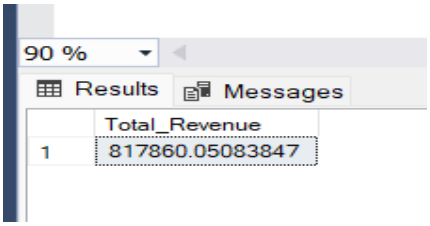
PIZZA SALES SQL QUERIES

A.KPI's

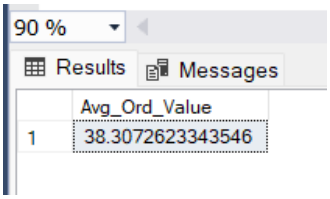
1.Total Revenue

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



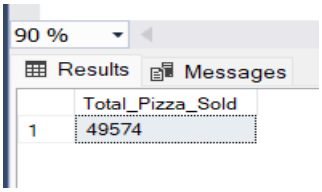
2.Average Order Value

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



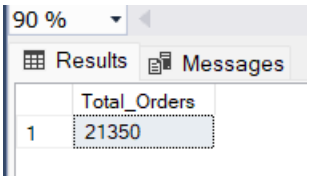
3.Total Pizzas Sold

```
SELECT SUM(quantity) AS Total_Pizza_Sold from pizza_sales;
```



4.Total orders

```
SELECT COUNT(DISTINCT (order_id)) as Total_Orders FROM pizza_sales
```



5.Average pizzas per order

```
SELECT ROUND( SUM(quantity)*1.0/COUNT(DISTINCT(order_id)),2) from pizza_sales (OR)
```

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

	(No column name)
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)

Results Messages

	order_date	Total_Orders
1	Saturday	3158
2	Wednesday	3024
3	Monday	2794
4	Sunday	2624
5	Friday	3538
6	Thursday	3239
7	Tuesday	2973

C.Hourly Trend for Orders

SELECT DATEPART(hour,order_time) as order_hours, COUNT(DISTINCT order_id) AS Total_Orders

FROM pizza_sales GROUP BY DATEPART(hour,order_time) ORDER BY DATEPART(hour,order_time)

Results Messages

	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

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

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

Results Messages

pizza_size	total_revenue	PCT
L	375318.70	45.89
M	249382.25	30.49
S	178076.50	21.77
XL	14076.00	1.72
XXL	1006.60	0.12

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 where DATEPART(quarter,order_date)=1) AS DECIMAL(10,2)) AS PCT FROM pizza_sales where DATEPART(quarter,order_date)=1 GROUP BY pizza_size ORDER BY pizza_size

pizza_size	total_revenue	PCT
L	95229.65	46.37
M	61159.00	29.78
S	45384.25	22.10
XL	3289.50	1.60
XXL	287.60	0.14

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	Total_Quantity_Sold
1	Classic	14888
2	Supreme	11987
3	Veggie	11649
4	Chicken	11050

G. Top 5 Best Sellers by Total Pizzas Sold

SELECT Top 5 pizza_name, SUM(quantity) AS Total_Pizza_Sold

FROM pizza_sales GROUP BY pizza_name ORDER BY Total_Pizza_Sold DESC

Results Messages

	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

H. Bottom 5 Best Sellers by Total Pizzas Sold

SELECT TOP 5 pizza_name, SUM(quantity) AS Total_Pizza_Sold

FROM pizza_sales GROUP BY pizza_name ORDER BY Total_Pizza_Sold ASC

Results Messages

	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

NOTE

If you want to apply the Month, Quarter, Week filters to the above queries you can use WHERE clause. Follow some of below examples

SELECT DATENAME(DW, order_date) AS order_day, COUNT(DISTINCT order_id) AS total_orders

FROM pizza_sales

WHERE MONTH(order_date) = 1

```
GROUP BY DATENAME(DW, order_date)
```

**Here MONTH(order_date) = 1 indicates that the output is for the month of January.*
MONTH(order_date) = 4 indicates output for Month of April.

```
SELECT DATENAME(DW, order_date) AS order_day, COUNT(DISTINCT order_id) AS total_orders

FROM pizza_sales

WHERE DATEPART(QUARTER, order_date) = 1

GROUP BY DATENAME(DW, order_date)
```

**Here DATEPART(QUARTER, order_date) = 1 indicates that the output is for the Quarter 1.*
MONTH(order_date) = 3 indicates output for Quarter 3.