PIZZA SALES QUERIES

A.KPI's

1. Total Revenue:

```
SELECT CAST(SUM(total_price) AS DECIMAL(10,2)) AS Total_Revenue
FROM pizza_sales
```

Results | Messages

	Total_Revenue
1	817860.05

2. Average Order Value:

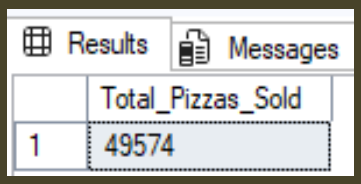
```
SELECT CAST(SUM(total_price) / COUNT(DISTINCT order_id) AS
DECIMAL(10,2)) AS Average_Order_Value
FROM pizza_sales
```

Results | Messages

	Average_Order_Value
1	38.31

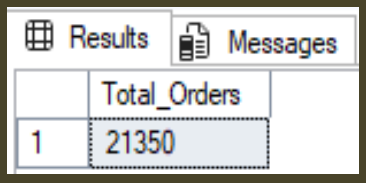
3. Total Pizzas Sold

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



4. Total Number of Orders

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



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

C. Hourly Trends for Orders

```
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 Order_hours
```

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

% 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 pizza_sales

GROUP BY pizza_category
```

Results | Messages

	pizza_category	Total_Revenue	PCT
1	Classic	220053.10	26.91
2	Chicken	195919.50	23.96
3	Veggie	193690.45	23.68
4	Supreme	208197.00	25.46

% 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 pizza_sales
GROUP BY pizza_size
ORDER BY pizza_size
```

Results | Messages

	pizza_size	Total_Revenue	PCT
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

Total Pizzas Sold by Pizza Category

```
SELECT pizza_category, SUM(quantity) AS Total_Quantity_Sold
FROM pizza_sales
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

Top 5 Best Sellers by Total Pizzas Sold

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

Results | Messages

	pizza_name	Total_Quantity_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

Bottom 5 Best Sellers by Total Pizzas Sold

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

Results | Messages

	pizza_name	Total_Quantity_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

NOTE

If you want to apply the Month, Quarter, Week filters to the above queries you can use WHERE clause. Follow some of below examples

```
SELECT DATENAME(DW, order_date) AS order_day,
COUNT(DISTINCT order_id) AS total_orders
FROM pizza_sales
WHERE MONTH(order_date) = 1
GROUP BY DATENAME(DW, order_date)
```

**Here MONTH(order_date) = 1 indicates that the output is for the month of January. MONTH(order_date) = 4 indicates output for Month of April.*

```
SELECT DATENAME(DW, order_date) AS order_day,
COUNT(DISTINCT order_id) AS total_orders
FROM pizza_sales
WHERE DATEPART(QUARTER, order_date) = 1
GROUP BY DATENAME(DW, order_date)
```

**Here DATEPART(QUARTER, order_date) = 1 indicates that the output is for the Quarter 1. MONTH(order_date) = 3 indicates output for Quarter 3.*