

PIZZA SALES SQL QUERIES

A. KPI's

1. Total Revenue:

```
select sum(total_price) AS Total_Revenue from pizza_sales;
```

Result Grid	
Total_Revenue	
▶	817860.0508384705

2. Average Order Value:

```
select sum(total_price)/count( distinct order_id) AS Average_Order_Value from pizza_sales;
```

Result Grid	
Average_Order_Value	
▶	38.30726233435459

3. Total Pizzas Sold

```
select sum(quantity) AS Total_Pizza_Sold from pizza_sales;
```

Result Grid	
Total_Pizza_Sold	
▶	49574

4. Total Orders

```
select count(distinct order_id) as Total_Orders from pizza_sales;
```

Result Grid	
Total_Orders	
▶	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 Average_Pizza_per_order from pizza_sales;
```

Result Grid	
Average_Pizza_per_order	
▶	2.32

B. Daily Trend for Total Orders

```
alter table pizza_sales add column order_day varchar(50);
update pizza_sales set order_day = DAYNAME(order_date);
select order_day, COUNT(distinct order_id) as total_orders from pizza_sales
group by order_day;
```

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

OR

```
select weekday(order_date) as order_dy, dayname(order_date) as order_D, count(distinct order_id) as total_orders from pizza_sales
group by order_dy, order_D;
```

Result Grid | Filter Rows:

	order_dy	order_D	total_orders
▶	0	Monday	2794
	1	Tuesday	2973
	2	Wednesday	3024
	3	Thursday	3239
	4	Friday	3538
	5	Saturday	3158
	6	Sunday	2624

C. Hourly Trend for Orders

```
select hour(order_time), count(distinct order_id) as total_orders from pizza_sales
group by hour(order_time)
order by hour(order_time);
```

	hour(order_time)	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 (January)

```
select pizza_category, sum(total_price) , cast((sum(total_price)*100)/(select sum(total_price) from pizza_sales where monthname(order_date) = 'january') as decimal (10,2)) as percentage_of_each_pizza_category from pizza_sales
where monthname(order_date) = 'january'
group by pizza_category;
```

	Result Grid	Filter Rows:	Export:	Wrap Cell Content
	pizza_category	sum(total_price)	percentage_of_each_pizza_category	
▶	Classic	18619.40000152588	26.68	
	Veggie	17055.400077819824	24.44	
	Supreme	17929.74998664856	25.69	
	Chicken	16188.75	23.20	

E. % of Sales by Pizza Size

```
select pizza_size, sum(total_price) , cast((sum(total_price)*100)/(select sum(total_price) from pizza_sales) as decimal (10,2)) as percentage_of_each_pizza_size from pizza_sales
group by pizza_size
order by percentage_of_each_pizza_size desc;
```

Result Grid | Filter Rows: _____ | Export: | Wrap C

	pizza_size	sum(total_price)	percentage_of_each_pizza_size
▶	L	375318.7010040283	45.89
	M	249382.25	30.49
	S	178076.49981307983	21.77
	XL	14076	1.72
	XXL	1006.6000213623047	0.12

F. Total Pizzas Sold by Pizza Category

```
select pizza_category, sum(quantity) from pizza_sales
```

```
group by pizza_category;
```

Result Grid | Filter Rows: _____

	pizza_category	sum(quantity)
▶	Classic	14888
	Veggie	11649
	Supreme	11987
	Chicken	11050

G. Top 5 Best Sellers by Total Pizzas Sold

```
select pizza_name, sum(quantity) as Total_Pizzas_Sold from pizza_sales
```

```
group by pizza_name
```

```
order by Total_Pizzas_Sold desc LIMIT 5;
```

Result Grid | Filter Rows: _____

	pizza_name	Total_Pizzas_Sold
▶	The Classic Deluxe Pizza	2453
	The Barbecue Chicken Pizza	2432
	The Hawaiian Pizza	2422
	The Pepperoni Pizza	2418
	The Thai Chicken Pizza	2371

H. Bottom 5 Worst Sellers by Total Pizzas Sold

```
select pizza_name, sum(quantity) as Total_Pizzas_Sold from pizza_sales
```

```
group by pizza_name
```

```
order by Total_Pizzas_Sold asc LIMIT 5;
```

Result Grid | Filter Rows:

	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