## PIZZA SALES SQL QUERIES REPORT

#### A. KPI's

#### 1. Total Revenue:

SELECT \* FROM pizza\_sales.pizza\_sales;

select sum(total\_price) as Total\_Revenue from pizza\_sales.pizza\_sales;

	Total_Revenue	
•	817860.049999993	

#### 2. Average Order Value

SELECT \* FROM pizza\_sales.pizza\_sales;

select sum(total\_price) / count(distinct order\_id) as Avg\_order\_value from pizza\_sales.pizza\_sales;

	Avg_order_value	
•	38.307262295081635	

#### 3. Total Pizzas Sold

SELECT \* FROM pizza sales.pizza sales;

select sum(quantity) as Total\_pizza\_sold from pizza\_sales.pizza\_sales;



#### 4. Total Orders

SELECT \* FROM pizza\_sales.pizza\_sales;

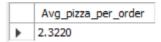
select count(distinct order\_id) as Total\_orders from pizza\_sales.pizza\_sales;

	Total_orders	
•	21350	

#### 5. Average Pizzas Per Order

SELECT \* FROM pizza\_sales.pizza\_sales;

select SUM(quantity) / count(distinct order\_id) as Avg\_pizza\_per\_order from pizza\_sales.pizza\_sales;



## **B. Monthly Trend for Total Orders**

**SELECT** 

MONTHNAME(STR\_TO\_DATE(order\_date, '%d-%m-%Y')) AS Month\_of\_year, COUNT(DISTINCT order\_id) AS total\_orders

FROM pizza\_sales.pizza\_sales

GROUP BY MONTH(STR\_TO\_DATE(order\_date, '%d-%m-%Y')), Month\_of\_year
ORDER BY month(STR\_TO\_DATE(order\_date, '%d-%m-%Y'));

	Month_of_year	total_orders
•	January	1845
	February	1685
	March	1840
	April	1799
	May	1853
	June	1773
	July	1935
	August	1841
	September	1661
	October	1646
	November	1792
	December	1680

## **C. Daily Trend for Total Orders**

SELECT \* FROM pizza\_sales.pizza\_sales;

**SELECT** 

DAYNAME(STR\_TO\_DATE(order\_date, '%d-%m-%Y')) AS day\_of\_week,

COUNT(DISTINCT order\_id) AS total\_orders

FROM pizza\_sales.pizza\_sales

GROUP BY day\_of\_week

ORDER BY FIELD(day\_of\_week,

'Monday', 'Tuesday', 'Wednesday', 'Thursday', 'Friday', 'Saturday', 'Sunday');

	day_of_week	total_orders
١	Monday	2794
	Tuesday	2973
	Wednesday	3024
	Thursday	3239
	Friday	3538
	Saturday	3158
	Sunday	2624

## **C. Hourly Trend for Orders**

#### **SELECT**

HOUR(STR\_TO\_DATE(order\_time, '%H:%i:%s')) AS order\_hour,

COUNT(DISTINCT order\_id) AS total\_orders

FROM pizza\_sales.pizza\_sales

GROUP 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

## D. % of Sales by Pizza Category

#### Select

pizza\_category, (sum(total\_price) \* 100 / (select sum(total\_price) from pizza\_sales.pizza\_sales )) as percentage\_sales

from pizza\_sales.pizza\_sales

GROUP BY pizza\_category

ORDER BY percentage\_sales DESC;

	pizza_category	percentage_sales
•	Classic 26.9059602556699	
	Supreme	25.45631126009884
	Chicken	23.955137556847493
	Veggie	23.682590927384783

-- filter by month JAN

**SELECT** 

pizza\_category,

(SUM(total\_price) \* 100.0 / (SELECT SUM(total\_price)

FROM pizza\_sales.pizza\_sales

WHERE MONTH(STR\_TO\_DATE(order\_date, '%d-%m-%Y')) = 1)) AS

percentage\_sales

FROM pizza\_sales.pizza\_sales

WHERE MONTH(STR\_TO\_DATE(order\_date, '%d-%m-%Y')) = 1

GROUP BY pizza\_category

ORDER BY percentage\_sales DESC;

## E. % of Sales by Pizza Size

Select

pizza\_size, Round((sum(total\_price) \* 100 / (select sum(total\_price) from pizza\_sales.pizza\_sales)), 2)as percentage\_sales

from pizza\_sales.pizza\_sales

GROUP BY pizza\_size

ORDER BY FIELD(pizza\_size, 'S', 'M', 'L', 'XL', 'XXL');

	pizza_size	percentage_sales
١	S	21.77
	M	30.49
	L	45.89
	XL	1.72
	XXL	0.12

## F. Total Pizzas Sold by Pizza Category

SELECT \* FROM pizza\_sales.pizza\_sales;

**SELECT** 

pizza\_category,

SUM(quantity) AS sales FROM pizza\_sales.pizza\_sales

GROUP BY pizza\_category

ORDER BY sales DESC;

	pizza_category	sales
•	Classic	14888
	Supreme	11987
	Veggie	11649
	Chicken	11050

# G. Top 5 Pizzas by Quantity

select pizza\_name, sum(quantity) as Quantity\_sold from pizza\_sales.pizza\_sales group by pizza\_name

order by Quantity\_sold DESC

Limit 5;

Limit 5;

	pizza_name	Quantity_sold
١	The Classic Deluxe Pizza	2453
	The Barbecue Chicken Pizza	2432
	The Hawaiian Pizza	2422
	The Pepperoni Pizza	2418
	The Thai Chicken Pizza	2371

## H. Bottom 5 Pizzas by Quantity

select pizza\_name, sum(quantity) as Quantity\_sold from pizza\_sales.pizza\_sales group by pizza\_name order by Quantity\_sold Asc

	pizza_name	Quantity_sold
•	The Brie Carre Pizza	490
	The Mediterranean Pizza	934
	The Calabrese Pizza	937
	The Spinach Supreme Pizza	950
	The Soppressata Pizza	961

-- Bottom 5 pizza on the basis of sales filtered by jan

select pizza\_name, sum(quantity) as Quantity\_sold from pizza\_sales.pizza\_sales
WHERE MONTH(STR\_TO\_DATE(order\_date, '%d-%m-%Y')) = 1
group by pizza\_name
order by Quantity\_sold Asc
Limit 5;