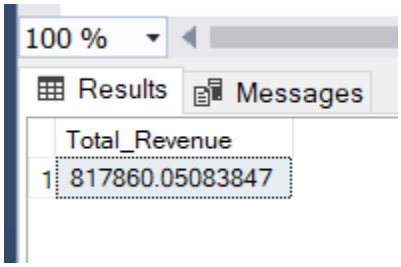
Pizza sales : Query

A: KPIs

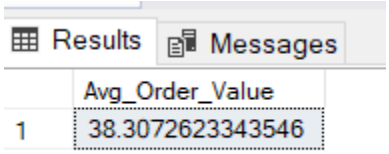
1: Total Revenue:

SELECT SUM(total_price) as Total_Revenue from pizza_sales;



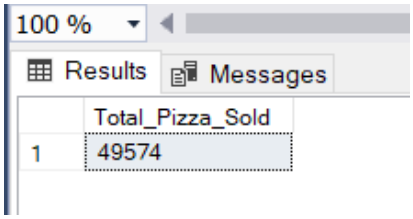
2: Average Order Value:

SELECT SUM(total_price)/COUNT(distinct(order_id)) as 'Avg_Order_Value' from pizza_sales;



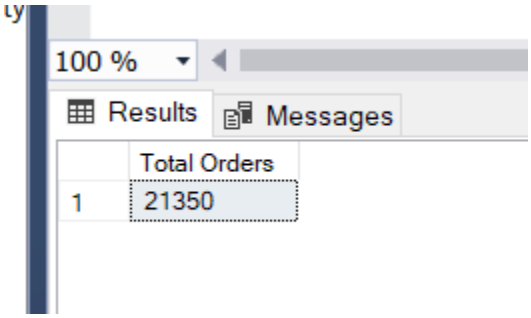
3: Total pizzas sold

SELECT SUM(quantity) as 'Total_Pizza_Sold' from pizza_sales;



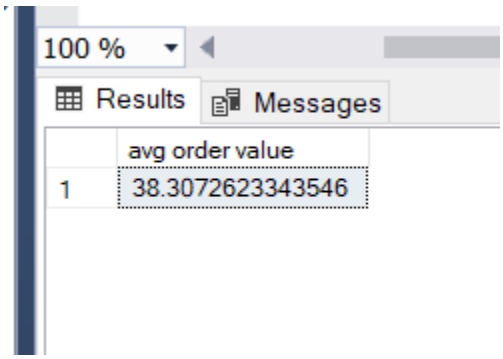
4: Total Orders

SELECT COUNT(DISTINCT(order_id)) AS 'Total Orders' FROM pizza_sales;



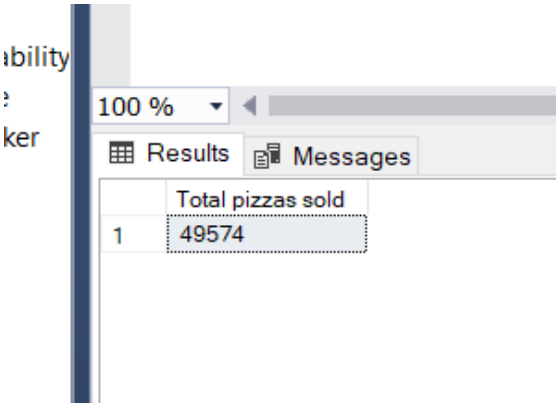
5. Average order value:

SELECT SUM(total_price)/ COUNT(DISTINCT ORDER_id) as 'avg order value' from pizza_sales



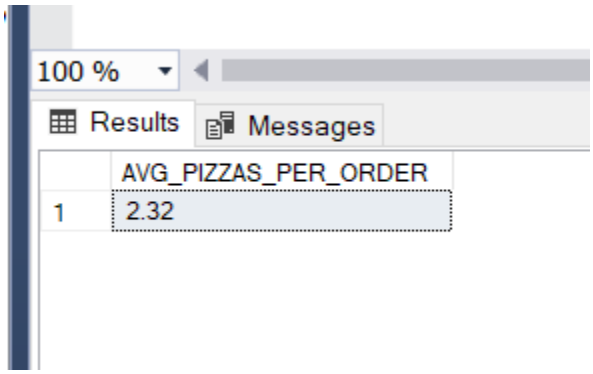
6. Total pizzas sold:

SELECT SUM(quantity) as 'Total pizzas sold' from pizza_sales



7. Average pizzas per order

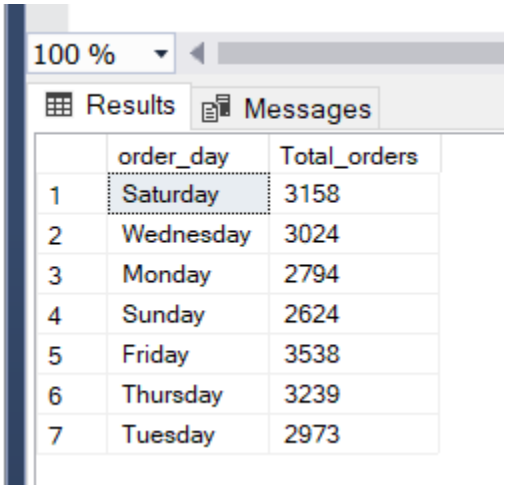
```
SELECT CAST(
CAST(SUM(quantity) AS DECIMAL(10,2)) /
CAST(COUNT(distinct order_id) AS DECIMAL(10,2))
as decimal(10,2))
as 'AVG_PIZZAS_PER_ORDER'
from pizza_sales;
```



