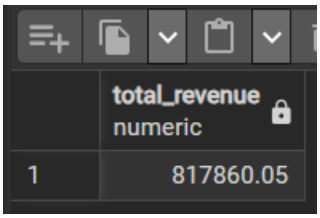
Pizza Sales SQL Queries

A . KPI's

1. Total Revenue

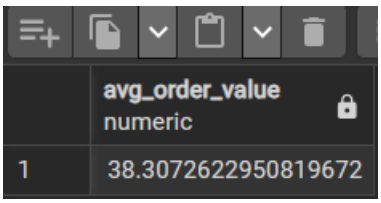
```
SELECT SUM(total_price) AS Total_Revenue FROM pizza_sales;
```



	total_revenue numeric
1	817860.05

2. Average Order Value

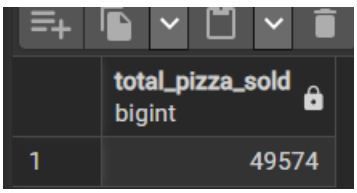
```
SELECT (SUM(total_price) / COUNT(DISTINCT order_id)) AS
Avg_order_Value FROM pizza_sales;
```



	avg_order_value numeric
1	38.3072622950819672

3. Total Pizzas Sold

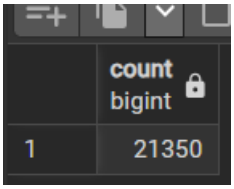
SELECT SUM(quantity) AS Total_pizza_sold FROM pizza_sales;



	total_pizza_sold bigint
1	49574

4. Total Orders

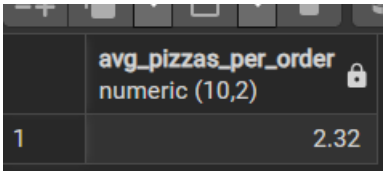
SELECT COUNT(DISTINCT order_id) AS Total_Orders FROM pizza_sales;



	count bigint
1	21350

5. Average Pizzas Per Order

```
SELECT ROUND( SUM(quantity)::numeric / COUNT(DISTINCT

order_id)::numeric, 2 ) AS avg_pizzas_per_order

FROM pizza_sales;
```



	avg_pizzas_per_order numeric (10,2)
1	2.32

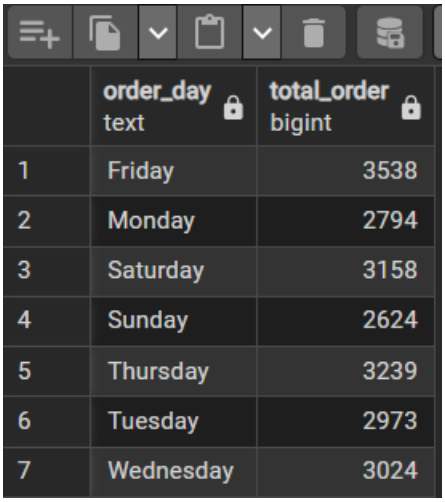
B. Daily Trend for Total Orders

SELECT TO_CHAR(order_date, 'Day') AS order_day, COUNT(DISTINCT order_id) AS total_orders

FROM pizza_sales

GROUP BY TO_CHAR(order_date, 'Day')

Output:



	order_day text	total_order bigint
1	Friday	3538
2	Monday	2794
3	Saturday	3158
4	Sunday	2624
5	Thursday	3239
6	Tuesday	2973
7	Wednesday	3024

C. Monthly Trend for Orders

SELECT TO_CHAR(order_date, 'Month') AS month_name, COUNT(DISTINCT

order_id) AS total_orders FROM pizza_sales

GROUP BY TO_CHAR(order_date, 'Month'), EXTRACT(MONTH FROM order_date)

