

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
▶	817860.0499999993

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;
```

	Total_pizza_sold
▶	49574

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;
```

	Avg_pizza_per_order
▶	2.3220

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
►	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	78

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
▶	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;
```

	pizza_name	Quantity_sold
▶	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  
  
Limit 5;
```

	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;
```