

PIZZA SALES SQL QUERIES

A.KPI'S

1. Total Revenue:

```
select sum(total_price) as total_revenue from pizza_sales;
```

Results		Messages
total_revenue		
1	817860.05083847	

2. Average Order Value:

```
select sum(total_price)/count(Distinct order_id) as average_value from pizza_sales;
```

Results		Messages
average_value		
1	38.3072623343546	

3. Total Pizzas Sold:

```
select sum(quantity) as Total_pizza_sold from pizza_sales;
```

Results		Messages
Total_pizza_sold		
1	49574	

4. Total Orders:

```
select count(Distinct order_id) as Total_orders from pizza_sales;
```

Results		Messages
Total_orders		
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_Pizza_per_Order  
from pizza_sales;
```

Results		Messages
Avg_Pizza_per_Order		
1	2.32	

6. 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

7. Hourly Trend for Total Orders:

```
select datename(month, order_date) as Month_Name, count(distinct order_id) as
total_orders
from pizza_sales
group by datename(MONTH, order_date)
order by Total_orders desc
```

Results Messages		
	Month_Name	total_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

8. Percentage of Sales by Pizza Category:(jan)

```
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
```

Results Messages			
	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 pizza_sales) as decimal(10,2)) PCT
From pizza_sales
group by pizza_size
order by PCT DESC
```

	pizza_size	total_sales	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

10. Revenue of Total Pizza by names:

```
select pizza_name, sum(total_price) as total_revenue from pizza_sales
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
6	The Southwest Chicken Pizza	34705.75
7	The Italian Supreme Pizza	33476.75
8	The Hawaiian Pizza	32273.25
9	The Four Cheese Pizza	32265.7010040283
10	The Sicilian Pizza	30940.5
11	The Pepperoni Pizza	30161.75
12	The Greek Pizza	28454.1000213623
13	The Mexicana Pizza	26780.75
14	The Five Cheese Pizza	26066.5
15	The Pepper Salami Pizza	25529
16	The Italian Capocollo Pizza	25094
17	The Vegetables + Vegetables Pizza	24374.75

	pizza_name	total_revenue
17	The Vegetables + Vegetables Pizza	24374.75
18	The Prosciutto and Arugula Pizza	24193.25
19	The Napolitana Pizza	24087
20	The Spinach and Feta Pizza	23271.25
21	The Big Meat Pizza	22968
22	The Pepperoni, Mushroom, and P...	18834.5
23	The Chicken Alfredo Pizza	16900.25
24	The Chicken Pesto Pizza	16701.75
25	The Soppressata Pizza	16425.75
26	The Italian Vegetables Pizza	16019.25
27	The Calabrese Pizza	15934.25
28	The Spinach Pesto Pizza	15596
29	The Mediterranean Pizza	15360.5
30	The Spinach Supreme Pizza	15277.75
31	The Green Garden Pizza	13955.75
32	The Brie Carre Pizza	11588.4998130798

11. Top 5 Pizza 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
```

	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

12. 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 asc
```

	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

13. Top 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 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

14. 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
```

	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 Soppressata Pizza	961