

Pizza Sales – SQL Queries

Key Performance Indicators -

1. Total Revenue

```
select ROUND(SUM(total_price),2) as Total_Sales from pizza_sales
```

Results Messages	
	Total_Sales
1	817860.05

2. Total Orders

```
select COUNT(distinct (order_id)) as Total_Orders from pizza_sales
```

Results Messages	
	Total_Orders
1	21350

3. Total Pizzas sold

```
select SUM(quantity) as Total_Pizzas_Sold from pizza_sales
```

Results Messages	
	Total_Pizzas_Sold
1	49574

4. Average Order Value

```
select ROUND ((SUM(total_price)/COUNT(distinct (order_id))),2) as  
Avg_Order_Value from pizza_sales
```

Results Messages	
	Avg_Order_Value
1	38.31

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_Pizzas_Per_Order
```

```
from pizza_sales
```

Results Messages	
	Avg_Pizzas_Per_Order
1	2.32

Charts:

1. Hourly order trends

```
select DATEPART(HH, order_time) as Order_Hour, COUNT(distinct order_id) as  
Hourly_Orders  
from pizza_sales  
group by DATEPART(HH, order_time)  
order by Order_Hour
```

Results Messages		
	Order_Hour	Hourly_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

2. Daily order trends

```
select DATENAME(DW, order_date) as Order_Day, COUNT(distinct order_id) as  
Daily_Orders  
from pizza_sales  
group by DATENAME(DW, order_date)  
order by Daily_Orders desc
```

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

3. Monthly order trends

```
select DATENAME(MM, order_date) as Order_Month, COUNT(distinct order_id) as
Monthly_Orders
from pizza_sales
group by DATENAME(MM, order_date)
order by Monthly_Orders desc
```

Results Messages		
	Order_Month	Monthly_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

4. Total Pizzas sold by Pizza category

```
select pizza_category, SUM(quantity) as Pizzas_Sold_by_Category
from pizza_sales
group by pizza_category
order by Pizzas_Sold_by_Category desc
```

Results Messages		
	pizza_category	Pizzas_Sold_by_Category
1	Classic	14888
2	Supreme	11987
3	Veggie	11649
4	Chicken	11050

5. Sales percentage by Pizza category

```
select pizza_category,
CAST(
    SUM(total_price)*100/(select SUM(total_price) from pizza_sales)
    as decimal (10,2)
)as Pizza_Pct_by_Category
from pizza_sales
group by pizza_category
order by Pizza_Pct_by_Category desc
```

Results Messages		
	pizza_category	Pizza_Pct_by_Category
1	Classic	26.91
2	Supreme	25.46
3	Chicken	23.96
4	Veggie	23.68

6. Sales percentage by Pizza size

```
select pizza_size,
CAST(
    SUM(total_price)*100/(select SUM(total_price) from pizza_sales)
    as decimal (10,2)
)as Pizza_Pct_by_Size
from pizza_sales
group by pizza_size
order by Pizza_Pct_by_Size desc
```

	pizza_size	Pizza_Pct_by_Size
1	L	45.89
2	M	30.49
3	S	21.77
4	XL	1.72
5	XXL	0.12

7. Top 5 best sellers by revenue, total quantity and total orders

1. 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

2. Total Quantity

```
select top 5 pizza_name, SUM(quantity) as Quantity_Sold
from pizza_sales
group by pizza_name
order by Quantity_Sold desc
```

Results Messages		
	pizza_name	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

3. Total 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

8. Bottom 5 sellers by revenue, total quantity and total orders

1. Revenue

```
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

2. Total Quantity

```
select top 5 pizza_name, SUM(quantity) as Quantity_Sold
from pizza_sales
group by pizza_name
order by Quantity_Sold
```

Results Messages		
	pizza_name	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

3. Total Orders

```
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