	AVG_PIZZAS_PER_ORDER
1	2.32

8. Daily trends for total orders:

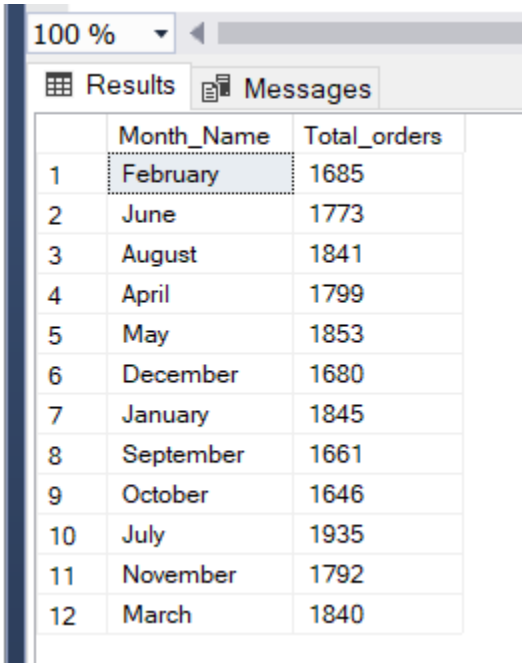
```
select DATENAME(DW,order_date) as order_day,
count(DISTINCT order_id) as Total_orders
from pizza_sales
group by DATENAME(DW,order_date);
```



	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

9. Monthly trends for total 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);
```



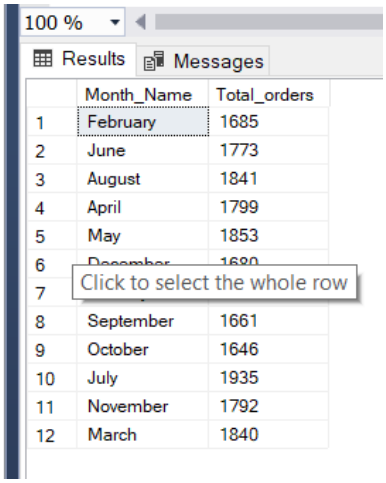
100 %

Results | Messages

	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

For descending order:

```
select DATENAME(MONTH,order_date) as Month_Name,
count(DISTINCT order_id) as Total_orders
from pizza_sales
group by DATENAME(MONTH,order_date)
Order by total_orders DESC;
```



100 %

Results | Messages

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1	February	1685
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9	October	1646
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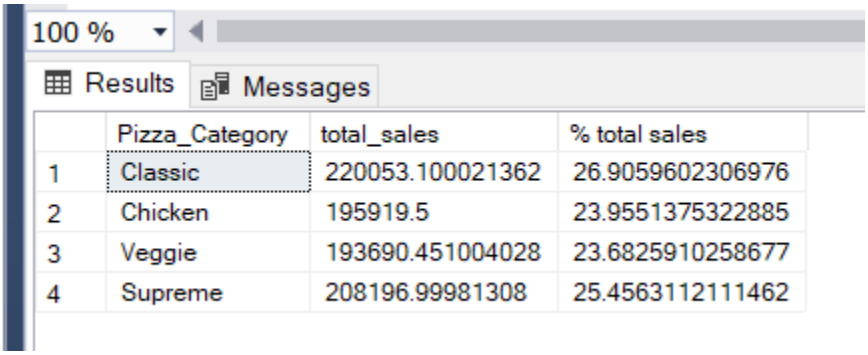
12	March	1840

Click to select the whole row

10: % of sales by pizza category:

```
SELECT Pizza_Category ,
sum(total_price) as total_sales,
sum(total_price)*100/(SELECT sum(total_price) from pizza_sales) as '% total sales'
from pizza_sales
group by pizza_category;
```



	Pizza_Category	total_sales	% total sales
1	Classic	220053.100021362	26.9059602306976
2	Chicken	195919.5	23.9551375322885
3	Veggie	193690.451004028	23.6825910258677
4	Supreme	208196.99981308	25.4563112111462

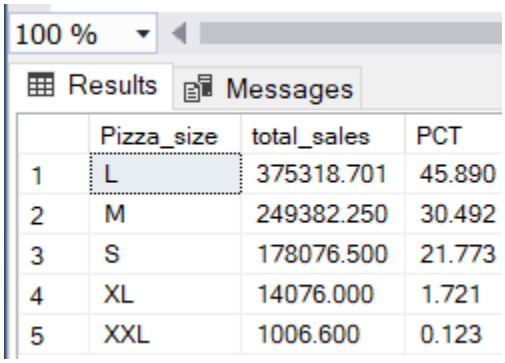
applying the where clause to get the monthly data:

