PIZZA SALES SQL QUERIES

I. KPI's REQUIREMENT (Key performance indicator)

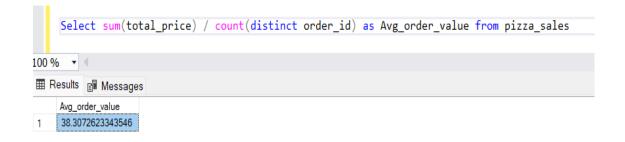
a) **Total Revenue**: The sum of the total price of all pizza orders.

```
select sum(total_price) As total_revenue from pizza_sales;

total_revenue

1 817860.05083847
```

b) **Average order Value**: the average amount spent per order, calculated by dividing the total revenue by the total number of orders.



c) Total pizzas sold: The sum of the quantities of all pizza sold

```
SQLQuery1.sql -...ASTER\masst (51))* 

select sum(quantity) as total_pizzas_sold from pizza_sales

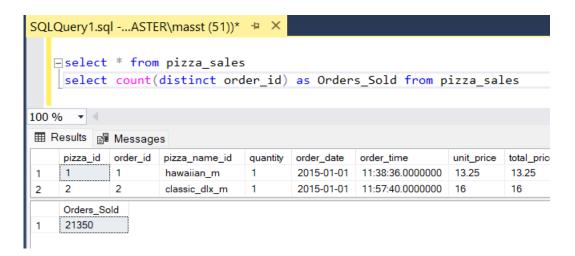
100 % 

Results Messages

total_pizzas_sold

1 49574
```

d) Total orders: The total number of orders placed



e) **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.

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

avg_pizzass_per_order
1 2.32
```

2. Daily Trend for Total Orders

Output:

	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

3. Hourly Trend for Orders

```
select DATEPART(hour, order_time) as order_time, count(distinct order_id) as
total_orders
from pizza_sales
group by DATEPART(hour, order_time)
order by order_time
```

	order_time	total_orders
1	9	1
2	10	8
3	11	1231
4	12	2520
5	13	2455
6	14	1472
7	15	1468
8	16	1920
9	17	2336
10	18	2399
11	19	2009
12	20	1642
13	21	1198
14	22	663
15	23	28

```
select DATEPART(hour, order_time) as order_time, count(distinct order_id) as
total_orders
from pizza_sales
group by DATEPART(hour, order_time)
order by total_orders desc
```

	order_time	total_orders
1	12	2520
2	13	2455
3	18	2399
4	17	2336
5	19	2009
6	16	1920
7	20	1642
8	14	1472
9	15	1468
10	11	1231
11	21	1198
12	22	663
13	23	28
14	10	8
15	9	1

4. % of Sales by Pizza Category

```
select pizza_category, cast(sum(total_price) AS decimal(15,2)) as Total_sales,
sum(total_price) * 100 / (select sum(total_price) from pizza_sales) as pct
from pizza_sales
group by pizza_category
```

	pizza_category	Total_sales	pct
1	Classic	220053.10	26.9059602306976
2	Chicken	195919.50	23.9551375322885
3	Veggie	193690.45	23.6825910258677
4	Supreme	208197.00	25.4563112111462

5. % of Sales by Pizza Size

```
select pizza_size, cast(sum(total_price) as decimal(15,2)) as Total_Sales,
cast(sum(total_price) * 100 / (select cast(sum(total_price) as decimal(15,2)) from
pizza_sales) as decimal(15,2)) as pct
from pizza_sales
group by pizza_size
order by pizza_size
```

	pizza_size	Total_Sales	pct
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

6. Total Pizzas Sold by Pizza Category

	pizza_category	Total_Quantity
1	Classic	14888
2	Supreme	11987
3	Veggie	11649
4	Chicken	11050

7. Top 5 Best Sellers by Total Pizzas Sold

```
select pizza_size, cast(sum(total_price) as decimal(15,2)) as Total_Sales,
cast(sum(total_price) * 100 / (select cast(sum(total_price) as decimal(15,2)) from
pizza_sales) as decimal(15,2)) as pct
from pizza_sales
group by pizza_size
order by pizza_size
```

	pizza_category	Total_Quantity
1	Classic	14888
2	Supreme	11987
3	Veggie	11649
4	Chicken	11050

8. Bottom 5 Best Sellers by Total Pizzas Sold

```
select top 5 pizza_name, sum(quantity) as Total_Pizzas_sold
from pizza_sales
group by pizza_name
order by Total_Pizzas_sold asc
```

	pizza_name	Total_Pizzas_sold
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

NOTE:

To apply the Month, Quarter, Week filters to the above queries you can use WHERE clause. Follow some of below examples

```
SELECT DATENAME(DW, order_date) AS order_day, COUNT(DISTINCT order_id) AS total_orders FROM pizza_sales
WHERE MONTH(order_date) = 1
GROUP BY DATENAME(DW, order_date)
```

*Here MONTH(order_date) = 1 indicates that the output is for the month of January.

MONTH(order_date) = 4 indicates output for Month of April.

SELECT DATENAME(DW, order_date) AS order_day, COUNT(DISTINCT order_id) AS total_orders FROM pizza_sales WHERE DATEPART(QUARTER, order_date) = 1 GROUP BY DATENAME(DW, order_date)

*Here DATEPART(QUARTER, order_date) = 1 indicates that the output is for the Quarter 1. MONTH(order_date) = 3 indicates output for Quarter 3.