**PIZZA SALES SQL QUERIES**

**A. KPI’s**

**1. Total Revenue:**

SELECT SUM(total\_price) AS Total\_Revenue

FROM `pizza-sales-405800.pizza\_sales\_data.sales\_data`

Total\_Revenue

817860.04999995383

**2. Average Order Value**

SELECT (SUM(total\_price)/COUNT(DISTINCT order\_id)) AS Average\_Order\_Value

FROM `pizza-sales-405800.pizza\_sales\_data.sales\_data`

Average\_Order\_Value

38.3072622950798

**3. Total Pizzas Sold**

SELECT SUM(quantity) AS Total\_Pizzas\_Sold

FROM `pizza-sales-405800.pizza\_sales\_data.sales\_data`

Total\_Pizzas\_Sold

49574

**4. Total Orders**

SELECT COUNT(DISTINCT order\_id) AS Total\_Orders

FROM `pizza-sales-405800.pizza\_sales\_data.sales\_data`

Total\_Orders

21350

**5. Average Pizzas Per Order**

SELECT ROUND(CAST(CAST(SUM(quantity) AS FLOAT64) / CAST(COUNT(DISTINCT order\_id) AS float64) AS float64),2) AS Average\_Pizzas\_Per\_Order

FROM `pizza-sales-405800.pizza\_sales\_data.sales\_data`

Average\_Pizzas\_Per\_Order

2.32

**6. Daily Trend for Total Orders**SELECT FORMAT\_DATE("%A", CAST(order\_date AS DATE)) AS order\_day, COUNT(DISTINCT order\_id) AS total\_orders

FROM `pizza-sales-405800.pizza\_sales\_data.sales\_data`

group by order\_day

order\_day total\_orders

Thursday 3239

Friday 3538

Saturday 3158

Sunday 2624

Monday 2794

Tuesday 2973

Wednesday 3024

**7. Hourly Trend for Orders**

SELECT EXTRACT(HOUR FROM CAST(order\_time AS TIME)) AS order\_hour, COUNT(DISTINCT order\_id) AS total\_orders

FROM `pizza-sales-405800.pizza\_sales\_data.sales\_data`

GROUP BY order\_hour

order by order\_hour

order\_hour total\_orders

9 1

10 8

11 1231

12 2520

13 2455

14 1472

15 1468

16 1920

17 2336

18 2399

19 2009

20 1642

21 1198

22 663

23 28

**8. % of Sales by Pizza Category**

SELECT pizza\_category, ROUND(SUM(total\_price), 2) AS total\_revenue, ROUND(SUM(total\_price) \* 100 / (SELECT SUM(total\_price) FROM `pizza-sales-405800.pizza\_sales\_data.sales\_data`) , 2) AS PCT

FROM `pizza-sales-405800.pizza\_sales\_data.sales\_data`

GROUP BY pizza\_category

pizza\_category total\_revenue PCT

Classic 220053.1 26.91

Veggie 193690.45 23.68

Supreme 208197.0 25.46

Chicken 195919.5 23.96

**9. % of Sales by Pizza Size**

SELECT pizza\_size, ROUND(SUM(total\_price), 2) AS total\_revenue, ROUND(SUM(total\_price) \* 100 / (SELECT SUM(total\_price) FROM `pizza-sales-405800.pizza\_sales\_data.sales\_data`), 2) AS PCT

FROM `pizza-sales-405800.pizza\_sales\_data.sales\_data`

GROUP BY pizza\_size

ORDER BY pizza\_size

pizza\_size total\_revenue PCT

L 375318.7 45.89

M 249382.25 30.49

S 178076.5 21.77

XL 14076.0 1.72

XXL 1006.6 0.12

**10. Total Pizzas Sold by Pizza Category**

SELECT pizza\_category, SUM(quantity) as Total\_Quantity\_Sold

FROM `pizza-sales-405800.pizza\_sales\_data.sales\_data`

GROUP BY pizza\_category

ORDER BY Total\_Quantity\_Sold DESC

pizza\_category Total\_Quantity\_Sold

Classic 14888

Supreme 11987

Veggie 11649

Chicken 11050

**11. Top 5 Best Sellers by Total Pizzas Sold**

SELECT pizza\_name, SUM(quantity) as Total\_Pizza\_Sold

FROM `pizza-sales-405800.pizza\_sales\_data.sales\_data`

GROUP BY pizza\_name

ORDER BY Total\_Pizza\_Sold DESC

LIMIT 5;

pizza\_name Total\_Pizza\_Sold

The Classic Deluxe Pizza 2453

The Barbecue Chicken Pizza 2432

The Hawaiian Pizza 2422

The Pepperoni Pizza 2418

The Thai Chicken Pizza 2371

**12. Bottom 5 Best Sellers by Total Pizzas Sold**

SELECT pizza\_name, SUM(quantity) AS Total\_Pizza\_Sold

FROM `pizza-sales-405800.pizza\_sales\_data.sales\_data`

GROUP BY pizza\_name

ORDER BY Total\_Pizza\_Sold ASC

LIMIT 5;

pizza\_name Total\_Pizza\_Sold

The Brie Carre Pizza 490

The Mediterranean Pizza 934

The Calabrese Pizza 937

The Spinach Supreme Pizza 950

The Soppressata Pizza 961