

PIZZA SALES SQL QUERIES

A.KPI's

1.Total Revenue:

```
SELECT SUM(total_price) AS Total_Revenue  
  
FROM [dbo].[Data Model - Pizza Sales]
```

Results		Messages
	Total_Revenue	▼
1	817860.0499999993	

2.Average Order Value:

```
SELECT SUM(total_price)/ COUNT(DISTINCT(order_id)) AS Avg_Order_Value  
  
FROM [dbo].[Data Model - Pizza Sales]
```

Results		Messages
	Avg_Order_Value	▼
1	38.3072622950817	

3.Total Pizzas Sold:

```
SELECT SUM(quantity) AS Total_pizza_sold  
  
FROM [dbo].[Data Model - Pizza Sales]
```

Results		Messages
	Total_pizza_so...	▼
1	49574	

4.Total Orders:

```
SELECT COUNT(DISTINCT(order_id)) AS Total_orders  
  
FROM [dbo].[Data Model - Pizza Sales]
```

Results		Messages
	Total_orders	▼
1	21350	

5.Average Pizzas Per Order:

```
SELECT (1.0 * SUM(quantity))/COUNT(DISTINCT(order_id)) AS Avg_pizzas_per_order

FROM [dbo].[Data Model - Pizza Sales]
```

Results		Messages
	Avg_pizzas_per_order	▼
1	2.321967213114	

6.Total Pizza Sold And Total Sales on ‘2015-12-31’:

```
SELECT SUM (quantity) AS Total_pizza_sold, SUM(total_price) AS Total_Sales

FROM [dbo].[Data Model - Pizza Sales]

WHERE order_date = '2015-12-31'
```

Results		Messages		
	Total_pizza_sold	▼	Total_Sales	▼
1	178		2915.9999999999995	

7.Only Veggie Pizza Sold on ‘2015-12-31’:

```
SELECT SUM(quantity) As Total_Veggie_Pizza_Sold

FROM [dbo].[Data Model - Pizza Sales]

WHERE order_date = '2015-12-31' AND pizza_category = 'Veggie'
```

Results		Messages
	Total_Veggie_Pizza_Sold	▼
1	50	

8.Only Chicken Pizza Sales in January- All Tuesday:

```
SELECT DATENAME(DW, order_date) AS All_Tuesday_Jan, SUM(quantity) AS Total_Chicken_Pizza_Sold

FROM [dbo].[Data Model - Pizza Sales]
```

WHERE DATENAME(DW, order_date) = 'Tuesday' AND order_date BETWEEN '2015-01-01' AND '2015-01-31' AND
pizza_category = 'Chicken'

GROUP BY DATENAME(DW, order_date)

Results		Messages
	All_Tuesday_Jan	Total_Chicken_Pizza_Sold
1	Tuesday	113

9.Worst Sale Of The Year:

SELECT Top 1 SUM(total_price) As Total_Sale, order_date, SUM(quantity) As Pizza_Sold

FROM [dbo].[Data Model - Pizza Sales]

GROUP BY order_date

ORDER BY Total_Sale

Results		Messages	
	Total_Sale	order_date	Pizza_Sold
1	1259.25	2015-03-22	77

10.Best Sale Of The Year:

SELECT Top 1 SUM(total_price) As Total_Sale, order_date, SUM(quantity) As Pizza_Sold

FROM [dbo].[Data Model - Pizza Sales]

GROUP BY order_date

ORDER BY Total_Sale DESC

Results Messages

	Total_Sale	order_date	Pizza_Sold
1	4422.449999999999	2015-11-27	264

B. Daily Trend for Total Orders

```
SELECT DATENAME (DW, order_date) AS Order_day ,  
  
COUNT(DISTINCT(order_id)) AS Total_Orders  
  
FROM [dbo].[Data Model - Pizza Sales]  
  
GROUP BY DATENAME (DW, order_date)
```

Results Messages

	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

C. Hourly Trend for Total Orders

```
SELECT DATEPART( HOUR, order_time) As Order_Hours,  
  
COUNT(DISTINCT(order_id)) AS Total_Orders  
  
FROM [dbo].[Data Model - Pizza Sales]  
  
GROUP BY DATEPART( HOUR, order_time)  
  
ORDER BY DATEPART( HOUR, order_time)
```

