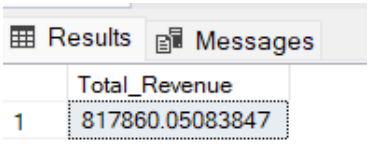
Pizza Sales SQL Queries

A. KPI

- Total Revenue

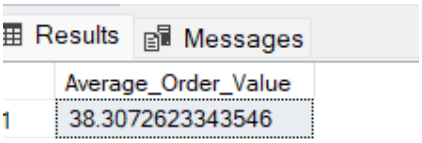
```
Select SUM(total_price) as Total_Revenue from PizzaSales
```



	Total_Revenue
1	817860.05083847

- Average Order Value

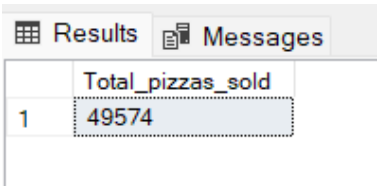
```
Select Sum(total_price)/Count(Distinct order_id) as Average_Order_Value from PizzaSales
```



	Average_Order_Value
1	38.3072623343546

- Total Pizza old

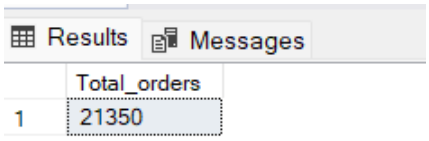
```
Select Sum(quantity) as Total_pizzas_sold from PizzaSales;
```



	Total_pizzas_sold
1	49574

- Total Orders

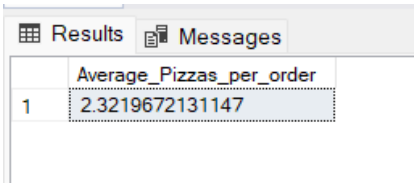
```
Select Count(DISTINCT order_id) as Total_orders from PizzaSales;
```



	Total_orders
1	21350

- Average Pizzas per order

```
Select CAST(Sum(quantity) as decimal(10, 2))/CAST(count(distinct order_id) as decimal(10, 2)) as Average_Pizzas_per_order from PizzaSales
```



	Average_Pizzas_per_order
1	2.3219672131147

B. CHARTS REQUIREMENT

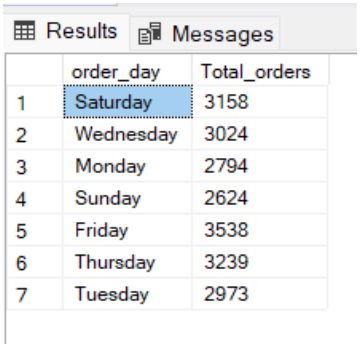
- Daily Trend

```
Select DATENAME(DW, order_date) as order_day,

COUNT(Distinct order_id) as Total_orders

from PizzaSales

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

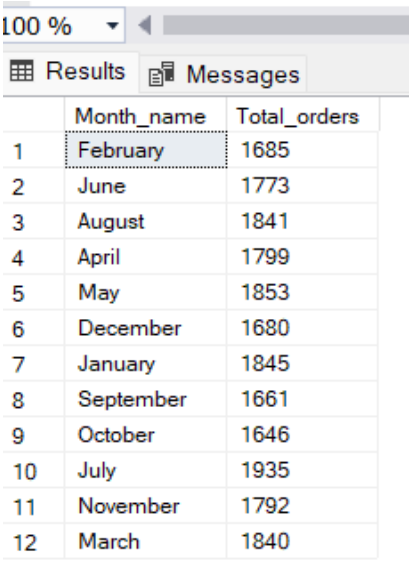
- Monthly Trend

```
Select DATENAME(MONTH, order_date) as Month_name,

COUNT(Distinct order_id) as Total_orders

from PizzaSales

GROUP BY DATENAME(MONTH, order_date)
```



100 %

Results | Messages

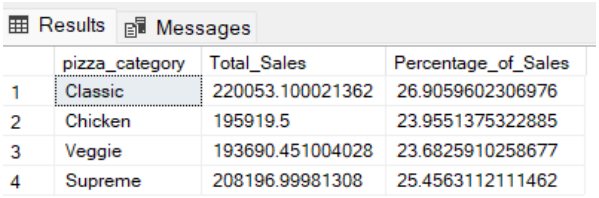
	Month_name	Total_orders
1	February	1685
2	June	1773
3	August	1841
4	April	1799
5	May	1853
6	December	1680
7	January	1845
8	September	1661
9	October	1646
10	July	1935
11	November	1792
12	March	1840

- Percentage of sale by Pizza Category

