Pizza Sales SQL Queries

**Key Metrics to be Analyzed:**

1. **Total Revenue**

SELECT

sum(total\_price) AS total\_revenue

FROM

pizza\_sales;

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**2. Average Order Value**

SELECT

sum(total\_price)/count(distinct(order\_id)) AS Avg\_order\_value

FROM

pizza\_sales;

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1. **Total Pizzas Sold**

SELECT

sum(quantity) AS Total\_pizza\_sold

FROM

pizza\_sales;

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1. **Total Orders**

SELECT

count(distinct(order\_id)) AS Total\_orders

FROM

pizza\_sales;

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1. **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;

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### Visualizations to be Created:

1. **Hourly Trend for Total Pizzas Sold:**

SELECT

datepart(HOUR, order\_time) AS order\_hour,

sum(quantity) AS Total\_pizza\_sold

FROM

pizza\_sales

GROUP BY

datepart(HOUR, order\_time)

ORDER BY

datepart(HOUR, order\_time);

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1. **Weekly Trend for Total Orders**

SELECT

datepart(ISO\_WEEK,order\_date) AS week\_number,

YEAR(order\_date) AS order\_year,

count(distinct order\_id) AS Total\_orders

FROM

pizza\_sales

GROUP BY

datepart(ISO\_WEEK,order\_date),

YEAR(order\_date)

ORDER BY

datepart(ISO\_WEEK,order\_date),

YEAR(order\_date);

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1. **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 percentage\_of\_total\_sales

FROM

pizza\_sales

GROUP BY

pizza\_category;

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**NOTE:**

If you want to apply the Month, Quarter, Week filters to the above queries you can use WHERE clause. Follow some of below examples:

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 WHERE MONTH(order\_date) = 1) AS decimal(10,2)) AS percentage\_of\_total\_sales

FROM

pizza\_sales

WHERE

MONTH(order\_date) = 1

GROUP BY

pizza\_category;

Here MONTH(order\_date) = 1 indicates that the output is for the month of January. MONTH(order\_date) = 4 indicates output for month of April.

For Quarter use datepart(QUARTER, order\_date) = 1 for 1st quarter

1. **Percentage of Sales by Pizza Size**

SELECT

pizza\_size,

round(sum(total\_price),2) AS total\_sales,

round(sum(total\_price\*100)/(SELECT sum(total\_price) from

pizza\_sales),2) AS percentage\_of\_total\_sales

FROM

pizza\_sales

GROUP BY

pizza\_size

ORDER BY

percentage\_of\_total\_sales DESC;

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**NOTE:**

If you want to apply the Month, Quarter, Week filters to the above queries you can use WHERE clause. Follow some of below examples:

SELECT

pizza\_size,

round(sum(total\_price),2) AS total\_sales,

round(sum(total\_price\*100)/(SELECT sum(total\_price) from pizza\_sales WHERE MONTH(order\_date) = 1),2) AS percentage\_of\_total\_sales

FROM

pizza\_sales

WHERE

MONTH(order\_date) = 1

GROUP BY

pizza\_size

ORDER BY

percentage\_of\_total\_sales DESC;

Here MONTH(order\_date) = 1 indicates that the output is for the month of January. MONTH(order\_date) = 4 indicates output for month of April.

For Quarter use datepart(QUARTER, order\_date) = 1 for 1st quarter

1. **Total Pizzas Sold by Pizza Category:**

SELECT

pizza\_category,

sum(quantity) AS total\_pizzas\_sold

FROM

pizza\_sales

GROUP BY

pizza\_category

ORDER BY

total\_pizzas\_sold DESC

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1. **Top 5 Best Sellers by Revenue, Total Quantity, and Total Orders:**

**Top 5 Best Sellers by Revenue**

SELECT TOP 5

pizza\_name,

round(sum(total\_price),2) AS total\_revenue

FROM

pizza\_sales

GROUP BY

pizza\_name

ORDER BY

total\_revenue DESC

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**Top 5 Best Sellers by Total Quantity**

SELECT TOP 5

pizza\_name,

round(sum(quantity),2) AS total\_quantity

FROM

pizza\_sales

GROUP BY

pizza\_name

ORDER BY

total\_quantity DESC

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**Top 5 Best Sellers by Total Orders**

SELECT TOP 5

pizza\_name,

count(distinct order\_id) AS total\_orders

FROM

pizza\_sales

GROUP BY

pizza\_name

ORDER BY

total\_orders DESC

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1. **Bottom 5 Sellers by Revenue, Total Quantity, and Total Orders:**

**Bottom 5 Sellers by Revenue**

SELECT TOP 5

pizza\_name,

round(sum(total\_price),2) AS total\_revenue

FROM

pizza\_sales

GROUP BY

pizza\_name

ORDER BY

total\_revenue

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**Bottom 5 Sellers by Total Quantity**

SELECT TOP 5

pizza\_name,

round(sum(quantity),2) AS total\_quantity

FROM

pizza\_sales

GROUP BY

pizza\_name

ORDER BY

total\_quantity

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**Bottom 5 Sellers by Total Orders**

SELECT TOP 5

pizza\_name,

count(distinct order\_id) AS total\_orders

FROM

pizza\_sales

GROUP BY

pizza\_name

ORDER BY

total\_orders

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