Pizza Sales SQL Queries

Monday, February 24, 2025   6:13 PM

KPI's

1. Total Revenue

```sql
SELECT * from pizza_sales

select cast(sum(total_price) as decimal (10,2)) as Total_Revenue
from pizza_sales
```

	Total_Revenue
1	817860.05

2. Total Orders

```sql
select cast(sum(total_price) /count(distinct order_id)as decimal(10,2)) as Avg_order_value
from pizza_sales
```

	Avg_order_value
1	38.31

3. Total Pizza Sold

```sql
select sum(quantity) as total_pizza_sold
from pizza_sales
```

	total_pizza_sold
1	49574

4. Total orders

```sql
select count(distinct order_id) as Total_orders
from pizza_sales
```

	Total_orders
1	21350

5.

```sql
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
```
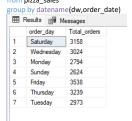
	Avg_pizza_
1	2.32

Chart requirements

1. Daily Trends for total Orders

```sql
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

2. Monthly Trend for Orders

```sql
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

FOR month's

```sql
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
```
in the subquery and out

FOR Quarter's

```sql
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
```
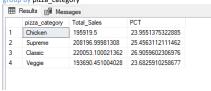in the subquery and out

Top 5 by quantity

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

3. 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) as PCT
from pizza_sales
group by pizza_category
```

▦ Results 📄 Messages

	pizza_category	Total_Sales	PCT
1	Chicken	195919.5	23.9551375322885
2	Supreme	208196.99981308	25.4563112111462
3	Classic	220053.100021362	26.9059602306976
4	Veggie	193690.451004028	23.6825910258677

4. 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) as decimal(10,2)) as PCT
from pizza_sales
group by pizza_size
order by PCT DESC
```

▦ Results 📄 Messages

	pizza_size	Total_Sales	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

5. Total Pizza Sold By Category

```
select pizza_category,sum(total_price) as Total_Sales, sum(total_price) * 100 /
(select sum(total_price) from pizza_sales) as PCT
from pizza_sales
group by pizza_category
```
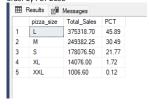
▦ Results 📄 Messages

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6. Top 5 Bestsellers By Revenue Total Quantity and Total Orders

```
select top 5 pizza_name, cast(sum(total_price)as decimal(10,2)) 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	42768.00
3	The California Chicken Pizza	41409.50
4	The Classic Deluxe Pizza	38180.50
5	The Spicy Italian Pizza	34831.25

7. Bottom 5 Bestsellers By Revenue Total Quantity and Total Orders

```
select top 5 pizza_name, cast(sum(total_price)as decimal(10,2)) as Total_Revenue
from pizza_sales
group by pizza_name
order by Total_Revenue
```
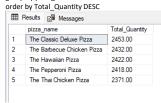
▦ Results 📄 Messages

	pizza_name	Total_Revenue
1	The Brie Carre Pizza	11588.50
2	The Green Garden Pizza	13955.75
3	The Spinach Supreme Pizza	15277.75
4	The Mediterranean Pizza	15360.50
5	The Spinach Pesto Pizza	15596.00

Top 5 by quantity

```
select top 5 pizza_name, cast(sum(quantity)as decimal(10,2)) 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	2453.00
2	The Barbecue Chicken Pizza	2432.00
3	The Hawaiian Pizza	2422.00
4	The Pepperoni Pizza	2418.00
5	The Thai Chicken Pizza	2371.00

Bottom 5

```
select top 5 pizza_name, cast(sum(quantity)as decimal(10,2)) as Total_Quantity
from pizza_sales
group by pizza_name
order by Total_Quantity
```

▦ Results 📄 Messages

	pizza_name	Total_Quantity
1	The Brie Carre Pizza	490.00
2	The Mediterranean Pizza	934.00
3	The Calabrese Pizza	937.00
4	The Spinach Supreme Pizza	950.00
5	The Soppressata Pizza	961.00

Top 5 by 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

Bottom 5

```
select top 5 pizza_name,count(distinct order_id) as Total_Orders
from pizza_sales
group by pizza_name
order by Total_Orders
```

▦ 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