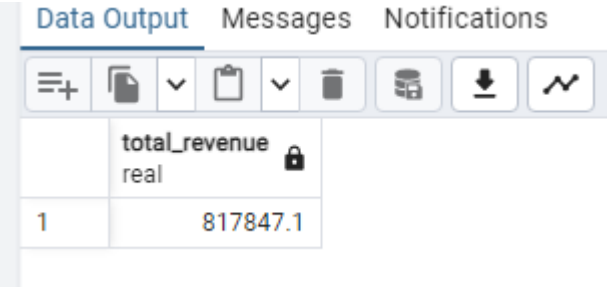
Pizza Sales SQL Queries

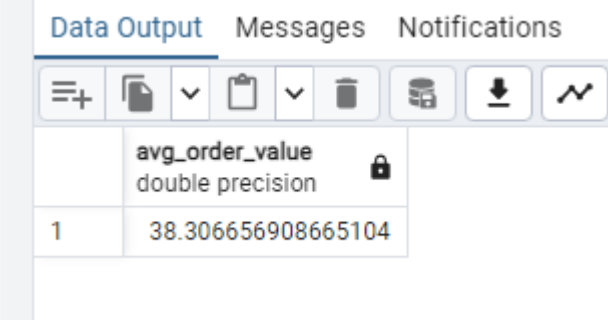
A. KPI's

1. Total Revenue:

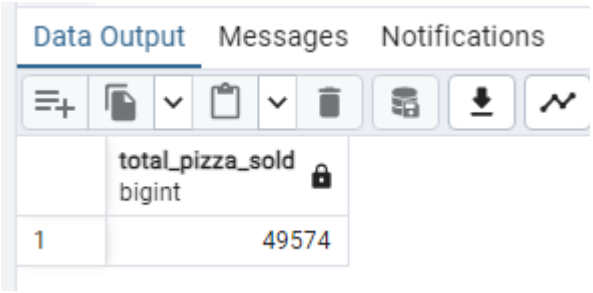
```
SELECT SUM(total_price) AS total_revenue
FROM pizza_sales;
```



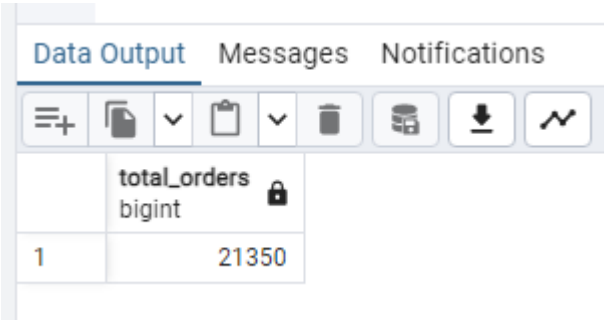
2. Average Order Value:
   SELECT SUM(total_price) / COUNT(DISTINCT order_id) AS Avg_order_value FROM pizza_sales;



