Pizza Sales SQL Queries

A. KPI's

1) Total Revenue: The sum of the total price of all pizza orders.

SELECT SUM(total_price) AS Total_Revenue from pizza_sales

	Total_Revenue
1	817860.05083847

2) Average Order Value: The average amount spent per order, calculated by dividing the total revenue by the total number of orders.

SELECT SUM(total_price) / COUNT(DISTINCT order_id) AS Avg_Order_Value
From pizza_sales

Results Messages

	Avg_Order_Value
1	38.3072623343546

3) Total Pizzas Sold: The sum of the quantities of all pizzas sold.

Select SUM(quantity) AS Total_Pizza_Sold from pizza_sales

Results Messages

	Total_Pizza_Sold
1	49574

4) Total Orders: The total number of orders placed.

Select COUNT(Distinct order_id) AS Total_orders from pizza_sales

Results Messages

	Total_orders
1	21350

5) Average Pizzas Per Order: The average number of pizzas sold per order, calculated by dividing the total number of pizzas sold by the total number of orders.

```
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
```

Results | Messages

	Avg_Pizza_Per_Order
1	2.32

B. PROBLEM STATEMENT

1) Daily Trend for Total Orders:

```
SELECT DATENAME(DW, order_date) as order_day, COUNT(DISTINCT order_id) AS Total_orders

FROM pizza_sales

GROUP BY DATENAME(DW, order_date)
```

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

2) Hourly Trend for Total 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)
```

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

3) Percentage of Sales by Pizza Category:

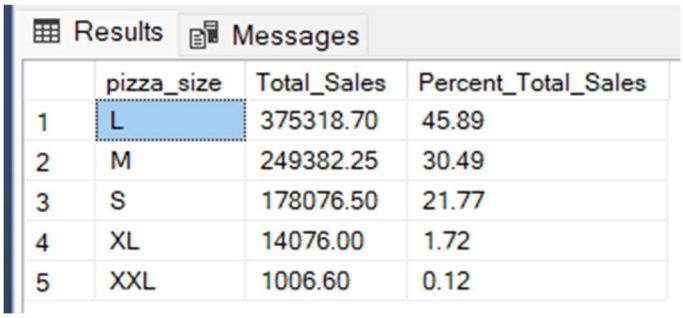
```
SELECT pizza_category,
    CAST(SUM(total_price) AS DECIMAL(10,2)) AS Total_Sales,
    CAST(SUM(total_price) * 100 /(SELECT SUM(total_price) FROM pizza_sales) AS DECIMAL(10,2)) AS Percent_Total_Sales
FROM pizza_sales
GROUP BY pizza_category
ORDER BY Percent_Total_Sales DESC;
```

Results | Messages

	pizza_category	Total_Sales	Percent_Total_Sales
1	Classic	220053.10	26.91
2	Supreme	208197.00	25.46
3	Chicken	195919.50	23.96
4	Veggie	193690.45	23.68

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 Percent_Total_Sales
FROM pizza_sales
GROUP BY pizza_size
ORDER BY Percent_Total_Sales DESC;
```



Results | Messages

	pizza_size	Total_Sales	Percent_Total_Sales
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 Pizzas Sold by Pizza Category:

```
SELECT pizza_category,SUM(quantity) AS Total_Pizzas_Sold
from pizza_sales
Group by pizza_category
```

Results | Messages

	pizza_category	Total_Pizzas_Sold
1	Classic	14888
2	Chicken	11050
3	Veggie	11649
4	Supreme	11987

6) Top 5 Best Sellers by Total Pizzas Sold:

```
SELECT TOP 5 pizza_name, sum(quantity) AS Total_Pizzas_Sold
from pizza_sales
GROUP BY pizza_name
```

Order BY sum(quantity) DESC

Results Messages

	pizza_name	Total_Pizzas_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

7) Bottom 5 Worst Sellers by Total Pizzas Sold:

SELECT TOP 5 pizza_name, sum(quantity) AS Total_Pizzas_Sold

from pizza_sales

GROUP BY pizza_name

Order BY sum(quantity) ASC

Results Messages

	pizza_name	Total_Pizzas_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