

PIZZA SALES SQL QUERIES

1. KPI's

A. Total Revenue:

```
SELECT SUM(total_price) AS Total_Revenue FROM pizza_sales;
```

Output

Results		Messages	
Total_Revenue			
1	817860.05083847		

B. Average Order Value

```
SELECT (SUM(total_price) / COUNT(DISTINCT order_id)) AS Avg_order_Value  
FROM pizza_sales
```

Output

Results		Messages	
Avg_order_Value			
1	38.3072623343546		

C. Total Pizzas Sold

```
SELECT SUM(quantity) AS Total_pizza_sold FROM pizza_sales
```

Output

Results		Messages	
Total_pizza_sold			
1	49574		

D. Total Orders

```
SELECT COUNT(DISTINCT order_id) AS Total_Orders FROM pizza_sales
```

Output

Results Messages	
	Total_Orders
1	21350

E. 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
```

Output

Results Messages	
	Avg_Pizzas_per_order
1	2.32

2. Daily Trend 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)
```

Output:

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

3. Monthly Trend for 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)
```

Output

	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

4. % of Sales by Pizza Category

```
SELECT pizza_category, CAST(SUM(total_price) AS DECIMAL(10,2)) as
total_revenue,
CAST(SUM(total_price) * 100 / (SELECT SUM(total_price) from pizza_sales) AS
DECIMAL(10,2)) AS PCT
FROM pizza_sales
GROUP BY pizza_category
```

Output

	pizza_category	total_revenue	PCT
1	Classic	220053.10	26.91
2	Chicken	195919.50	23.96
3	Veggie	193690.45	23.68
4	Supreme	208197.00	25.46

5. % of Sales by Pizza Size

```
SELECT pizza_size, CAST(SUM(total_price) AS DECIMAL(10,2)) as
total_revenue,
CAST(SUM(total_price) * 100 / (SELECT SUM(total_price) from pizza_sales) AS
DECIMAL(10,2)) AS PCT
FROM pizza_sales
GROUP BY pizza_size
ORDER BY pizza_size
```

Output

	pizza_size	total_revenue	PCT
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

6. Total Pizzas Sold by Pizza Category

```
SELECT pizza_category, SUM(quantity) as Total_Quantity_Sold
FROM pizza_sales
```

```
WHERE MONTH(order_date) = 2
GROUP BY pizza_category
ORDER BY Total_Quantity_Sold DESC
```

Output

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

7. Product Level Performance

A. Top 5 Pizzas by Revenue

```
SELECT Top 5 pizza_name, SUM(total_price) AS Total_Revenue
FROM pizza_sales
GROUP BY pizza_name
ORDER BY Total_Revenue DESC
```

Output

	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

B. Bottom 5 Pizzas by Revenue

```
SELECT Top 5 pizza_name, SUM(total_price) AS Total_Revenue
FROM pizza_sales
GROUP BY pizza_name
ORDER BY Total_Revenue ASC
```

Output

	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

C. Top 5 Pizzas by Quantity

```
SELECT Top 5 pizza_name, SUM(quantity) AS Total_Pizza_Sold
FROM pizza_sales
GROUP BY pizza_name
ORDER BY Total_Pizza_Sold DESC
```

Output

	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

D. Bottom 5 Pizzas by Quantity

```
SELECT TOP 5 pizza_name, SUM(quantity) AS Total_Pizza_Sold
```

```
FROM pizza_sales
GROUP BY pizza_name
ORDER BY Total_Pizza_Sold ASC
```

Output

	pizza_name	Total_Pizza_Sold
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

E. Top 5 Pizzas 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
```

Output

	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

F. Bottom 5 Pizzas 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
```

Output

Results		Messages
	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

8. Order Size Distribution

```
WITH OrderSizes AS (
    SELECT order_id, SUM(quantity) AS total_pizzas
    FROM pizza_sales
    GROUP BY order_id
)
SELECT
    CASE
        WHEN total_pizzas BETWEEN 1 AND 2 THEN 'Small'
        WHEN total_pizzas BETWEEN 3 AND 5 THEN 'Medium'
        ELSE 'Large'
    END AS order_size_segment,
    COUNT(order_id) AS order_count
FROM OrderSizes
GROUP BY
    CASE
        WHEN total_pizzas BETWEEN 1 AND 2 THEN 'Small'
        WHEN total_pizzas BETWEEN 3 AND 5 THEN 'Medium'
        ELSE 'Large'
    END;
END;
```


Output

Results Messages		
	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

9. Pizza Size vs Pizza Category

```
SELECT
    pizza_size,
    pizza_category,
    SUM(quantity) AS total_quantity
FROM pizza_sales
GROUP BY pizza_size, pizza_category
ORDER BY pizza_size, pizza_category;
```

Output

Results Messages			
	pizza_size	pizza_category	total_quantity
1	L	Chicken	4932
2	L	Classic	4057
3	L	Supreme	4564
4	L	Veggie	5403
5	M	Chicken	3894
6	M	Classic	4112
7	M	Supreme	4046
8	M	Veggie	3583
9	S	Chicken	2224
10	S	Classic	6139
11	S	Supreme	3377
12	S	Veggie	2663
13	XL	Classic	552
14	XXL	Classic	28

10. Hourly Trend of Total Orders

```
SELECT
    DATEPART(HOUR, order_time) AS Order_Hour,
    COUNT(DISTINCT order_id) AS Total_Orders
FROM pizza_sales
GROUP BY DATEPART(HOUR, order_time)
ORDER BY Order_Hour;
```

Output

	Order_Hour	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

11. Monthly Revenue by Pizza Size

```
WITH OrderDayType AS (
    SELECT
        order_id,
        pizza_category,
        CASE
            WHEN DATENAME(WEEKDAY, order_date) IN ('Saturday', 'Sunday')
        THEN 'Weekend'
            ELSE 'Weekday'
        END AS day_type
```

```

    FROM pizza_sales
    GROUP BY order_id, pizza_category, order_date
)
SELECT
    day_type,
    pizza_category,
    COUNT(DISTINCT order_id) AS total_orders
FROM OrderDayType
GROUP BY day_type, pizza_category
ORDER BY day_type, pizza_category;

```

Output

	day_type	pizza_category	total_orders
1	Weekday	Chicken	6225
2	Weekday	Classic	7855
3	Weekday	Supreme	6619
4	Weekday	Veggie	6500
5	Weekend	Chicken	2311
6	Weekend	Classic	3004
7	Weekend	Supreme	2466
8	Weekend	Veggie	2441