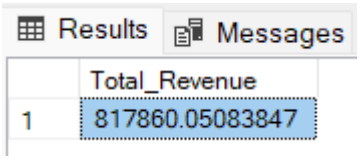
PIZZA SALES SQL QUERIES

A. KPI's

1. **Total Revenue:**

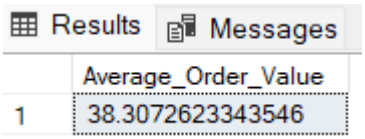
select SUM(total_price) as Total_Revenue from pizza_sales



	Total_Revenue
1	817860.05083847

2. **Average Order Value:**

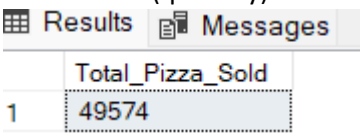
SELECT SUM(total_price) / COUNT(DISTINCT order_id)AS Average_Order_Value FROM pizza_sales



	Average_Order_Value
1	38.3072623343546

3. **Total Pizza Sold:**

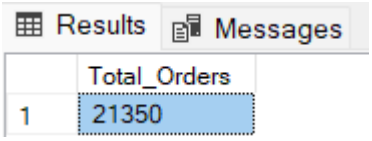
SELECT SUM(quantity) AS Total_Pizza_Sold FROM pizza_sales



	Total_Pizza_Sold
1	49574

4. **Total Order Placed:**

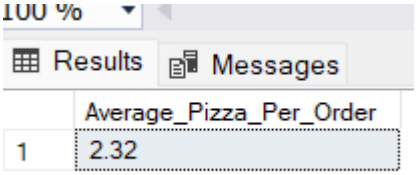
Select Count(DISTINCT order_id) AS Total_Orders FROM pizza_sales



	Total_Orders
1	21350

5. **Average Pizza 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 Average_Pizza_Per_Order FROM pizza_sales

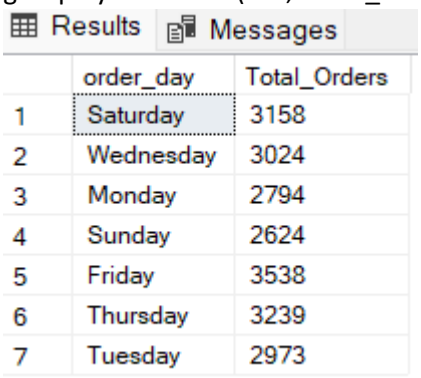


	Average_Pizza_Per_Order
1	2.32

B. Chart Requirements

1. **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_day	Total_Orders
1	Saturday	3158
2	Wednesday	3024
3	Monday	2794
4	Sunday	2624
5	Friday	3538
6	Thursday	3239
7	Tuesday	2973

2. **Monthly 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

3. **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 Sales_Percentage from pizza_sales group by pizza_category

Results Messages

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

4. **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)) as Sales_Percentage from pizza_sales group by pizza_size order by Sales_Percentage desc

Results Messages

	pizza_size	Total_Sales	Sales_Percentage
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

5. **Top 5 Best Sellers by Revenue**
   Select top 5 pizza_name, Sum(total_price) as Total_Sales from pizza_sales
   group by pizza_name order by Total_Sales Desc

Results Messages

	pizza_name	Total_Sales
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. **Bottom 5 Best Sellers by Revenue**

Select top 5 pizza_name, Sum(total_price) as Total_Sales from pizza_sales group by pizza_name order by Total_Sales asc

Results Messages

	pizza_name	Total_Sales
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

7. **Top 5 Best Sellers 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

8. **Bottom 5 Best Sellers by quantity:**
   Select top 5 pizza_name, Sum(quantity) as Total_quantity from pizza_sales group by pizza_name order by Total_quantity asc

Results Messages

	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

9. **Top 5 Best Sellers by order:**
   Select top 5 pizza_name, Count(distinct order_id) as Total_orders from pizza_sales group by pizza_name order by Total_orders desc

Results Messages

	pizza_name	Total_orders
1	The Classic Deluxe Pizza	2329
2	The Hawaiian Pizza	2280
3	The Pepperoni Pizza	2278
4	The Barbecue Chicken Pizza	2273
5	The Thai Chicken Pizza	2225

10. **Bottom 5 Best Sellers by order:**
    Select top 5 pizza_name, Count(distinct order_id) as Total_orders from pizza_sales group by pizza_name order by Total_orders asc

	pizza_name	Total_orders
1	The Brie Carre Pizza	480
2	The Mediterranean Pizza	912
3	The Spinach Supreme Pizza	918
4	The Calabrese Pizza	918
5	The Chicken Pesto Pizza	938