3. Total Pizza Sold:
   SELECT SUM(quantity) AS Total_Pizza_Sold FROM pizza_sales;

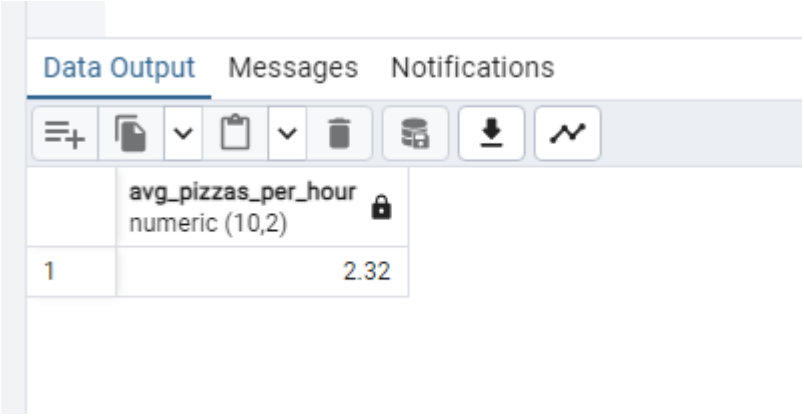


4. Total Orders:
   SELECT COUNT(DISTINCT order_id) AS Total_Orders FROM pizza_sales;



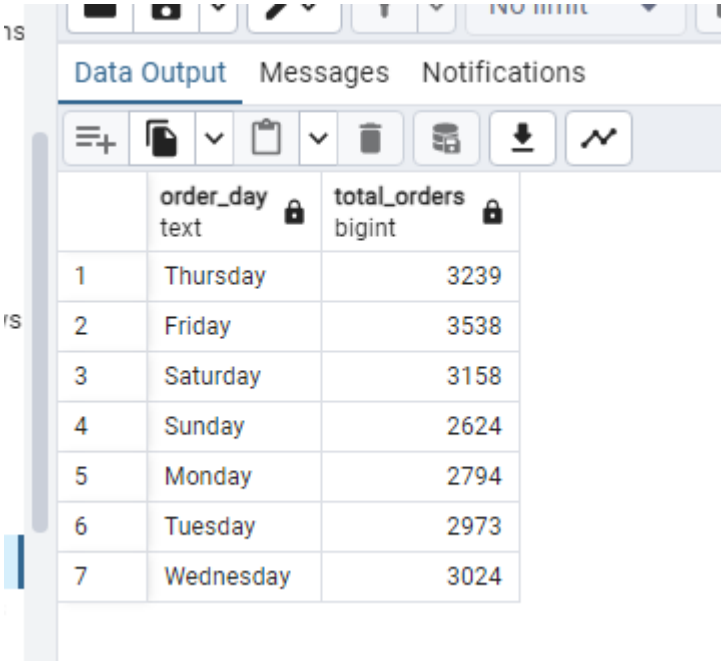
5. Average Pizza's per Order:

   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_Per_Hour
   FROM pizza_sales;



B. Daily Trend for Total Orders:

```
SELECT
   TO_CHAR(order_date, 'Day') AS order_day,
   COUNT(DISTINCT order_id) AS total_orders
FROM pizza_sales
GROUP BY TO_CHAR(order_date, 'Day')
ORDER BY MIN(order_date);
```



Data Output | Messages | Notifications

	order_day text	total_orders bigint
1	Thursday	3239
2	Friday	3538
3	Saturday	3158
4	Sunday	2624
5	Monday	2794
6	Tuesday	2973
7	Wednesday	3024

C. Hourly Trend for Orders:

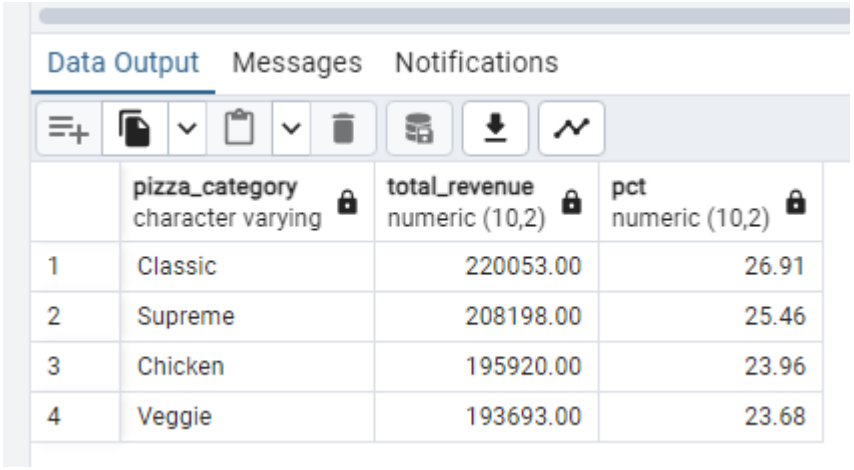
```
SELECT
   EXTRACT(HOUR FROM order_time) AS order_hours,
   COUNT(DISTINCT order_id) AS total_orders
FROM pizza_sales
GROUP BY EXTRACT(HOUR FROM order_time)
ORDER BY EXTRACT(HOUR FROM order_time);
```

