



LARANA PIZZA

# PIZZA SQL PROJECT



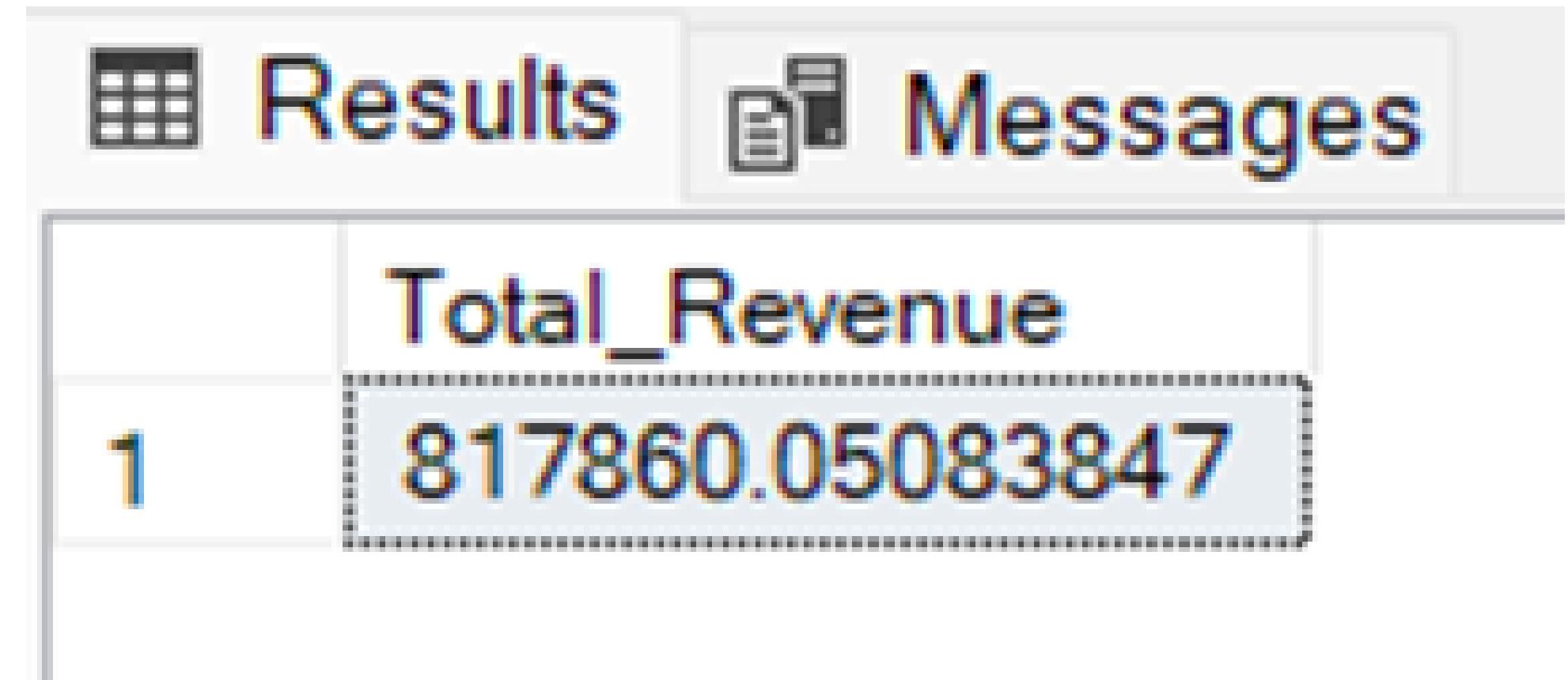
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# PIZZA SALES SQL QUERIES

## A. KPI'S

### 1. TOTAL REVENUE:

```
SELECT SUM(total_price) AS Total_Revenue FROM pizza_sales;
```



The image shows a screenshot of a SQL query results window. At the top, there are two tabs: "Results" (which is selected) and "Messages". The main area displays a single row of data in a table format. The table has two columns: the first column is labeled "Total\_Revenue" and contains the value "817860.05083847", while the second column contains the number "1".

