# PIZZA SALES SQL QUERIES & INSIGHTS

### **Total revenue made**

 ${\tt SELECT\_SUM\ (total\_price)\ AS\ total\_revenue}$ 

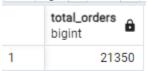
FROM pizza;



# Total pizza orders in the given period

SELECT COUNT (DISTINCT order\_id) AS total\_orders

FROM pizza;



### Total pizza sales

SELECT SUM (quantity) AS total\_pizza\_sold FROM pizza;



# Average number of pizzas per order

SELECT SUM (quantity) :: FLOAT/COUNT (DISTINCT order\_id) AS Average\_pizza\_per\_order FROM pizza;

SELECT CAST (SUM (quantity) AS DECIMAL)/COUNT (DISTINCT order\_id) AS Average\_pizza\_per\_order FROM pizza;



### Hourly sales and orders from opening to closing

**SELECT** 

TO\_CHAR (order\_time, 'HH24') AS hourly\_period, COUNT (DISTINCT order\_id) AS total\_orders, SUM (quantity) AS total\_sales

FROM pizza
GROUP BY TO\_CHAR (order\_time, 'HH24')
ORDER BY hourly\_period;

	hourly_period text	total_orders bigint	total_sales bigint
1	09	1	4
2	10	8	18
3	11	1231	2728
4	12	2520	6776
5	13	2455	6413
6	14	1472	3613
7	15	1468	3216
8	16	1920	4239
9	17	2336	5211
10	18	2399	5417
11	19	2009	4406
12	20	1642	3534
13	21	1198	2545
14	22	663	1386
15	23	28	68

Daily sales and orders
SELECT TO\_CHAR (order\_date, 'Day'),
COUNT (DISTINCT order\_id) AS Total\_orders, SUM (quantity) AS total\_sales

FROM pizza
GROUP BY TO\_CHAR (order\_date, 'Day')

	to_char text	total_orders bigint	total_sales bigint
1	Friday	3538	8242
2	Monday	2794	6485
3	Saturday	3158	7493
4	Sunday	2624	6035
5	Thursday	3239	7478
6	Tuesday	2973	6895
7	Wednesday	3024	6946

# Monthly sales and orders trend

SELECT TO\_CHAR (order\_date, 'Mon') AS Month\_name, COUNT (DISTINCT order\_id) AS total\_orders, SUM (quantity) AS total\_sales

FROM pizza

GROUP BY TO\_CHAR (order\_date, 'Mon')

ORDER BY total\_orders DESC

month_name text	total_orders bigint	total_sales bigint
Jul	1935	4392
May	1853	4328
Jan	1845	4232
Aug	1841	4168
Mar	1840	4261
Арг	1799	4151
Nov	1792	4266
Jun	1773	4107
Feb	1685	3961
Dec	1680	3935
Sep	1661	3890
Oct	1646	3883

# Sales and revenue based on pizza category

SELECT pizza\_category, SUM(quantity) AS total\_sales, SUM (total\_price) AS total\_revenue FROM pizza

GROUP BY pizza\_category;

	pizza_category character varying (50)	total_sales bigint	total_revenue double precision
1	Supreme	11987	208196.99999999822
2	Chicken	11050	195919.5
3	Veggie	11649	193690.45000000298
4	Classic	14888	220053.1000000001

### % sales and revenue based on category

SELECT pizza\_category,

SUM (total\_price) AS Total\_revenue,

SUM (total\_price) \* 100/ (SELECT SUM(total\_price) FROM pizza) AS percentage\_total\_sales

FROM pizza

GROUP BY pizza\_category;

	pizza_category character varying (50)	total_revenue double precision	percentage_total_sales double precision
1	Supreme	208196.99999999822	25.456311260098843
2	Chicken	195919.5	23.955137556847497
3	Veggie	193690.45000000298	23.682590927384787
4	Classic	220053.1000000001	26.905960255669903

# % sales and revenue based on pizza size

SELECT pizza\_size,

ROUND(SUM (total\_price)) AS Total\_revenue,

SUM (total\_price) \* 100/ (SELECT SUM(total\_price) FROM pizza) AS percentage\_total\_sales FROM pizza

GROUP BY pizza\_size

ORDER BY percentage\_total\_sales;

	pizza_size character varying (50)	total_revenue double precision	percentage_total_sales double precision
1	XXL	1007	0.12307729176892908
2	XL	14076	1.7210768517181054
3	S	178076	21.773468455880685
4	M	249382	30.492044451859726
5	L	375319	45.89033294877431

# Most ordered and least ordered pizza during the period, along with sales and revenue

SELECT pizza\_name,

SUM (total\_price) AS total\_revenue,

COUNT (DISTINCT order\_id) AS total\_orders,

SUM (quantity) AS total\_sales

FROM pizza

GROUP BY pizza\_name

ORDER BY total revenue DESC

LIMIT 5;

	pizza_name character varying (50)	total_revenue double precision	total_orders bigint	total_sales bigint
1	The Thai Chicken Pizza	43434.25	2225	2371
2	The Barbecue Chicken Pizza	42768	2273	2432
3	The California Chicken Pizza	41409.5	2197	2370
4	The Classic Deluxe Pizza	38180.5	2329	2453
5	The Spicy Italian Pizza	34831.25	1822	1924

SELECT pizza\_name,

SUM (total\_price) AS total\_revenue, COUNT (DISTINCT order\_id) AS total\_orders, SUM (quantity) AS total\_sales

FROM pizza GROUP BY pizza\_name ORDER BY total\_revenue ASC

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	pizza_name character varying (50)	total_revenue double precision	total_orders bigint	total_sales bigint
1	The Brie Carre Pizza	11588.4999999999	480	490
2	The Green Garden Pizza	13955.75	976	997
3	The Spinach Supreme Pizza	15277.75	918	950
4	The Mediterranean Pizza	15360.5	912	934
5	The Spinach Pesto Pizza	15596	945	970

### **INSIGHTS**

The pizza size and categories provide some information on the preference of customers, with classic pizzas the most ordered. Large pizzas are the most ordered an sold with Extra large contributing a very little amount of orders/sales, and thus having this in the menu proves to provide very little value for money.

Peak time of sales is between noon and 1:00pm (lunch) and then 4:00 - 7:00pm (close of work), and thus having more employees around these peak times to process orders and make pizzas can make the restaurant more efficient.

Based on daily trends, most sales come between Thursday and Saturday, with sales peaking on Friday. The monthly trend observed in the data could help in making plans for the following year, matching the workforce with months with increased demand for pizzas.