

PIZZA SALES SQL QUERIES

A. 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_Sales FROM pizza_sales
```

Results		Messages	
		Total_Pizza_Sales	
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_Pizza_Per_Order FROM pizza_sales
```

Results		Messages	
		Avg_Pizza_Per_Order	
1		2.32	

B. Daily Trends 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)
```

	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

C. Monthly Trend for Pizzas 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
```

	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

D. Percentage of Sales by Pizza Category

```
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 PCT from  
pizza_sales  
WHERE MONTH(order_date) = 1  
GROUP BY Pizza_Category
```

	Pizza_Category	Total_Sales	PCT
1	Classic	18619.4000015259	26.6779189176038
2	Chicken	16188.75	23.1952780348435
3	Veggie	17055.4000778198	24.4370162489706
4	Supreme	17929.7499866486	25.6897867985821

E. 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 WHERE DATEPART(QUARTER, order_date) = 1)
AS DECIMAL(10,2)) AS PCT from pizza_sales
WHERE DATEPART(QUARTER, order_date) = 1
GROUP BY Pizza_Size
ORDER BY PCT DESC
```

	Pizza_Size	Total_Sales	PCT
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

F. 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
```

	pizza_category	Total_Quantity_Sold
1	Classic	1178
2	Supreme	964
3	Veggie	944
4	Chicken	875

G. Top 5 Pizzas 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
```

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

H. Bottom 5 Pizzas 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
```

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

I. Top 5 Pizzas by Quantity

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

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

J. Bottom 5 Pizzas by Quantity

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

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

K. Top 5 Pizzas by Pizza 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
```

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

L. Bottom 5 Pizzas by Pizza 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
```

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