

PIZZA SALES SQL QUERIES

A. KPI's

1. Total Revenue:

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

| Results | | Messages | |
|---------------|-----------------|----------|--|
| Total_Revenue | | | |
| 1 | 817860.05083847 | | |

2. Average Order Value

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

| Results | | Messages | |
|-----------------|------------------|----------|--|
| Avg_order_Value | | | |
| 1 | 38.3072623343546 | | |

3. Total Pizzas Sold

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

| Results | | Messages | |
|------------------|-------|----------|--|
| Total_pizza_sold | | | |
| 1 | 49574 | | |

4. Total Orders

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

| Results | | Messages | |
|--------------|-------|----------|--|
| Total_Orders | | | |
| 1 | 21350 | | |

5. 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
```

| Results | | Messages | |
|----------------------|------|----------|--|
| Avg_Pizzas_per_order | | | |
| 1 | 2.32 | | |

B. 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:

| | 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 Orders

```
SELECT DATEPART(HOUR, order_time) as order_hours, COUNT(DISTINCT order_id)  
as total_orders  
from pizza_sales  
group by DATEPART(HOUR, order_time)  
order by DATEPART(HOUR, order_time)
```

Output

| | 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, 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 |

E. % 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 |

F. 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

| | Results | Messages |
|---|----------------|---------------------|
| | pizza_category | Total_Quantity_Sold |
| 1 | Classic | 14888 |
| 2 | Supreme | 11987 |
| 3 | Veggie | 11649 |
| 4 | Chicken | 11050 |

G. Top 5 Best Sellers by Total Pizzas Sold

```
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 |

H. Bottom 5 Best Sellers by Total Pizzas Sold

```
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

| | 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 |

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.*