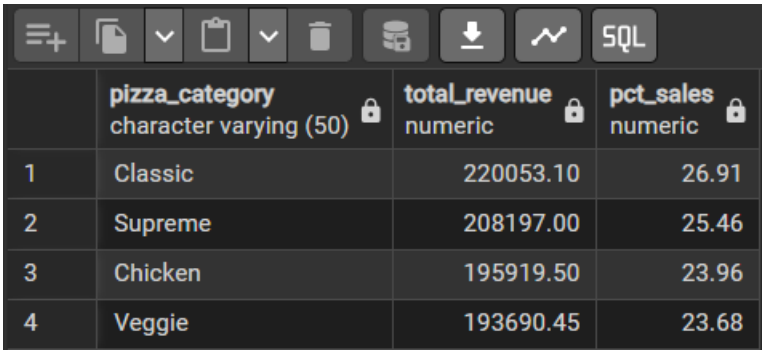
ORDERBY total_orders DESC;

Output:

month_name text	total_orders bigint
July	1935
May	1853
January	1845
August	1841
March	1840
April	1799
November	1792
June	1773
February	1685
December	1680
September	1661
October	1646

D. % of Sales by Pizza Category

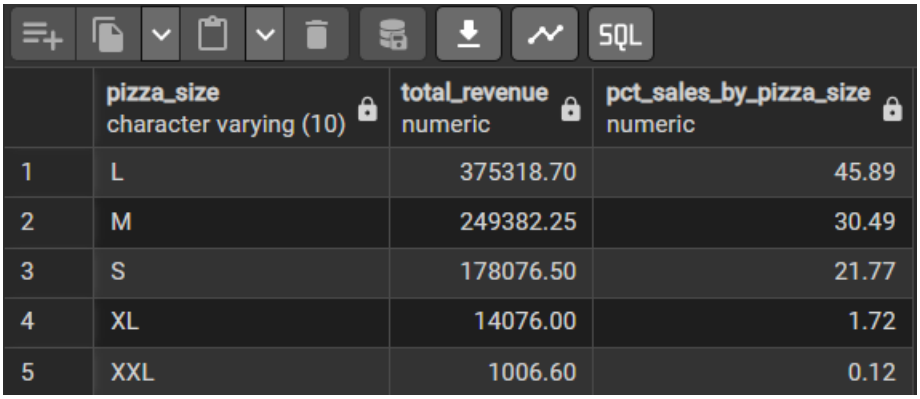
```
SELECT pizza_category, SUM(total_price) AS total_revenue,

ROUND(SUM(total_price) * 100 / (SELECT SUM(total_price)

FROM pizza_sales), 2) AS PCT_sales

FROM pizza_sales

GROUP BY pizza_category

ORDER BY total_revenue DESC;
```



	pizza_category character varying (50)	total_revenue numeric	pct_sales numeric
1	Classic	220053.10	26.91
2	Supreme	208197.00	25.46
3	Chicken	195919.50	23.96
4	Veggie	193690.45	23.68

E. % of Sales by Pizza Size

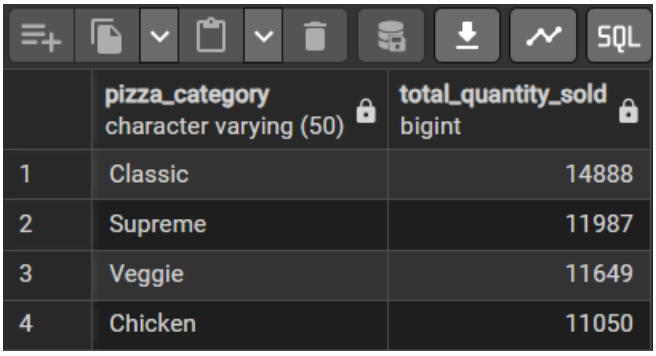
```
SELECT pizza_size, SUM(total_price) AS total_revenue, ROUND(SUM(total_price) * 100 /
(SELECT SUM(total_price)

FROM pizza_sales), 2) AS pct_sales_by_pizza_size

FROM pizza_sales

GROUP BY pizza_size

ORDER BY pct_sales_by_pizza_size DESC;
```



	pizza_size character varying (10)	total_revenue numeric	pct_sales_by_pizza_size numeric
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

