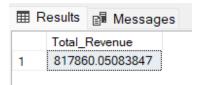
PIZZA SALES SQL QUERIES

1. KPI's

A. Total Revenue:

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

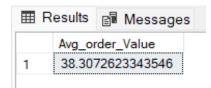
Output



B. Average Order Value

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

Output



C. Total Pizzas Sold

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

<u>Output</u>



D. Total Orders

SELECT COUNT(DISTINCT order_id) AS Total_Orders FROM pizza_sales

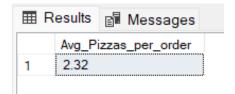
Output



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
```

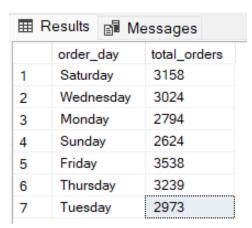
Output



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:



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

⊞ R	esults 🖺 Mes	sages
	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

⊞ F	■ Results		
	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

■ Results			
	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
```

Ⅲ F	Results 📴 Mess	sages
	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
```

<u>Output</u>

pizza_name Total_Revenu 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	⊞ R	Results 🗊 Messages	
2 The Barbecue Chicken Pizza 42768 3 The California Chicken Pizza 41409.5		pizza_name	Total_Revenue
3 The California Chicken Pizza 41409.5	1	The Thai Chicken Pizza	43434.25
	2	The Barbecue Chicken Pizza	42768
4 The Classic Deluxe Pizza 38180.5	3	The California Chicken Pizza	41409.5
	4	The Classic Deluxe Pizza	38180.5
5 The Spicy Italian Pizza 34831.25	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
The Brie Carre Pizza	11588.4998130798
The Green Garden Pizza	13955.75
The Spinach Supreme Pizza	15277.75
The Mediterranean Pizza	15360.5
The Spinach Pesto Pizza	15596
	The Brie Carre Pizza The Green Garden Pizza The Spinach Supreme Pizza The Mediterranean Pizza

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
```

⊞ F	Results 🖺 Messages	
	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



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

⊞ R	esults 🖺 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
        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
    CASE
        WHEN total_pizzas BETWEEN 1 AND 2 THEN 'Small'
        WHEN total_pizzas BETWEEN 3 AND 5 THEN 'Medium'
        ELSE 'Large'
    END;
```

⊞R	esults 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

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

<u>Output</u>

⊞ R	lesults 🖺 N	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

⊞ F	esults 🔒 M	essages
	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;
```

⊞ R	esults		Messages	
	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