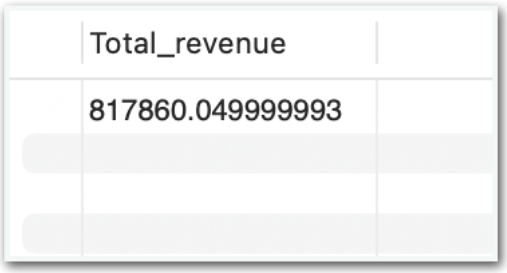
PIZZA SALES SQL QUERIES

A. KPI's

1. Total Revenue: The sum of the total price of all pizza orders.

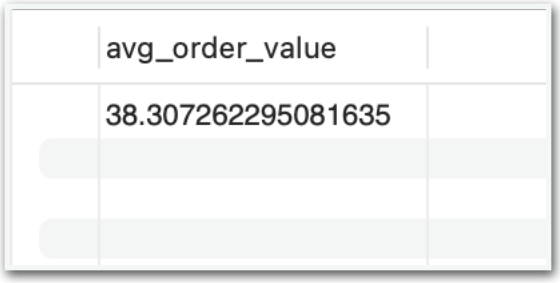
```
USE pizza_store;
SELECT SUM(total_price) AS Total_revenue
FROM pizza_sales
```



Total_revenue
817860.049999993

2. Average Order Value: The average amount spent per order, calculated by dividing the total revenue by the total number of orders.

```
USE pizza_store;
SELECT SUM(total_price)/COUNT(DISTINCT order_id) AS avg_order_value
FROM pizza_sales
```



avg_order_value
38.307262295081635

3. Total Pizzas Sold: The sum of the quantities of all pizzas sold.

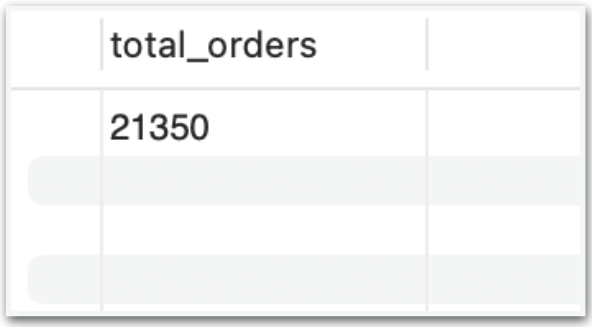
```
USE pizza_store;
SELECT SUM(quantity) AS total_pizzas_sold
```

FROM pizza_sales

total_pizzas_sold
49574

4. Total Orders: The total number of orders placed.

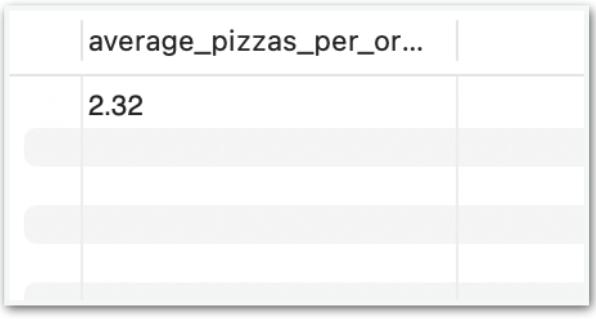
```
USE pizza_store;
SELECT COUNT(DISTINCT order_id) AS total_orders
FROM pizza_sales
```



total_orders
21350

5. Average Pizzas Per Order: The average number of pizzas sold per order, calculated by dividing the total number of pizzas sold by the total number of orders.

```
USE pizza_store;
SELECT CAST(SUM(quantity)/COUNT(DISTINCT order_id) AS DECIMAL(10,2)) AS
average_pizzas_per_order
FROM pizza_sales
```



