

Pizza Sales Report

PIZZA SQL QUERIES

A. KPI's

1. Total Revenue

```
select sum(total_price) as Total_Revenue from  
pizza_sales
```

Output:

Results Messages	
	Total_Revenue
1	817860.05083847

2. Average Order Value

```
select sum(total_price)/ count(distinct order_id)  
as Avg_Order_Value from pizza_sales
```

Output:

Results Messages	
	Avg_Order_Value
1	38.3072623343546

3. Total Pizza Sold

```
select sum(quantity) as Total_Pizza_Sold from  
pizza_sales
```

Output:

Results Messages	
	Total_Pizza_Sold
1	49574

4. Total Orders

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

Output:

Results Messages	
Total_Orders	
1	21350

5. Average Pizza 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
```

Output:

Results Messages	
Avg_Pizza_Per_Order	
1	2.32

6. Daily Trend for Total Order

```
select datetime (DW, order_date) as order_day,
count (distinct order_id)
as total_orders from pizza_sales group by
datetime (DW, order_date)
```

Output:

Results Messages		
	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

7. Monthly Trend for Total Order

```
select datetime (month, order_date) as month_name,
count (distinct order_id)
as Total_orders from pizza_sales
group by datetime (month, order_date)
```

Output:

	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
12	March	1840

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 pizza_sales where month(order_date) = 1)
as PCT from pizza_sales
where month (order_date) = 1 group by
pizza_category
```

Output:

	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, 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_size
```

Output:

Results		Messages	
	pizza_size	Total_sales	PCT
1	L	375318.701004028	45.8903330244889
2	XXL	1006.6000213623	0.123077294254725
3	M	249382.25	30.492044420599
4	XL	14076	1.72107684995364
5	S	178076.49981308	21.7734684107037

10. 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
```

Output:

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	

11. 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
```

Output:

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	

12. 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

Output:

	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 Soppresata Pizza	961

13. Bottom 5 Pizzas by Order_id

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

Output:

	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

14. Hourly Trend for Orders

```
select datepart (hour, order_time) as
order_hours, count (distinct order_id)
as Total_orders from pizza_sales
group by datepart (hour, order_time)
order by datepart (hour, order_time)
```

Output:

Results Messages		
	order_hours	Total_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