Data Output | Messages | Notifications

	order_hours numeric	total_orders bigint
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

D. % of Sales by Pizza Category:

```
SELECT pizza_category, CAST(SUM(total_price) AS
DECIMAL(10,2)) as total_revenue,
CAST(SUM(total_price) * 100 / (SELECT SUM(total_price) from
pizza_sales) AS DECIMAL(10,2)) AS PCT
FROM pizza_sales
GROUP BY pizza_category
```

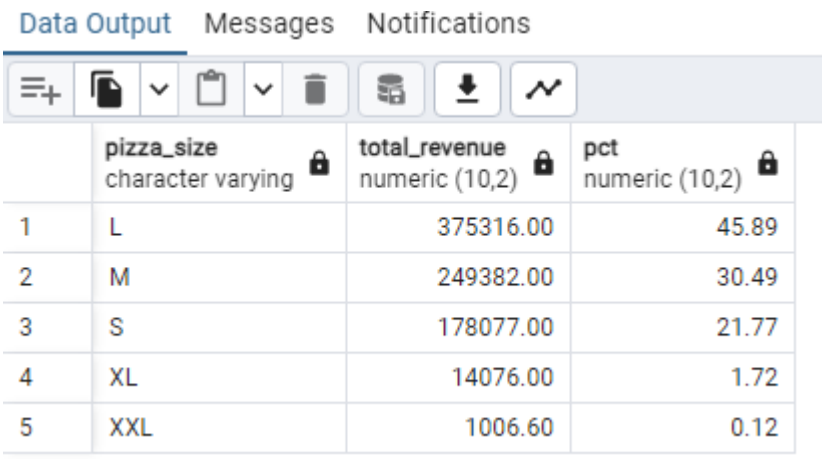


Data Output | Messages | Notifications

	pizza_category character varying	total_revenue numeric (10,2)	pct numeric (10,2)
1	Classic	220053.00	26.91
2	Supreme	208198.00	25.46
3	Chicken	195920.00	23.96
4	Veggie	193693.00	23.68

E. % Of Sales by Pizza Size:

```
SELECT pizza_size, CAST(SUM(total_price) AS DECIMAL(10,2))
as total_revenue,
CAST(SUM(total_price) * 100 / (SELECT SUM(total_price) from
pizza_sales) AS DECIMAL(10,2)) AS PCT
FROM pizza_sales
GROUP BY pizza_size
ORDER BY pizza_size ASC;
```



Data Output | Messages | Notifications

	pizza_size character varying	total_revenue numeric (10,2)	pct numeric (10,2)
1	L	375316.00	45.89
2	M	249382.00	30.49
3	S	178077.00	21.77
4	XL	14076.00	1.72
5	XXL	1006.60	0.12

F. Total Pizzas Sold by Pizza Category:

```
SELECT
   pizza_category,
   SUM(quantity) AS total_quantity_sold
FROM pizza_sales
WHERE EXTRACT(MONTH FROM order_date) = 2
GROUP BY pizza_category
ORDER BY total_quantity_sold DESC;
```

Data Output | Messages | Notifications

	pizza_category character varying	total_quantity_sold bigint
1	Classic	1178
2	Supreme	964
3	Veggie	944
4	Chicken	875

G. Top 5 Best Sellers by Total Pizzas Sold:

```
SELECT
   pizza_name,
   SUM(quantity) AS total_pizza_sold
FROM pizza_sales
GROUP BY pizza_name
ORDER BY total_pizza_sold DESC
LIMIT 5;
```

Data Output | Messages | Notifications

	pizza_name character varying	total_pizza_sold bigint
1	The Classic Deluxe Pizza	2453
2	The Barbecue Chicken Pizza	2432
3	The Hawaiian Pizza	2422
4	The Pepperoni Pizza	2418
5	The Thai Chicken Pizza	2371