average_pizzas_per_or...
2.32

B. Daily Trend For Total Orders

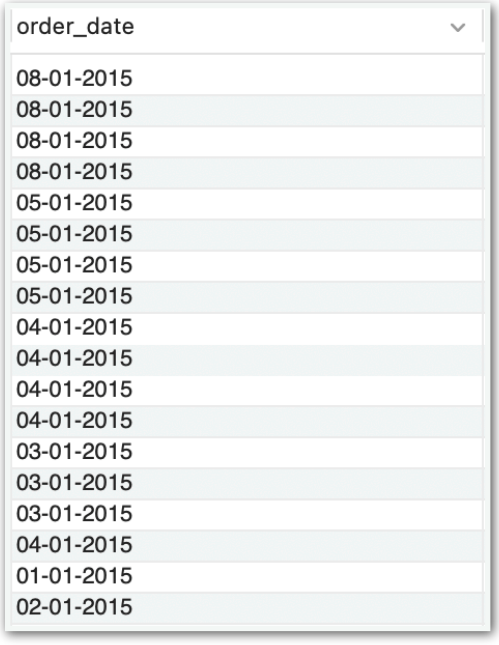
—MySQL—

```
USE pizza_store;
SELECT WEEKDAY(order_date),
COUNT(DISTINCT order_id) AS total_orders
FROM pizza_sales
GROUP BY WEEKDAY(order_date)
ORDER BY WEEKDAY(order_date)
```

Or

```
USE pizza_store;
SELECT DAYNAME(order_date),
COUNT(DISTINCT order_id) AS total_orders
FROM pizza_sales
GROUP BY DAYNAME(order_date)
ORDER BY DAYNAME(order_date)
```

—THERE IS AN ERROR IN THE DATA OF DATE COLUMN, I.E THE ORDER OF THE DATE IS FILLED IN WRONG MANNER AS SEEN IN THE IMAGE BELOW FOR MYSQL, BUT IT CAN BE DONE IN MS SQL—



order_date
08-01-2015
08-01-2015
08-01-2015
08-01-2015
05-01-2015
05-01-2015
05-01-2015
05-01-2015
04-01-2015
04-01-2015
04-01-2015
04-01-2015
03-01-2015
03-01-2015
03-01-2015
04-01-2015
01-01-2015
02-01-2015

```
SELECT DATENAME(DW, order_date) AS order_day,
COUNT (DISTINCT order_id) AS total_orders
FROM pizza_sales
GROUP BY DATENAME(DW, order_date)
```

Results Messages

	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

C. Percentage of Sales by Pizza Category

```
USE pizza_store;
SELECT pizza_category, CAST((SUM(total_price)*100/(SELECT SUM(total_price)
FROM pizza_sales)) AS DECIMAL (10,2)) AS percentage_of_sale
FROM pizza_sales
GROUP BY pizza_category
ORDER BY pizza_category
```

pizza_category	percentage_of_sale
Chicken	23.96
Classic	26.91
Supreme	25.46
Veggie	23.68

D. Percentage of Sales by Pizza Size

```
USE pizza_store;

SELECT pizza_size, CAST((SUM(total_price)*100/(SELECT SUM(total_price) FROM
pizza_sales)) AS DECIMAL (10,2)) AS percentage_of_sale

FROM pizza_sales

GROUP BY pizza_size

ORDER BY pizza_size
```

pizza_size	percentage_of_sale
L	45.89
M	30.49
S	21.77
XL	1.72
XXL	0.12

E. Total Pizzas Sales By Pizza Category

```
USE pizza_store;

SELECT pizza_category, SUM(quantity) AS total_quantity_sold

FROM pizza_sales

GROUP BY pizza_category

ORDER BY pizza_category
```

pizza_category	total_quantity_s...
Chicken	11050
Classic	14888
Supreme	11987
Veggie	11649

F. Total 5 Best Sellers By Total Pizzas Sold

```
USE pizza_store;
SELECT pizza_name, SUM(Quantity) AS total_pizzas_sold
FROM pizza_sales
GROUP BY pizza_name
ORDER BY total_pizzas_sold DESC
LIMIT 5
```

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

G. Bottom 5 Best Sellers by Total Pizzas Sold

```
USE pizza_store;
SELECT pizza_name, SUM(Quantity) AS total_pizzas_sold
FROM pizza_sales
GROUP BY pizza_name
ORDER BY total_pizzas_sold
LIMIT 5
```

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