PIZZA SALES SQL QUERIES

A. KPI's

1. Total Revenue:

SELECT

        sum(total_price) Total_Revenue

FROM

        pizza_sales;

Output:

Total_Revenue
817860.049999993

2. Average Order Value

SELECT

        SUM(total_price) / COUNT(DISTINCT order_id) Avg_order_Value

FROM

        pizza_sales;

Output:

Avg_order_Value
38.307262295081635

3. Total Pizzas Sold

SELECT

        SUM(quantity) Total_Pizzas_Sold

FROM

        pizza_sales;

Output:

Total_Pizzas_Sold
49574

4. Total Orders

SELECT

        COUNT(DISTINCT order_id) Total_Orders

FROM

        pizza_sales;

Output:

5. Average Pizzas Per Order

```sql
SELECT
    ROUND(SUM(quantity) / COUNT(DISTINCT order_id), 2) AS Average_Pizzas_Per_Order
FROM
    pizza_sales;
```

Output:

Result Grid	Filter Rows:
Average_Pizzas_Per_Order	
2.32	
Result 14	

B. Daily Trend for Total Orders

```sql
SELECT
    DAYNAME(order_date) AS order_day,
    COUNT(DISTINCT order_id) AS Total_orders
FROM
    pizza_sales
GROUP BY
    DAYNAME(order_date);
```

Output:

order_day	Total_orders
Friday	3538
Monday	2794
Saturday	3158
Sunday	2624
Thursday	3239
Tuesday	2973
Wednesday	3024

C. Hourly Trend for Orders

```sql
SELECT
    HOUR(order_time) AS order_hours,
    COUNT(DISTINCT order_id) AS total_orders
FROM
    pizza_sales
GROUP BY
    HOUR(order_time)
ORDER BY
    HOUR(order_time);
```

order_hours	total_orders
9	1
10	8
11	1231
12	2520
13	2455
14	1472
15	1468
16	1920
17	2336
18	2399
19	2009
20	1642
21	1198
22	663
23	28

D. % of Sales by Pizza Category

```
SELECT
    pizza_category,
    ROUND(SUM(total_price), 2) AS total_revenue,
    ROUND((SUM(total_price) / SUM(SUM(total_price)) OVER ()) * 100, 2) AS percentage_of_sales
FROM
    pizza_sales
GROUP BY
    pizza_category;
```

Output

pizza_catego...	total_revenue	percentage_of_sales
Classic	220053.1	26.91
Veggie	193690.45	23.68
Supreme	208197	25.46
Chicken	195919.5	23.96

E. % of Sales by Pizza Size

SELECT

   pizza_size,

   ROUND(SUM(total_price), 2) AS total_revenue,

   ROUND((SUM(total_price) / SUM(SUM(total_price)) OVER ()) * 100, 2) AS percentage_of_sales

FROM

   pizza_sales

GROUP BY

   pizza_size

ORDER BY

      percentage_of_sales DESC;

Output

pizza_size	total_revenue	percentage_of_sales
L	375318.7	45.89
M	249382.25	30.49
S	178076.5	21.77
XL	14076	1.72
XXL	1006.6	0.12

F. Total Pizzas Sold by Pizza Category

SELECT

      pizza_category,

      SUM(quantity) Total_Pizzas_Sold

FROM

      pizza_sales

GROUP BY

      pizza_category

Order by

      SUM(quantity) DESC;

Output

G. Top 5 Best Sellers by Total Pizzas Sold

SELECT

   pizza_name,

   SUM(quantity) Total_Pizzas_Sold

FROM

   pizza_sales

GROUP BY

   pizza_name

ORDER BY

      Total_Pizzas_Sold DESC

LIMIT 5;

 Output

H. Bottom 5 Best Sellers by Total Pizzas Sold

SELECT

   pizza_name,

```
    SUM(quantity) Total_Pizzas_Sold
FROM
    pizza_sales
GROUP BY
    pizza_name
ORDER BY
        Total_Pizzas_Sold
LIMIT 5;
```

Output

pizza_name	Total_Pizzas_Sold
The Brie Carre Pizza	490
The Mediterranean Pizza	934
The Calabrese Pizza	937
The Spinach Supreme Pizza	950
The Soppressata Pizza	961

Result 25