Total_Revenue	1
817860.05083847	



## 2. AVERAGE ORDER VALUE

```
SELECT (SUM(total_price) / COUNT(DISTINCT order_id)) AS Avg_order_Value  
FROM pizza_sales
```

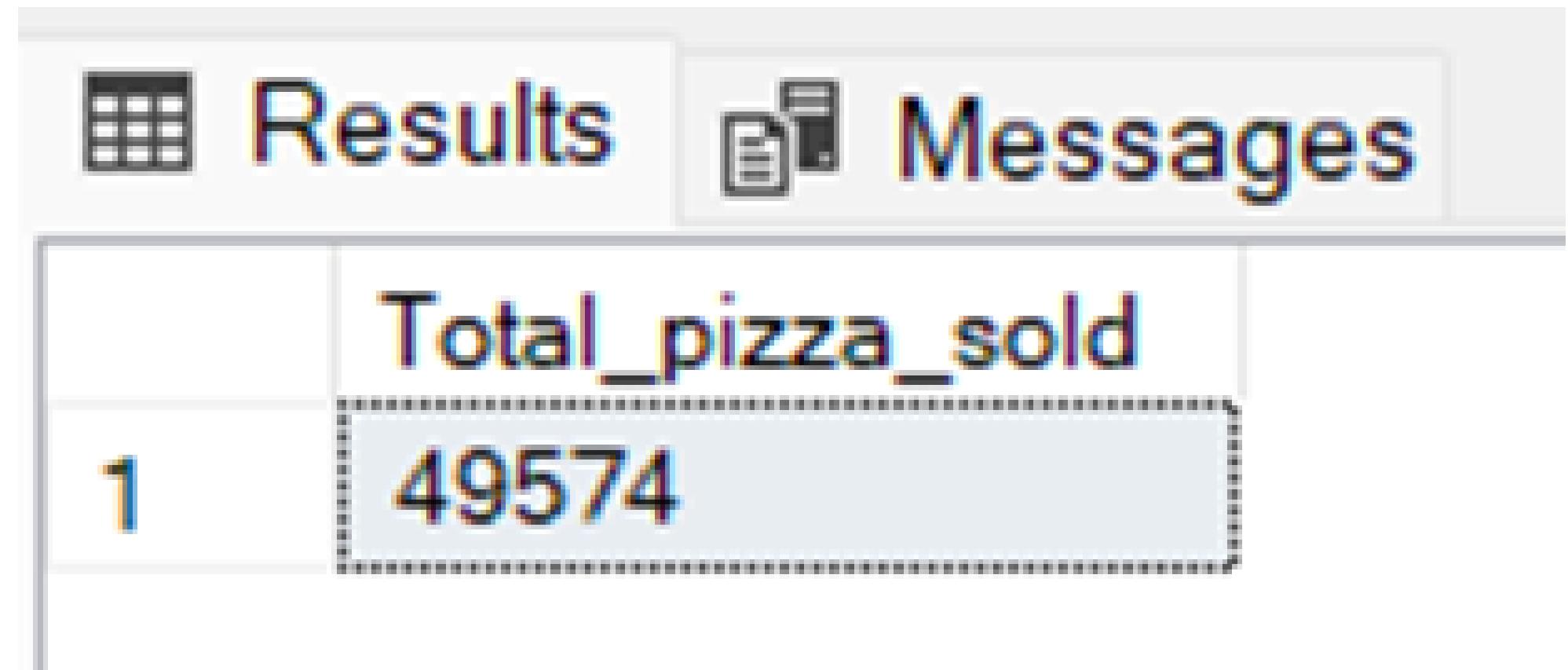


Results    Messages

	Avg_order_Value
1	38.3072623343546

### 3. TOTAL PIZZAS SOLD

```
SELECT SUM(quantity) AS Total_pizza_sold FROM pizza_sales
```



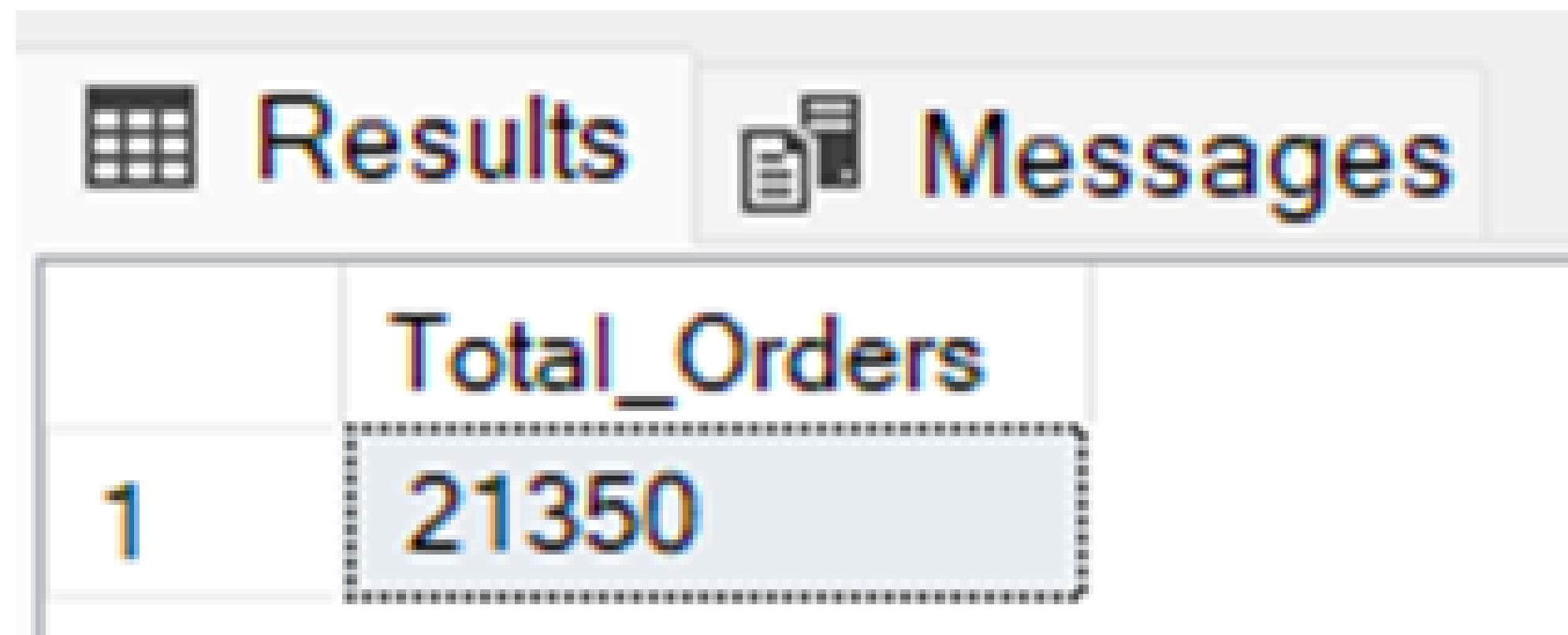
The image shows a screenshot of a database query results interface. At the top, there are two tabs: "Results" and "Messages". The "Results" tab is selected, indicated by a blue border around its text. Below the tabs, the results of the query are displayed in a table. The table has two columns: the first column contains the value "1", and the second column contains the header "Total\_pizza\_sold" followed by the value "49574". The value "49574" is highlighted with a dashed red border.

	Total_pizza_sold
1	49574



## 4. TOTAL ORDERS

```
SELECT COUNT(DISTINCT order_id) AS Total_Orders FROM pizza_sales
```



The screenshot shows a database results interface with two tabs: "Results" and "Messages". The "Results" tab is selected, displaying a single row of data. The data consists of two columns: "Total\_Orders" and a numerical value "21350". The "Total\_Orders" column has a header and contains the value "1". The numerical value "21350" is enclosed in a dashed border.

Total_Orders	21350
1	21350



## 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

## B. 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

## C. % OF SALES BY PIZZA CATEGORY

```
SELECT pizza_category, CAST(SUM(total_price) AS DECIMAL(10,2)) as  
      total_revenue,  
CAST(SUM(total_price) * 100 / (SELECT SUM(total_price) from  
      pizza_sales) AS DECIMAL(10,2)) AS PCT  
      FROM pizza_sales  
      GROUP BY pizza_category
```



Results    Messages

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

## D. % OF SALES BY PIZZA SIZE

```
SELECT pizza_size, CAST(SUM(total_price) AS DECIMAL(10,2)) as  
      total_revenue,  
      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 pizza_size
```



Results    Messages

	pizza_size	total_revenue	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

## 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
```



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



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# THANK YOU!

