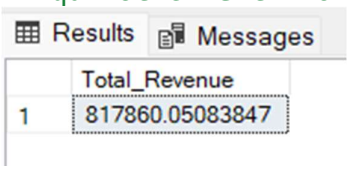
PIZZA SALES SQL QUERIES

A. KPI's

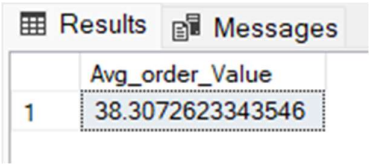
1. Total Revenue:

```
SELECT
  SUM(total_price) AS Total_Revenue
FROM
  `quixotic-vent-446704-g6.Piza_DB.Pizza_sales`;
```



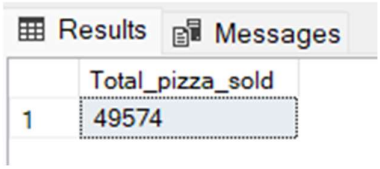
2. Average Order Value

```
SELECT
  SUM(total_price) / COUNT (DISTINCT order_id) AS Avg_Order_value
FROM
  `quixotic-vent-446704-g6.Piza_DB.Pizza_sales`;
```



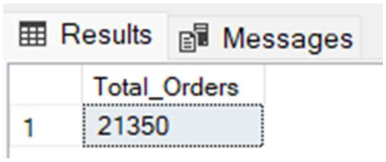
3. Total Pizzas Sold

```
SELECT

  SUM(quantity) AS Total_pizza_sold

FROM

  `quixotic-vent-446704-g6.Piza_DB.Pizza_sales`;
```

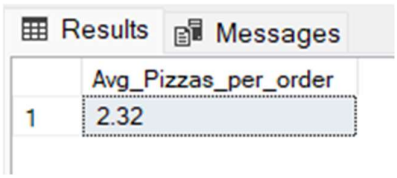


4. Total Orders

```
SELECT
  COUNT(DISTINCT order_id) AS Total_Orders
FROM
  `quixotic-vent-446704-g6.Piza_DB.Pizza_sales`;
```




```
SELECT
  CAST(SUM(quantity) AS FLOAT64) /
CAST(COUNT(DISTINCT order_id) AS FLOAT64)
AS Avg_Pizzas_per_order
FROM
  `quixotic-vent-446704-g6.Piza_DB.Pizza_sales`;
```



B. Daily Trend for Total Orders

```
--Daily Trend

SELECT
  FORMAT_DATE('%A', order_date) AS order_day, COUNT(DISTINCT order_id) AS
total_orders
FROM
  `quixotic-vent-446704-g6.Piza_DB.Pizza_sales`
  GROUP BY order_day
  ORDER BY order_day;
```

Output:

JOB INFORMATION | RESULTS | CHART | JSON

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

C. Hourly Trend for Orders

```
--Hourly Trend
SELECT
  EXTRACT(HOUR FROM order_time) AS order_hour, COUNT(DISTINCT order_id) AS
total_orders
FROM
  `quixotic-vent-446704-g6.Piza_DB.Pizza_sales`
  GROUP BY order_hour
  ORDER BY order_hour;
```

Output

Results | Messages

	order_hours	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

D. % of Sales by Pizza Category

```
SELECT pizza_category,sum(total_price)as Total_sales,
sum(total_price)*100/(SELECT sum(total_price) from `quixotic-vent-446704-
g6.Piza_DB.Pizza_sales` WHERE EXTRACT(MONTH FROM order_date) = 1)  AS PCT
FROM
  `quixotic-vent-446704-g6.Piza_DB.Pizza_sales`
  WHERE EXTRACT(MONTH FROM order_date) = 1
  GROUP BY pizza_category
```

Output

Results | Messages

	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 NUMERIC) AS Total_Sales,
  CAST(SUM(total_price) * 100 / (SELECT SUM(total_price) FROM `quixotic-
vent-446704-g6.Piza_DB.Pizza_sales` WHERE EXTRACT(QUARTER FROM order_date)
= 1) AS NUMERIC) AS PCT
FROM
  `quixotic-vent-446704-g6.Piza_DB.Pizza_sales`
WHERE
  EXTRACT(QUARTER FROM order_date) = 1
GROUP BY
  pizza_size
ORDER BY
  PCT DESC;
```

Output

Query results

JOB INFORMATION | RESULTS | CHART | JSON | EXECUTIO

Row	pizza_size	Total_Sales	PCT
1	L	95229.65	46.37431215
2	M	61159	29.782809837
3	S	45384.25	22.10092525
4	XL	3289.5	1.601899196
5	XXL	287.6	0.140053567

F. Total Pizzas Sold by Pizza Category

```
SELECT
  pizza_category, sum(quantity) AS Total_pizzas_sold
FROM
  `quixotic-vent-446704-g6.Piza_DB.Pizza_sales`
  GROUP BY pizza_category
```

Output

Query results

JOB INFORMATION | RESULTS | CHART | JSON

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

G. Top 5 Best Sellers by Total Pizzas Sold

```
SELECT pizza_name, SUM(quantity) AS Total_Pizza_Sold
FROM
  `quixotic-vent-446704-g6.Piza_DB.Pizza_sales`
GROUP BY pizza_name
ORDER BY Total_Pizza_Sold DESC
LIMIT 5;
```

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

H. Bottom 5 Best Sellers by Total Pizzas Sold

```
SELECT pizza_name, SUM(quantity) AS Total_Pizza_Sold
FROM
  `quixotic-vent-446704-g6.Piza_DB.Pizza_sales`
GROUP BY pizza_name
ORDER BY Total_Pizza_Sold ASC
LIMIT 5;
```

Output

Results Messages

	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