

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	817860.049999994		

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	38.3072622950816		

3. Total Pizzas Sold :

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

Results		Messages	
	total_pizzas_sold		
1	49574		

4. Total Orders

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

Results		Message	
	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_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)  
ORDER BY  
CASE  
    WHEN DATENAME(DW, order_date) = 'Sunday' THEN 1  
    WHEN DATENAME(DW, order_date) = 'Monday' THEN 2  
    WHEN DATENAME(DW, order_date) = 'Tuesday' THEN 3  
    WHEN DATENAME(DW, order_date) = 'Wednesday' THEN 4  
    WHEN DATENAME(DW, order_date) = 'Thursday' THEN 5  
    WHEN DATENAME(DW, order_date) = 'Friday' THEN 6  
    WHEN DATENAME(DW, order_date) = 'Saturday' THEN 7  
END;
```

Output:

Results Messages		
	order_day	total_orders
1	Sunday	2710
2	Monday	2940
3	Tuesday	2978
4	Wednesday	3064
5	Thursday	3173
6	Friday	3359
7	Saturday	3126

C. 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

D. % 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;
```

Output:

	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

E. Total Pizzas Sold by Pizza Category

```
SELECT pizza_category, SUM(quantity) as Total_Quantity_Sold  
  
FROM pizza_sales  
  
WHERE MONTH(order_date) = 2  
  
GROUP BY pizza_category  
  
ORDER BY Total_Quantity_Sold DESC;
```

Output:

	pizza_category	Total_Quantity_Sold
1	Classic	1156
2	Supreme	926
3	Chicken	919
4	Veggie	892

F. Top 5 Best Sellers by Total Pizzas Sold

```
SELECT Top 5 pizza_name, SUM(quantity) AS Total_Pizza_Sold
FROM pizza_sales
GROUP BY pizza_name
ORDER BY Total_Pizza_Sold DESC;
```

Output:

	pizza_name	Total_Pizza_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

H. Bottom 5 Best Sellers by Total Pizzas Sold

```
SELECT TOP 5 pizza_name, SUM(quantity) AS Total_Pizza_Sold
FROM pizza_sales
GROUP BY pizza_name
ORDER BY Total_Pizza_Sold ASC;
```

Output:

	pizza_name	Total_Pizza_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