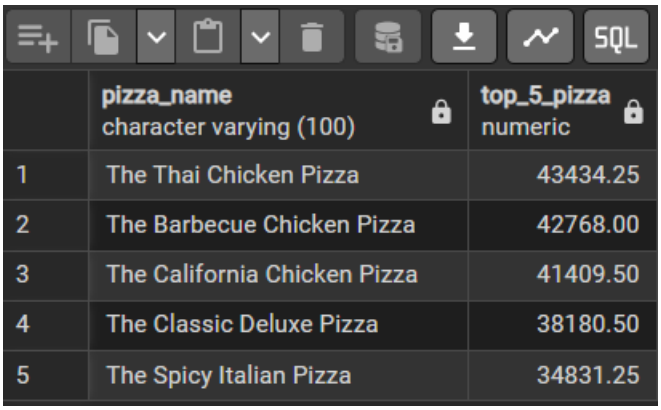
```
SELECT pizza_category, SUM(quantity) AS total_quantity_sold

FROM pizza_sales

GROUP BY pizza_category

ORDER BY total_quantity_sold DESC;
```



	pizza_category character varying (50)	total_quantity_sold bigint
1	Classic	14888
2	Supreme	11987
3	Veggie	11649
4	Chicken	11050

G. Top 5 Pizzas by Revenue

```
SELECT pizza_name, SUM(total_price) AS top_5_pizza

FROM pizza_sales

GROUP BY pizza_name

ORDER BY top_5_pizza DESC

LIMIT 5;
```

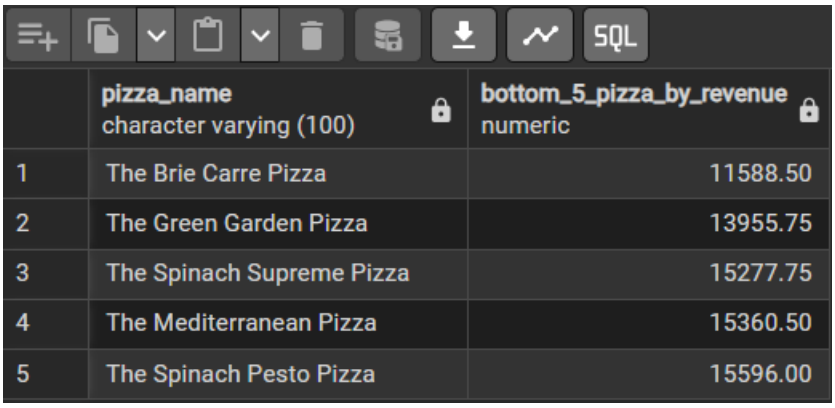


	pizza_name character varying (100)	top_5_pizza numeric
1	The Thai Chicken Pizza	43434.25
2	The Barbecue Chicken Pizza	42768.00
3	The California Chicken Pizza	41409.50
4	The Classic Deluxe Pizza	38180.50
5	The Spicy Italian Pizza	34831.25

H. Bottom 5 Pizzas by Revenue

```
SELECT pizza_name, SUM(total_price) AS bottom_5_pizza_by_revenue

FROM pizza_sales

GROUP BY pizza_name

ORDER BY bottom_5_pizza_by_revenue
```

