PIZZA SALES SQL QUERIES

I. KPI's

1. Total Revenue:

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

	total_revenue 🔒 numeric
1	817860.05

2. Average Order Value

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

	avg_order_value 🔒 numeric
1	38.3072622950819672

3. Total Pizzas Sold

```sql
SELECT
    SUM(quantity) AS total_pizza_sold
FROM pizza_sales
```

	total_pizza_sold 🔒 bigint
1	49574

4. Total Orders

```sql
SELECT
    COUNT(DISTINCT order_id) AS Total_Orders
FROM pizza_sales
```

	total_orders 🔒 bigint
1	21350

5. Average Pizzas Per Order

```sql
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
```

	numeric 🔒 numeric (10,2)
1	2.32

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

III. Hourly Trend for Orders

```sql
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
    order_hours;
```

	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

IV. % of Sales by Pizza Category

```sql
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
```

	pizza_category character varying (50)	total_revenue numeric (10,2)	pct numeric (10,2)
1	Supreme	208197.00	25.46
2	Chicken	195919.50	23.96
3	Veggie	193690.45	23.68
4	Classic	220053.10	26.91

V. % of Sales by Pizza Size

```sql
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
```

	pizza_size character varying (5) 🔒	total_revenue numeric (10,2) 🔒	pct numeric (10,2) 🔒
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

VI. Total Pizzas Sold by Pizza Category

```sql
SELECT

    pizza_category,

    SUM(quantity) AS total_quantity_sold

FROM pizza_sales

GROUP BY pizza_category

ORDER BY total_quantity_sold DESC;
```

	pizza_category character varying (50) 🔒	total_quantity_sold bigint 🔒
1	Classic	14888
2	Supreme	11987
3	Veggie	11649
4	Chicken	11050

VII. Top 5 Best Sellers by Total Pizzas Sold

```sql
SELECT pizza_name, SUM(quantity) AS Total_Pizza_Sold

FROM pizza_sales

GROUP BY pizza_name

ORDER BY Total_Pizza_Sold DESC

LIMIT 5
```

	pizza_name character varying (100)	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

VIII. Bottom 5 Best Sellers by Total Pizzas Sold

```sql
SELECT pizza_name, SUM(quantity) AS Total_Pizza_Sold

FROM pizza_sales

GROUP BY pizza_name

ORDER BY Total_Pizza_Sold ASC

LIMIT 5
```

	pizza_name character varying (100) 🔒	total_pizza_sold bigint 🔒
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