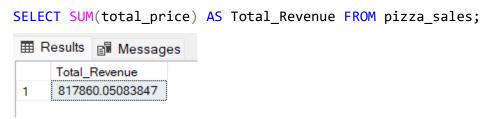
# **PIZZA SALES SQL QUERIES**

### A. KPI's

#### 1. Total Revenue:



#### 2. Average Order Value

```
SELECT (SUM(total_price) / COUNT(DISTINCT order_id)) AS Avg_order_Value
FROM pizza_sales

Results Messages

Avg_order_Value
1 38.3072623343546
```

#### 3. Total Pizzas Sold

SELECT SUM(quantity) AS Total\_pizza\_sold FROM pizza\_sales

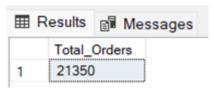
| Results | Messages |
| Total\_pizza\_sold |

#### 4. Total Orders

1

49574

SELECT COUNT(DISTINCT order\_id) AS Total\_Orders FROM pizza\_sales



#### 5. Average Pizzas 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_order
FROM pizza_sales
```

```
Results Messages

Avg_Pizzas_per_order

1 2.32
```

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

SELECT DATENAME(DW, order\_date) AS order\_day, COUNT(DISTINCT order\_id) AS
total\_orders
FROM pizza\_sales
GROUP BY DATENAME(DW, order\_date)

#### **Output:**



# **C. Monthly Trend for Orders**

```
select DATENAME(MONTH, order_date) as Month_Name, COUNT(DISTINCT order_id)
as Total_Orders
from pizza_sales
GROUP BY DATENAME(MONTH, order_date)Output
```

|    |            | •            |
|----|------------|--------------|
|    | Month_Name | Total_Orders |
| 1  | February   | 1685         |
| 2  | June       | 1773         |
| 3  | August     | 1841         |
| 4  | April      | 1799         |
| 5  | May        | 1853         |
| 6  | December   | 1680         |
| 7  | January    | 1845         |
| 8  | September  | 1661         |
| 9  | October    | 1646         |
| 10 | July       | 1935         |
| 11 | November   | 1792         |
| 12 | March      | 1840         |

### 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
```

#### <u>Output</u>

| ■ Results |                |               |       |
|-----------|----------------|---------------|-------|
|           | pizza_category | total_revenue | PCT   |
| 1         | Classic        | 220053.10     | 26.91 |
| 2         | Chicken        | 195919.50     | 23.96 |
| 3         | Veggie         | 193690.45     | 23.68 |
| 4         | Supreme        | 208197.00     | 25.46 |

### 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
```

#### **Output**

| ⊞ Results |            |               |       |
|-----------|------------|---------------|-------|
|           | pizza_size | total_revenue | 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  |

# F. Total Pizzas Sold by Pizza Category

```
SELECT pizza_category, SUM(quantity) as Total_Quantity_Sold
FROM pizza_sales
WHERE MONTH(order_date) = 2
GROUP BY pizza_category
ORDER BY Total_Quantity_Sold DESC
```

#### **Output**

| ■ Results |                |                     |
|-----------|----------------|---------------------|
|           | pizza_category | Total_Quantity_Sold |
| 1         | Classic        | 14888               |
| 2         | Supreme        | 11987               |
| 3         | Veggie         | 11649               |
| 4         | Chicken        | 11050               |

# G. Top 5 Pizzas by Revenue

```
SELECT Top 5 pizza_name, SUM(total_price) AS Total_Revenue
FROM pizza_sales
GROUP BY pizza_name
ORDER BY Total_Revenue DESC
```

| ⊞ Results |                              |               |  |
|-----------|------------------------------|---------------|--|
|           | pizza_name                   | Total_Revenue |  |
| 1         | The Thai Chicken Pizza       | 43434.25      |  |
| 2         | The Barbecue Chicken Pizza   | 42768         |  |
| 3         | The California Chicken Pizza | 41409.5       |  |
| 4         | The Classic Deluxe Pizza     | 38180.5       |  |
| 5         | The Spicy Italian Pizza      | 34831.25      |  |

### H. Bottom 5 Pizzas by Revenue

SELECT Top 5 pizza\_name, SUM(total\_price) AS Total\_Revenue
FROM pizza\_sales
GROUP BY pizza\_name
ORDER BY Total\_Revenue ASC

|   | pizza_name                | Total_Revenue    |
|---|---------------------------|------------------|
| 1 | The Brie Carre Pizza      | 11588.4998130798 |
| 2 | The Green Garden Pizza    | 13955.75         |
| 3 | The Spinach Supreme Pizza | 15277.75         |
| 4 | The Mediterranean Pizza   | 15360.5          |
| 5 | The Spinach Pesto Pizza   | 15596            |

### I. Top 5 Pizzas by Quantity

SELECT Top 5 pizza\_name, SUM(quantity) AS Total\_Pizza\_Sold
FROM pizza\_sales
GROUP BY pizza\_name
ORDER BY Total\_Pizza\_Sold DESC

#### **Output**

|   | pizza_name                 | Total_Pizza_Sold |
|---|----------------------------|------------------|
| 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             |

### J. Bottom 5 Pizzas by Quantity

SELECT TOP 5 pizza\_name, SUM(quantity) AS Total\_Pizza\_Sold

FROM pizza\_sales
GROUP BY pizza\_name
ORDER BY Total\_Pizza\_Sold ASC

#### **Output**

| ■ Results |                           |                  |
|-----------|---------------------------|------------------|
|           | pizza_name                | Total_Pizza_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              |

### K. Top 5 Pizzas by Total Orders

SELECT Top 5 pizza\_name, COUNT(DISTINCT order\_id) AS Total\_Orders FROM pizza\_sales
GROUP BY pizza\_name
ORDER BY Total\_Orders DESC



### L. Borrom 5 Pizzas by Total Orders

SELECT Top 5 pizza\_name, COUNT(DISTINCT order\_id) AS Total\_Orders
FROM pizza\_sales
GROUP BY pizza\_name
ORDER BY Total\_Orders ASC



# <u>NOTE</u>

If you want to apply the pizza\_category or pizza\_size filters to the above queries you can use WHERE clause. Follow some of below examples

```
SELECT Top 5 pizza_name, COUNT(DISTINCT order_id) AS Total_Orders
FROM pizza_sales
WHERE pizza_category = 'Classic'
GROUP BY pizza_name
ORDER BY Total_Orders ASC
```