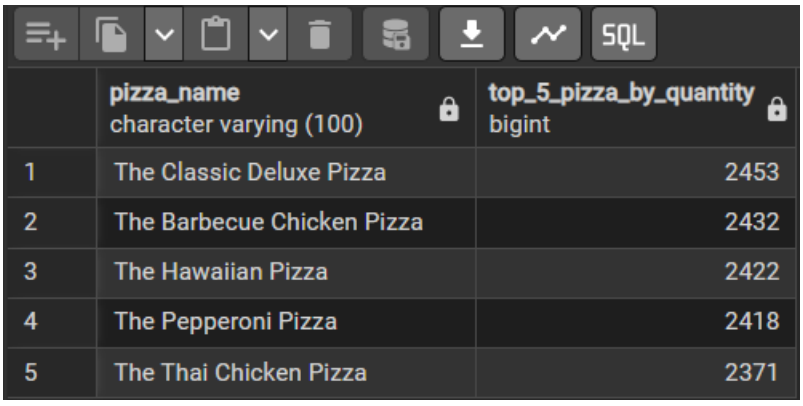
```
LIMIT 5;
```



	pizza_name character varying (100)	bottom_5_pizza_by_revenue numeric
1	The Brie Carre Pizza	11588.50
2	The Green Garden Pizza	13955.75
3	The Spinach Supreme Pizza	15277.75
4	The Mediterranean Pizza	15360.50
5	The Spinach Pesto Pizza	15596.00

I. Top 5 Pizzas by Quantity

```
SELECT pizza_name, SUM(quantity) AS top_5_pizza_by_quantity

FROM pizza_sales

GROUP BY pizza_name

ORDER BY top_5_pizza_by_quantity DESC

LIMIT 5;
```



	pizza_name character varying (100)	top_5_pizza_by_quantity bigint
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

J. Bottom 5 Pizzas by Quantity

```
SELECT pizza_name, SUM(quantity) AS bottom_5_pizza_by_quantity

FROM pizza_sales
```

```
GROUP BY pizza_name

ORDER BY bottom_5_pizza_by_quantity

LIMIT 5;
```

	pizza_name character varying (100)	bottom_5_pizza_by_quantity bigint
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

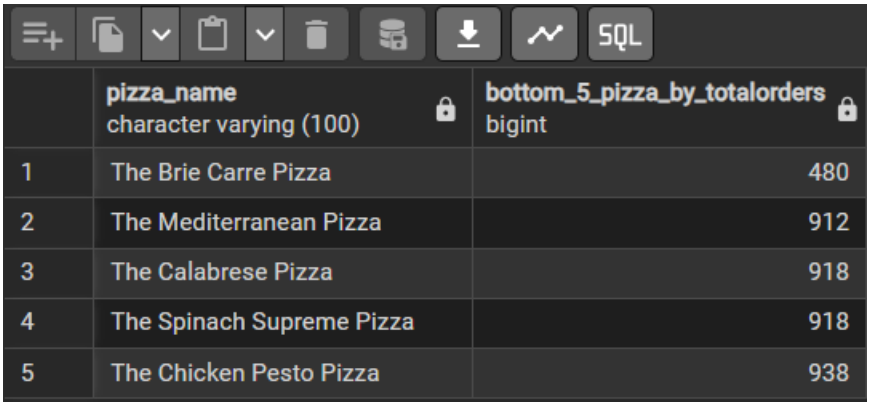
K. Top 5 Pizzas by Total Orders

```
SELECT pizza_name, COUNT(DISTINCT order_id)

AS top_5_pizza_by_totalorders

FROM pizza_sales

GROUP BY pizza_name

ORDER BY top_5_pizza_by_totalorders DESC

LIMIT 5;
```

	pizza_name character varying (100)	top_5_pizza_by_totalorders bigint
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

L. Bottom 5 Pizzas by Total Orders

```
SELECT pizza_name, COUNT(DISTINCT order_id)

AS bottom_5_pizza_by_totalorders

FROM pizza_sales

GROUP BY pizza_name

ORDER BY bottom_5_pizza_by_totalorders

LIMIT 5;
```



	pizza_name character varying (100)	bottom_5_pizza_by_totalorders bigint
1	The Brie Carre Pizza	480
2	The Mediterranean Pizza	912
3	The Calabrese Pizza	918
4	The Spinach Supreme Pizza	918
5	The Chicken Pesto Pizza	938