```
SELECT Pizza_Category ,
sum(total_price) as total_sales,
sum(total_price)*100/(SELECT sum(total_price) from pizza_sales where
MONTH(order_date)=1) as '% total sales'
from pizza_sales
where MONTH(order_date)=1
group by pizza_category;
```

–Note: month (order_date)=1 means january

11. Percentage sales by pizza size: (WHERE clause for selecting quarter)

```
SELECT Pizza_size ,
cast(sum(total_price) as decimal (10,3)) as total_sales ,
cast(sum(total_price)*100/
   (SELECT sum(total_price) from pizza_sales) as decimal(10,3)) as PCT
from pizza_sales
where DATEPART(quarter,order_date)=1
group by pizza_size
order by PCT desc;
```



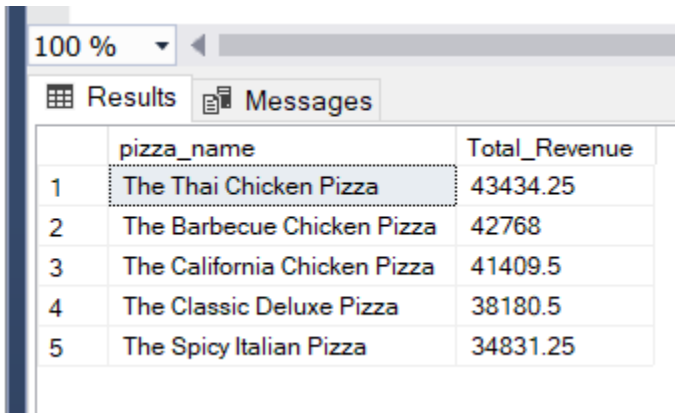
100 %

Results | Messages

	Pizza_size	total_sales	PCT
1	L	375318.701	45.890
2	M	249382.250	30.492
3	S	178076.500	21.773
4	XL	14076.000	1.721
5	XXL	1006.600	0.123

12: top 5 pizza by total revenue:

```
SELECT TOP 5 pizza_name, sum(total_price) AS Total_Revenue
from pizza_sales
group by pizza_name
ORDER BY Total_Revenue desc;
```



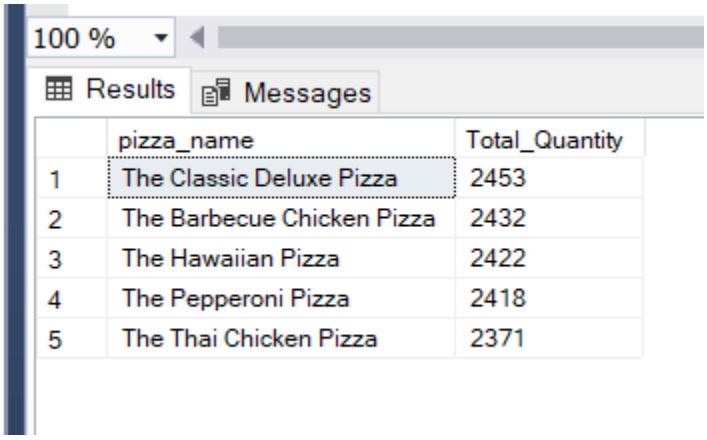
100 %

Results | Messages

	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

13: top 5 pizza by total quantity :

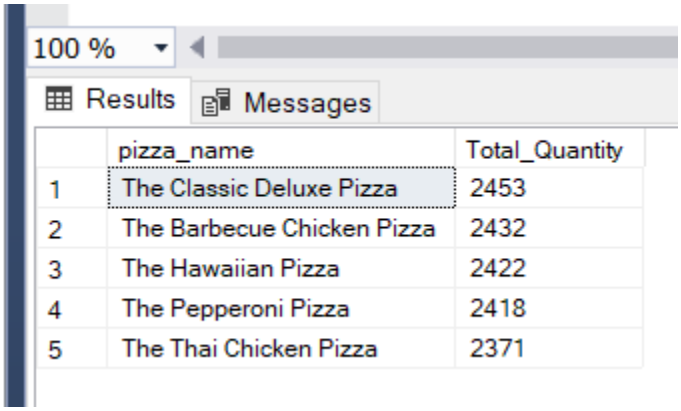
```
SELECT TOP 5 pizza_name, sum(quantity) AS Total_Quantity
from pizza_sales
group by pizza_name
ORDER BY Total_Quantity  desc;
```



	pizza_name	Total_Quantity
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

14: top 5 pizza by total_orders :

```
SELECT TOP 5 pizza_name, sum(quantity) AS Total_Quantity
from pizza_sales
group by pizza_name
ORDER BY Total_Quantity  desc;
```



	pizza_name	Total_Quantity
1	The Classic Deluxe Pizza	2453
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3	The Hawaiian Pizza	2422
4	The Pepperoni Pizza	2418
5	The Thai Chicken Pizza	2371