PIZZA SALES SQL QUERIES

KPI's

select * from dbo.pizza_sales;

pizza_id	order_id	pizza_name_id	quantity	order_date	order_time	unit_price	total_price	pizza_size	pizza_category	pizza_ingredients
1	1	hawaiian_m	1	2015-01-01	11:38:36.0000000	13.25	13.25	M	Classic	Sliced Ham, Pineapple, Mozzarella Cheese
2	2	classic_dlx_m	1	2015-01-01	11:57:40.0000000	16	16	M	Classic	Pepperoni, Mushrooms, Red Onions, Red Peppers, Ba..
3	2	five_cheese_l	1	2015-01-01	11:57:40.0000000	18.5	18.5	L	Veggie	Mozzarella Cheese, Provolone Cheese, Smoked Goud..
4	2	ital_supr_l	1	2015-01-01	11:57:40.0000000	20.75	20.75	L	Supreme	Calabrese Salami, Capocollo, Tomatoes, Red Onions, .
5	2	mexicana_m	1	2015-01-01	11:57:40.0000000	16	16	M	Veggie	Tomatoes, Red Peppers, Jalapeno Peppers, Red Onio..
6	2	thai_ckn_l	1	2015-01-01	11:57:40.0000000	20.75	20.75	L	Chicken	Chicken, Pineapple, Tomatoes, Red Peppers, Thai Sw..
7	3	ital_supr_m	1	2015-01-01	12:12:28.0000000	16.5	16.5	M	Supreme	Calabrese Salami, Capocollo, Tomatoes, Red Onions, .
8	3	prsc_arqla_l	1	2015-01-01	12:12:28.0000000	20.75	20.75	L	Supreme	Prosciutto di San Daniele, Aruqula, Mozzarella Cheese

1. Total Revenue:

select sum (total_price) as 'total revenue' from dbo.pizza_sales;

	Total_Revenue
1	817860.05083847

2. Average Order Value

select sum (total_price)/count (distinct order_id) as 'total_avg_order' from

dbo.pizza_sales;

total_avg_order
38.3072623343546

3. Total Pizzas Sold

select sum (quantity) as 'total pizza sold' from dbo.pizza_sales;

total pizza sold
49574

4. Total Orders

select count (distinct order_id) as 'total_order' from dbo.pizza_sales;

	Total_Orders
1	21350

5. Average Pizzas Per Order

select sum (quantity)/ count(distinct order_id) as 'avg_pizza_per_order' from dbo.pizza_sales;

	avg_pizza_per_order
1	2

select cast(cast(sum (quantity) as decimal (10,2))/ cast(count(distinct order_id) as decimal (10,2)) as decimal(10,2)) as 'avg_pizza_per_order' from dbo.pizza_sales;

	avg_pizza_per_order
1	2.32

Daily Trend for Total Orders

select datename (dw,order_date) as 'order_day', count (distinct order_id) as 'order_count' from dbo.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

Hourly Trend for Orders

select datepart(hour,order_time) as' order_hour' , count (distinct order_id) as 'total_order'

from dbo.pizza_sales

group by datepart(hour,order_time) order by datepart(hour,order_time);

	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

% of Sales by Pizza Category

SELECT pizza_category,

 SUM(total_price) AS 'category_sales',

(SUM(total_price) / (SELECT SUM(total_price) FROM dbo.pizza_sales)) * 100 AS sales_percentage

FROM dbo.pizza_sales

GROUP BY pizza_category

ORDER BY sales_percentage DESC;

Output

pizza_category	category_sales	sales_percentage
Classic	220053.100021362	26.9059602306976
Supreme	208196.99981308	25.4563112111462
Chicken	195919.5	23.9551375322885
Veggie	193690.451004028	23.6825910258677

% of Sales by Pizza Size

select pizza_size,

sum(total_price) as 'category_sales',

round ((SUM (total_price) / (SELECT SUM(total_price) FROM dbo.pizza_sales)) * 100 ,2) AS

'size_percentage'

from dbo.pizza_sales

group by pizza_size

order by size_percentage DESC;

Output

pizza_size	category_sales	size_percentage
L	95229.6502571106	11.64
M	61159	7.48
S	45384.2499523163	5.55
XL	3289.5	0.4
XXL	287.600006103516	0.04

select pizza_size,

sum(total_price) as 'category_sales',

round ((SUM (total_price) / (SELECT SUM(total_price) FROM dbo.pizza_sales)) * 100 ,2) AS
'size_percentage'

from dbo.pizza_sales

WHERE datepart(quarter,order_date) = 2

group by pizza_size

order by size_percentage DESC;

pizza_size	category_sales	size_percentage
L	95087.00025177	11.63
M	64846.25	7.93
S	43828.9499549866	5.36
XL	4284	0.52
XXL	323.550006866455	0.04

Total Pizzas Sold by Pizza Category

SELECT pizza_category,sum(quantity) as 'total_pizza_sold'

from dbo.pizza_sales

group by pizza_category;

Output

pizza_category	total_pizza_sold
Chicken	11050
Supreme	11987
Classic	14888
Veggie	11649

Top 5 Best Sellers by Total Pizzas Sold

select top 5 pizza_name,sum(quantity) as 'total_pizza_sold'

from dbo.pizza_sales

group by pizza_name

order by sum(quantity) 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

Bottom 5 Best Sellers by Total Pizzas Sold

select top 5 pizza_name,sum(quantity) as 'total_pizza_sold'

from dbo.pizza_sales

group by pizza_name

order by sum(quantity) 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

select top 5 pizza_name,sum(quantity) as 'total_pizza_sold'

from dbo.pizza_sales

where month (order_date)=11

group by pizza_name

order by sum(quantity) asc;

Output

pizza_name	total_pizza_sold
The Brie Carre Pizza	42
The Green Garden Pizza	63
The Italian Vegetables Pizza	72
The Soppressata Pizza	72
The Spinach Supreme Pizza	74