

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:

| Results | | Messages |
|---------|-----------|--------------|
| | 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. 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)
```

| | 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 |

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

| Results | | Messages | |
|---------|----------------|---------------|-------|
| | 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

| Results | | Messages | |
|---------|------------|---------------|-------|
| | 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 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
```

| | Results | Messages |
|---|------------------------------|---------------|
| | pizza_name | Total_Revenue |
| 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 |
| 5 | The Spicy Italian Pizza | 34831.25 |

H. 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
```

| | pizza_name | Total_Revenue |
|---|---------------------------|------------------|
| 1 | The Brie Carre Pizza | 11588.4998130798 |
| 2 | The Green Garden Pizza | 13955.75 |
| 3 | The Spinach Supreme Pizza | 15277.75 |
| 4 | The Mediterranean Pizza | 15360.5 |
| 5 | The Spinach Pesto Pizza | 15596 |

I. 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 |

J. 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
```

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 |

K. 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
```

| | pizza_name | Total_Orders |
|---|----------------------------|--------------|
| 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. Borrom 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
```

| | 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 |

