

PIZZA SALES SQL QUERIES

A.KPI'S

1. Total Revenue:

```
select SUM(total_price) as Total_Revenue from [dbo].[pizza_sales_excel_file]
```

Results		Messages	
Total_Revenue			
1	817860.05083847		

2.Avg order value

```
select sum(total_price)/count(distinct order_id) as Avg_order_value from [dbo].[pizza_sales_excel_file]
```

Results		Messages	
Avg_order_value			
1	38.3072623343546		

3.Total Pizze sold

```
select sum(quantity) as Total_pizza_Sold from [dbo].[pizza_sales_excel_file]
```

Results		Messages	
Total_pizza_Sold			
1	49574		

4. Total Order

```
select count(distinct order_id) as Total_order from [dbo].[pizza_sales_excel_file]
```

Results		Messages	
Total_order			
1	21350		

5.Avg_Pizzas_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_order  
from [dbo].[pizza_sales_excel_file]
```

Results		Messages	
Avg_pizzas_order			
1	2.32		

6. Daily Trend for Total Orders:

```
select DATENAME(DW,order_date) as order_day,count(distinct order_id) as Total_order  
from [dbo].[pizza_sales_excel_file] group by DATENAME(DW,order_date)
```

	order_day	Total_order
1	Wednesday	3024
2	Saturday	3158
3	Monday	2794
4	Sunday	2624
5	Friday	3538
6	Thursday	3239
7	Tuesday	2973

7. Monthly Trend for Total Orders:

```
select DATENAME(month,order_date) as month_name,count(distinct order_id) as
Total_orders from [dbo].[pizza_sales_excel_file] group by DATENAME(month,order_date)
```

	month_name	Total_orders
1	February	1685
2	June	1773
3	August	1841
4	April	1799
5	May	1853
6	December	1680
7	January	1845
8	September	1661
9	October	1646
10	July	1935
11	November	1792

8. Percentage of Sales by Pizza Category:

```
select pizza_category,sum(total_price) as Total_sales,sum(total_price)*100 /
(select sum(total_price) from
[dbo].[pizza_sales_excel_file] where MONTH(order_date)=1) as PCT from
[dbo].[pizza_sales_excel_file]
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

9. 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 [dbo].[pizza_sales_excel_file]where
DATEPART(QUARTER,order_date)=1)as decimal(10,2)) as PCT
from [dbo].[pizza_sales_excel_file]
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

10.Top 5 best sellers by Revenue,Total Quantity and total orders.

```
select top 5 pizza_name,sum(total_price) as Total_Revenue from
[dbo].[pizza_sales_excel_file] group by pizza_name order by Total_Revenue desc
```

	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

10.a Top 5 best sellers by Total Quantity

```
select top 5 pizza_name,sum(quantity) as Total_Quantity from
[dbo].[pizza_sales_excel_file] group by pizza_name order by Total_Quantity desc
```

	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

10.b Top 5 best sellers by Total orders

```
select top 5 pizza_name,sum(order_id) as Total_Orders from
[dbo].[pizza_sales_excel_file] group by pizza_name order by Total_Orders desc
```

	pizza_name	Total_Orders
1	The Classic Deluxe Pizza	26399795
2	The Hawaiian Pizza	25722266
3	The Thai Chicken Pizza	25195259
4	The Pepperoni Pizza	25057726
5	The Barbecue Chicken Pizza	24871757

11. Bottom 5 best sellers by Revenue, Total Quantity and total orders.

```
select top 5 pizza_name, cast(sum(total_price) as decimal(10,2)) as Total_Revenue from  
[dbo].[pizza_sales_excel_file] group by pizza_name order by Total_Revenue
```

	pizza_name	Total_Revenue
1	The Brie Carré 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

11.a Bottom 5 best sellers by Total Quantity

```
select top 5 pizza_name, sum(quantity) as Total_Quantity from  
[dbo].[pizza_sales_excel_file] group by pizza_name order by Total_Quantity
```

	pizza_name	Total_Quantity
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

11.b Bottom 5 best sellers by Total orders

```
select top 5 pizza_name, sum(order_id) as Total_Orders from  
[dbo].[pizza_sales_excel_file] group by pizza_name order by Total_Orders
```

	pizza_name	Total_Orders
1	The Brie Carré Pizza	5158921
2	The Spinach Supreme Pizza	9894092
3	The Calabrese Pizza	10052080
4	The Italian Vegetables Pizza	10134299
5	The Soppressata Pizza	10142671