	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 [dbo].[Data Model - Pizza Sales])AS Percentage_Total_Sales
FROM [dbo].[Data Model - Pizza Sales]
-- WHERE MONTH(order_date )= 1
GROUP BY pizza_category
```

	pizza_category	Total_Sales	Percentage_Total_Sales
1	Chicken	195919.5	23.955137556847493
2	Classic	220053.1000000001	26.9059602556699
3	Supreme	208196.99999999822	25.45631126009884
4	Veggie	193690.45000000298	23.682590927384783

E. For One Month

```
SELECT pizza_category, SUM(total_price) As Total_Sales, SUM(total_price) * 100/
(SELECT SUM(total_price) FROM [dbo].[Data Model - Pizza Sales]WHERE MONTH(order_date)=1)AS Percentage_Total_Sales
FROM [dbo].[Data Model - Pizza Sales]
```

WHERE MONTH(order_date)= 1

GROUP BY pizza_category

Results

Messages

	pizza_category	Total_Sales	Percentage_Total_Sales
1	Chicken	16188.75	23.195278056776257
2	Classic	18619.4	26.67791894064334
3	Supreme	17929.749999999996	25.68978684200349
4	Veggie	17055.400000000027	24.437016160577095

F. % of Sales by Pizza Size

SELECT pizza_size, CAST(SUM(total_price)AS DECIMAL(10,2)) As Total_Sales,
CAST(SUM(total_price) * 100/ (SELECT SUM(total_price) FROM [dbo].[Data Model - Pizza Sales])AS DECIMAL(10,2))
AS Percentage_Total_Sales
FROM [dbo].[Data Model - Pizza Sales]
GROUP BY pizza_size
ORDER BY Percentage_Total_Sales DESC

Results

Messages

	pizza_size	Total_Sales	Percentage_Total_Sales
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

G. For One Quarter

```
SELECT pizza_size, CAST(SUM(total_price)AS DECIMAL(10,2)) As Total_Sales,
CAST(SUM(total_price) * 100/ (SELECT SUM(total_price) FROM [dbo].[Data Model - Pizza Sales])AS DECIMAL(10,2))
AS Percentage_Total_Sales
FROM [dbo].[Data Model - Pizza Sales]
WHERE DATEPART(QUARTER,order_date)=1
GROUP BY pizza_size
ORDER BY Percentage_Total_Sales DESC
```

Results Messages

	pizza_size	Total_Sales	Percentage_Total_Sales
1	L	95229.65	11.64
2	M	61159.00	7.48
3	S	45384.25	5.55
4	XL	3289.50	0.40
5	XXL	287.60	0.04

H. Total Pizzas Sold by Pizza Category

```
SELECT pizza_category, SUM(quantity) AS Total_pizza_sold
FROM [dbo].[Data Model - Pizza Sales]
GROUP BY pizza_category
```

Results Messages

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

I. Top 5 Best Sellers by Total Pizzas Sold

SELECT TOP 5 pizza_name, SUM(quantity) AS Total_pizza_sold
FROM [dbo].[Data Model - Pizza Sales]
GROUP BY pizza_name
ORDER BY Total_pizza_sold DESC

Results		Messages
	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 Best Sellers by Total Pizzas Sold

SELECT TOP 5 pizza_name, SUM(quantity) AS Total_pizza_sold
FROM [dbo].[Data Model - Pizza Sales]
WHERE MONTH(order_date) = 1
GROUP BY pizza_name
ORDER BY Total_pizza_sold

Results Messages

	pizza_name	Total_pizza_sold
1	The Brie Carre Pizza	35
2	The Calabrese Pizza	67
3	The Mediterranean Pizza	68
4	The Green Garden Pizza	75
5	The Chicken Pesto Pizza	77

NOTE

If you want to apply the Month, Quarter, Week filters to the above queries you can use WHERE clause. Follow some of below examples

```
SELECT DATENAME(DW, order_date) AS order_day, COUNT(DISTINCT order_id) AS total_orders
FROM pizza_sales
WHERE MONTH(order_date) = 1
GROUP BY DATENAME(DW, order_date)
```

**Here MONTH(order_date) = 1 indicates that the output is for the month of January. MONTH(order_date) = 4 indicates output for Month of April.*

```
SELECT DATENAME(DW, order_date) AS order_day, COUNT(DISTINCT order_id) AS total_orders
FROM pizza_sales
WHERE DATEPART(QUARTER, order_date) = 1
GROUP BY DATENAME(DW, order_date)
```

**Here DATEPART(QUARTER, order_date) = 1 indicates that the output is for the Quarter 1. MONTH(order_date) = 3 indicates output for Quarter 3.*