total Sales (%)
1	Chicken	1.98
2	Classic	2.28
3	Supreme	2.19
4	Veggie	2.09

4. PERCENTAGE OF SALES BY PIZZA size

```
select pizza_size, ROUND(SUM(total_price)*100/(select sum(total_price)
from pizza_sales),2) as 'Total Sales (%)'
from pizza_sales
group by pizza_size
order by pizza_size
```

	pizza_size	Total Sales (%)
1	L	45.89
2	M	30.49
3	S	21.77
4	XL	1.72
5	XXL	0.12

5. Total Pizzas Sold by Category

```
select pizza_category,SUM(quantity) as 'Total Pizzas Sold'
from pizza_sales
group by pizza_category
order by pizza_category
```

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

6.a : Top 5 Best Selling pizzas based on Revenue

```
SELECT top 5 pizza_name, ROUND(SUM(total_price), 2) AS "Revenue"  
FROM pizza_sales  
GROUP BY pizza_name  
ORDER BY "Revenue" DESC
```

	pizza_name	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.b: Top 5 Best Selling pizzas based on Quantity

```
SELECT top 5 pizza_name, SUM(quantity) AS "Quantity"  
FROM pizza_sales  
GROUP BY pizza_name  
ORDER BY "Quantity" DESC
```

	pizza_name	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

6.c: Top 5 Best Selling pizzas based on Total Orders

```
SELECT top 5 pizza_name, COUNT(order_id) AS "Total Orders"  
FROM pizza_sales  
GROUP BY pizza_name  
ORDER BY "Total Orders" DESC
```

	pizza_name	Total Orders
1	The Classic Deluxe Pizza	2416
2	The Barbecue Chicken Pizza	2372
3	The Hawaiian Pizza	2370
4	The Pepperoni Pizza	2369
5	The Thai Chicken Pizza	2315

7.a: Bottom 5 Best Selling pizzas based on Revenue

```
SELECT top 5 pizza_name, ROUND(SUM(total_price), 2) AS "Revenue"  
FROM pizza_sales  
GROUP BY pizza_name  
ORDER BY "Revenue"
```

	pizza_name	Revenue
1	The Brie Carré Pizza	11588.5
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.b: Bottom 5 Best Selling pizzas based on Quantity

```
SELECT top 5 pizza_name, SUM(quantity) AS "Quantity"  
FROM pizza_sales  
GROUP BY pizza_name  
ORDER BY "Quantity"
```

	pizza_name	Quantity
1	The Brie Carré Pizza	490
2	The Mediterranean Pizza	934
3	The Calabrese Pizza	937
4	The Spinach Supreme Pizza	950
5	The Soppressata Pizza	961

7.c: Bottom 5 Best Selling pizzas based on Total Orders

```
SELECT top 5 pizza_name, COUNT(order_id) AS "Total Orders"  
FROM pizza_sales  
GROUP BY pizza_name  
ORDER BY "Total Orders"
```

	pizza_name	Total Orders
1	The Brie Carré Pizza	480
2	The Mediterranean Pizza	923
3	The Calabrese Pizza	927
4	The Spinach Supreme ...	940
5	The Soppressata Pizza	957