PIZZA SALES SQL QUERY

KPI'S

1. **Total Revenue**

```
select
sum(total_price) as Total_revenue
from pizza_sales;
```

	total_revenue numeric
1	817860.1

2. **Average Order values**

```
select
round(sum(total_price)/count(distinct order_id)::numeric,2) as Average_order_value
from pizza_sales;
```

	average_order_value numeric
1	38.31

3. **Total Pizza 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;
```

	total_orders bigint
1	21350

5 Average Pizza Per Order

```
select
round(sum(quantity)/count(distinct order_id)::numeric,2) as Average_Pizza_Per_Order
from pizza_sales;
```

	average_pizza_per_order numeric
1	2.32

6 Daily Trends 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')
order by  total_orders;
```

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

7 Monthly trends For Total Orders

```
select
to_char(order_date,'Month') as order_month,
count(distinct order_id) as Total_orders
from pizza_sales
group by to_char(order_date,'Month')
order by Total_orders;
```

	order_month text	total_orders bigint
1	October	1646
2	September	1661
3	December	1680
4	February	1685
5	June	1773
6	November	1792
7	April	1799
8	March	1840
9	August	1841
10	January	1845
11	May	1853
12	July	1935

8. Percentage sales of pizza by category

```
select
pizza_category,
sum(total_price) as Total_revenue,
round(sum(total_price)*100 / (select sum(total_price) from pizza_sales)::numeric,2) as
percentage_sales
from pizza_sales
group by pizza_category
order by percentage_sales;
```

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

9 Percentage of sales by pizza size

```
select
pizza_size,
sum(total_price),
round(sum(total_price) * 100 / (select sum(total_price) from pizza_sales)::numeric,2) as
percentage_size
from pizza_sales
group by pizza_size
order by percentage_size desc;
```

	pizza_size character varying (5)	sum numeric	percentage_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

10 Total Pizza sold by catergory

```
select
pizza_category,
sum(quantity) as total_pizza_sold
from pizza_sales
group by pizza_category
order by total_pizza_sold desc;
```

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

11 Top 5 best pizza_name by revenue

```
select
pizza_name,
sum(total_price) as total_quantity_sold
from pizza_sales
group by pizza_name
order by total_quantity_sold desc
limit 5;
```

	pizza_name character varying (100)	total_quantity_sold 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

12 Bottom 5 best pizza_name by revenue

```
select
pizza_name,
sum(total_price) as total_quantity_sold
from pizza_sales
group by pizza_name
order by total_quantity_sold
limit 5;
```

	pizza_name character varying (100)	total_quantity_sold 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

13 Top 5 highest pizza sales quantity

```
SELECT
pizza_name,
SUM(quantity) AS total_quantity_sold
FROM pizza_sales
GROUP BY pizza_name
ORDER BY total_quantity_sold DESC
LIMIT 5;
```

	pizza_name character varying (100)	total_quantity_sold 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

14 Bottom 5 pizza sales quantity

```
SELECT
pizza_name,
SUM(quantity) AS total_quantity_sold
FROM pizza_sales
GROUP BY pizza_name
ORDER BY total_quantity_sold DESC
LIMIT 5;
```

	pizza_name character varying (100)	total_quantity_sold 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

15 Top 5 pizza by total orders

```
select
pizza_name,
count(distinct order_id) as total_orders
from pizza_sales
group by pizza_name
order by total_orders desc
limit 5;
```

	pizza_name character varying (100)	total_orders 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

16 Bottom 5 pizza by total orders

```
select
pizza_name,
count(distinct order_id) as total_orders
from pizza_sales
group by pizza_name
order by total_orders desc
limit 5;
```

	pizza_name character varying (100)	total_orders 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

Overview

This pizza sales analysis focuses on understanding overall business performance using key metrics like total revenue, total orders, total pizzas sold, and average order value. It helps identify customer buying behaviour, such as how many pizzas customers order on average and how much they spend per order. The daily and monthly order trends highlight peak sales periods, which are useful for planning staff and inventory. Sales analysis by pizza category and size shows customer preferences. Finally, identifying top and bottom-performing pizzas helps the business improve its menu, pricing strategy, and overall sales performance through data-driven decisions.