PIZZA SALES SQL QUERIES

A. KPI's

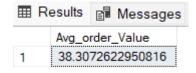
1. Total Revenue:

SELECT SUM(total_price) AS Total_Revenue FROM pizza_sales;



2. Average Order Value:

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



3. Total Pizzas Sold:

SELECT SUM(quantity) AS Total_pizza_sold FROM pizza_sales;



4. Total Orders

SELECT COUNT(DISTINCT order_id) AS Total_Orders FROM pizza_sales;



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
```

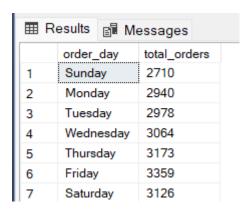
FROM pizza sales;



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;
```



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);

■ Results			
	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:

Results				
	pizza_	category	total_revenue	PCT
1	Class	С	220053.10	26.91
2	Chick	en	195919.50	23.96
3	Veggi	е	193690.45	23.68
4	Supre	me	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;

⊞ Results		
	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:

⊞ Results				
	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;

Results			
	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	