

# PIZZA SALES SQL QUERIES

## A. KPI's

### 1. Total Revenue:

```
SELECT SUM(total_price) AS TotalRevenue FROM pizza_sales;
```

	TotalRevenue
1	817860.05083847

### 2. Average Order Value

```
SELECT (SUM(total_price) / COUNT(DISTINCT order_id)) AS AvgOrderValue  
FROM pizza_sales
```

	AvgOrderValue
1	38.3072623343546

### 3. Total Pizzas Sold

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

	TotalPizzaSold
1	49574

### 4. Total Orders

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

	TotalOrders
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 AvgPizzasPerOrder  
FROM pizza_sales
```

	AvgPizzasPerOrder
1	2.32

## B. Daily Trend for Total Orders

```
SELECT DATENAME(DW, order_date) AS OrderDay, COUNT(DISTINCT order_id) AS  
TotalOrders  
FROM pizza_sales  
GROUP BY DATENAME(DW, order_date)
```

### Output:

	OrderDay	TotalOrders
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 Orders

```
SELECT DATENAME(MONTH, order_date) AS MonthName, COUNT(DISTINCT order_id)  
AS TotalOrders from pizza_sales  
group by DATENAME(MONTH, order_date)  
ORDER BY TotalOrders DESC
```

	MonthName	TotalOrders
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. % of Sales by Pizza Category

```
SELECT pizza_category as PizzaCategory, CAST(SUM(total_price) AS  
DECIMAL(10,2)) as TotalRevenue,  
  
CAST(SUM(total_price) * 100 / (SELECT SUM(total_price) from pizza_sales)  
AS DECIMAL(10,2)) AS PercentageOfSales  
  
FROM pizza_sales  
  
GROUP BY pizza_category
```

	PizzaCategory	TotalRevenue	PercentageOfSales
1	Classic	220053.10	26.91
2	Chicken	195919.50	23.96
3	Veggie	193690.45	23.68
4	Supreme	208197.00	25.46

## E. % of Sales by Pizza Size

```
SELECT pizza_size as PizzaSize, CAST(SUM(total_price) AS DECIMAL(10,2)) as  
TotalRevenue,  
  
CAST(SUM(total_price) * 100 / (SELECT SUM(total_price) from pizza_sales)  
AS DECIMAL(10,2)) AS PercentageOfSales  
  
FROM pizza_sales  
  
GROUP BY pizza_size  
  
ORDER BY pizza_size
```

	PizzaSize	TotalRevenue	PercentageOfSales
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

## F. Total Pizzas Sold by Pizza Category

```
SELECT pizza_category as PizzaCategory, SUM(quantity) as TotalQuantitySold FROM  
pizza_sales
```

```
WHERE MONTH(order_date) = 2
```

```
GROUP BY pizza_category
```

```
ORDER BY TotalQuantitySold DESC
```

	PizzaCategory	TotalQuantitySold
1	Classic	1178
2	Supreme	964
3	Veggie	944
4	Chicken	875

## G. Top 5 Pizzas by Revenue

```
SELECT Top 5 pizza_name as PizzaName, SUM(total_price) AS TotalRevenue  
FROM pizza_sales
```

```
GROUP BY pizza_name
```

```
ORDER BY TotalRevenue DESC
```

	PizzaName	TotalRevenue
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 as PizzaName, SUM(total_price) AS TotalRevenue
FROM pizza_sales
GROUP BY pizza_name
ORDER BY TotalRevenue ASC
```

	PizzaName	TotalRevenue
1	The Brie Carré 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 as PizzaName, SUM(quantity) AS TotalPizzaSold
FROM pizza_sales
GROUP BY pizza_name
ORDER BY TotalPizzaSold DESC
```

	PizzaName	TotalPizzaSold
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 as PizzaName, SUM(quantity) AS TotalPizzaSold  
  
FROM pizza_sales  
  
GROUP BY pizza_name  
  
ORDER BY TotalPizzaSold ASC
```

	PizzaName	TotalPizzaSold
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

## K. Top 5 Pizzas by Total Orders

```
SELECT Top 5 pizza_name as PizzaName, COUNT(DISTINCT order_id) AS  
TotalOrders  
FROM pizza_sales  
GROUP BY pizza_name  
ORDER BY TotalOrders DESC
```

	PizzaName	TotalOrders
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 Total Orders

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

	pizza_name	TotalOrders
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