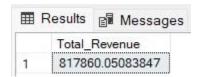
## PIZZA SALES SQL QUERIES

### A. KPI's

#### 1. Total Revenue

SELECT SUM(total\_price) AS Total\_Revenue from pizza\_sales



#### 2. Average order value

SELECT SUM(total\_price) / COUNT(DISTINCT order\_id)

AS Avg\_Order\_Value FROM pizza\_sales



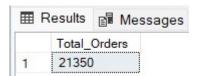
#### Total Pizzas Sold

SELECT SUM(quantity) AS Total\_Pizza\_Sales FROM pizza\_sales



#### 4. Total Orders

SELECT COUNT(DISTINCT order\_id) AS Total\_Orders FROM pizza\_sales

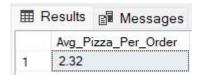


### 5. Average Pizzas Per Order

SELECT CAST(CAST(SUM(quantity) AS DECIMAL(10,2)) /

CAST(COUNT(DISTINCT order\_id) AS DECIMAL(10,2))

AS DECIMAL(10,2)) AS Avg\_Pizza\_Per\_Order FROM pizza\_sales



## 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

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	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	М	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
```



## 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



# 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



### 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