```
Select pizza_category, sum(total_price) as Total_Sales, sum(total_price)*100/ (Select
sum(total_price) from PizzaSales) as     Percentage_of_Sales

from PizzaSales
```

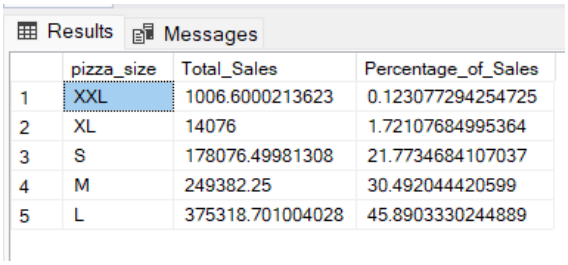
```
Group by pizza_category
```



	pizza_category	Total_Sales	Percentage_of_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

- ## Percentage of sale by Pizza Size

```
Select pizza_size, sum(total_price) as Total_Sales, sum(total_price)*100/
 (Select sum(total_price) from PizzaSales) as Percentage_of_Sales
 from PizzaSales
 Group by pizza_size
 order by Percentage_of_Sales
```



	pizza_size	Total_Sales	Percentage_of_Sales
1	XXL	1006.6000213623	0.123077294254725
2	XL	14076	1.72107684995364
3	S	178076.49981308	21.7734684107037
4	M	249382.25	30.492044420599
5	L	375318.701004028	45.8903330244889

- ## Top 5 Pizza by revenue

```
Select Top 5  pizza_name, SUM(total_price) as Total_revenue
from PizzaSales
Group By pizza_name
order by Total_revenue desc
```

	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

- ## Bottom 5 Pizza by Revenue

```
Select Top 5  pizza_name, SUM(total_price) as Total_revenue
from PizzaSales
Group By pizza_name
order by Total_revenue asc
```

Results Messages

	pizza_name	Total_revenue
1	The Brie Carre Pizza	11588.4998130798
2	The Green Garden Pizza	13955.75
3	The Spinach Supreme Pizza	15277.75
4	The Mediterranean Pizza	15360.5
5	The Spinach Pesto Pizza	15596

- **Top 5 Pizza by Quantity**

```
Select Top 5  pizza_name, SUM(quantity) as Total_Quantity

from PizzaSales

Group By pizza_name

order by Total_Quantity desc
```

100 %

Results Messages

	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

- **Bottom 5 Pizza by Quantity**

```
Select Top 5  pizza_name, SUM(quantity) as Total_Quantity

from PizzaSales

Group By pizza_name

order by Total_Quantity asc
```

00 %

Results Messages

	pizza_name	Total_Quantity
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

- **Top 5 Pizza by Total Orders**

```
SELECT Top 5 pizza_name, COUNT(DISTINCT order_id) AS Total_Orders

FROM pizza_sales

GROUP BY pizza_name

ORDER BY Total_Orders DESC
```

Results | Messages

	pizza_name	Total_Orders
1	The Classic Deluxe Pizza	2329
2	The Hawaiian Pizza	2280
3	The Pepperoni Pizza	2278
4	The Barbecue Chicken Pizza	2273
5	The Thai Chicken Pizza	2225

- **Bottom 5 Pizza by Total Orders**

```
SELECT Top 5 pizza_name, COUNT(DISTINCT order_id) AS Total_Orders

FROM pizza_sales

GROUP BY pizza_name

ORDER BY Total_Orders ASC
```

	pizza_name	Total_Orders
1	The Brie Carre Pizza	480
2	The Mediterranean Pizza	912
3	The Spinach Supreme Pizza	918
4	The Calabrese Pizza	918
5	The Chicken Pesto Pizza	938