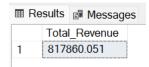# SQL QUERIES

Key Performance Indicators/KPIs

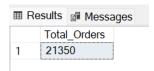### 1. Total Revenue

```sql
SELECT ROUND(SUM(total_price),3) AS Total_Revenue FROM sales
```

	Total_Revenue
1	817860.051

2. Total Orders

```sql
SELECT COUNT(DISTINCT order_id) AS Total_Orders FROM sales
```

	Total_Orders
1	21350

3. Average Order Value

```sql
SELECT ROUND(SUM(total_price) / COUNT(DISTINCT order_id),3) AS Avg_order_Value
FROM sales
```

	Avg_order_Value
1	38.307

4. Total Pizzas Sold

```sql
SELECT SUM(quantity) AS Total_pizza_sold FROM sales
```

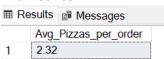|	Total_pizza_sold
1	49574

5. Average Pizzas Per Order

```sql
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 sales
```

	Avg_Pizzas_per_order
1	2.32

Charts

The following set of SQL queries finds the metrics required for building the charts for visualization
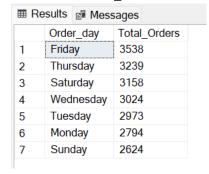
1. Hourly Trend for Total Orders

```sql
SELECT DATENAME(HOUR, order_time) AS Hour, COUNT(DISTINCT order_id) AS Total_Orders
FROM sales
GROUP BY DATENAME(HOUR, order_time)
ORDER BY Total_Orders DESC
```

Results | Messages

	Hour	Total_Orders
1	12	2520
2	13	2455
3	18	2399
4	17	2336
5	19	2009
6	16	1920
7	20	1642
8	14	1472
9	15	1468
10	11	1231
11	21	1198
12	22	663
13	23	28
14	10	8
15	9	1

2. Daily Trend for Total Orders

```sql
SELECT DATENAME(DW, order_date) AS Order_day, COUNT(DISTINCT order_id) AS Total_Orders
FROM sales
GROUP BY DATENAME(DW, order_date)
ORDER BY Total_Orders DESC
```

Results | Messages

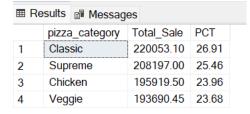|	Order_day	Total_Orders
1	Friday	3538
2	Thursday	3239
3	Saturday	3158
4	Wednesday	3024
5	Tuesday	2973
6	Monday	2794
7	Sunday	2624

3. Monthly Trend for Total Orders

```sql
select DATENAME(MONTH, order_date) as Month_Name, COUNT(DISTINCT order_id) as Total_Orders
from sales
GROUP BY DATENAME(MONTH, order_date)
ORDER BY Total_Orders DESC
```

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

4. Percentage of Sales by Pizza Category

```sql
SELECT pizza_category, CAST(SUM(total_price) AS DECIMAL(10,2)) as Total_Sale,
CAST(SUM(total_price) * 100 / (SELECT SUM(total_price) from sales) AS DECIMAL(10,2)) AS
PCT
FROM sales
GROUP BY pizza_category
ORDER BY PCT DESC
```

	pizza_category	Total_Sale	PCT
1	Classic	220053.10	26.91
2	Supreme	208197.00	25.46
3	Chicken	195919.50	23.96
4	Veggie	193690.45	23.68

5. Total Pizzas Sold by Pizza Category

```sql
SELECT pizza_category, SUM(quantity) as Total_Pizzas_Sold
FROM sales
GROUP BY pizza_category
ORDER BY Total_Pizzas_Sold DESC
```

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

6. Percentage of Sales by Pizza Size

```sql
SELECT pizza_size, CAST(SUM(total_price) AS DECIMAL(10,2)) as Total_Revenue,
CAST(SUM(total_price) * 100 / (SELECT SUM(total_price) from sales) AS DECIMAL(10,2)) AS
PCT
FROM sales
GROUP BY pizza_size
ORDER BY PCT DESC
```

	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

7. Total Pizzas Sold by Pizza Size

```sql
SELECT pizza_size, SUM(quantity) as Total_Pizzas_Sold
FROM sales
GROUP BY pizza_size
ORDER BY Total_Pizzas_Sold DESC
```

	pizza_size	Total_Pizzas_Sold
1	L	18956
2	M	15635
3	S	14403
4	XL	552
5	XXL	28

8. Top 5 Best Sellers by:

Revenue

```sql
SELECT Top 5 pizza_name, SUM(total_price) AS Total_Revenue
FROM sales
GROUP BY pizza_name
ORDER BY Total_Revenue DESC
```

	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

Total Quantity

```sql
SELECT Top 5 pizza_name, SUM(quantity) AS Total_Pizza_Sold
FROM sales
GROUP BY pizza_name
ORDER BY Total_Pizza_Sold DESC
```

	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

Total Orders

```sql
SELECT Top 5 pizza_name, COUNT(DISTINCT order_id) AS Total_Orders
FROM sales
GROUP BY pizza_name
ORDER BY Total_Orders DESC
```

⊞ Results 📄 Messages

	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

9. Bottom 5 Best Sellers by

Revenue

```sql
SELECT Top 5 pizza_name, SUM(total_price) AS Total_Revenue
FROM sales
GROUP BY pizza_name
ORDER BY Total_Revenue
```

⊞ Results 📄 Messages

	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

Total Quantity

```sql
SELECT TOP 5 pizza_name, SUM(quantity) AS Total_Pizza_Sold
FROM sales
GROUP BY pizza_name
ORDER BY Total_Pizza_Sold
```

⊞ 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

Total Orders

```sql
SELECT Top 5 pizza_name, COUNT(DISTINCT order_id) AS Total_Orders
FROM 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

10. Ratio To Quantity (RTQ)

```sql
SELECT pizza_name, SUM(total_price)/Sum(quantity) AS RTQ
FROM sales
GROUP BY pizza_name
ORDER BY RTQ DESC
```

	pizza_name	RTQ
1	The Brie Carre Pizza	23.6499996185303
2	The Greek Pizza	20.0380986065932
3	The Five Cheese Pizza	18.5
4	The Thai Chicken Pizza	18.3189582454661
5	The Southwest Chicken Pizza	18.1041992696922
6	The Spicy Italian Pizza	18.1035602910603
7	The Mexicana Pizza	18.0463274932615
8	The Italian Supreme Pizza	17.7689755838641
9	The Pepper Salami Pizza	17.6549100968188
10	The Barbecue Chicken Pizza	17.5855263157895
11	The California Chicken Pizza	17.4723628691983
12	The Italian Capocollo Pizza	17.4506258692629
13	The Chicken Pesto Pizza	17.165210688592
14	The Chicken Alfredo Pizza	17.1228470111449
15	The Soppressata Pizza	17.0923517169615
16	The Calabrese Pizza	17.0056029882604
17	The Four Cheese Pizza	16.9640909590054
18	The Prosciutto and Arugula ...	16.6048387096774
19	The Napolitana Pizza	16.452868852459
20	The Mediterranean Pizza	16.4459314775161
21	The Italian Vegetables Pizza	16.3295107033639
22	The Spinach and Feta Pizza	16.0935338865837
23	The Spinach Supreme Pizza	16.0818421052632
24	The Spinach Pesto Pizza	16.0783505154639
25	The Vegetables + Vegetabl...	15.9729685452163
26	The Sicilian Pizza	15.9651702786378
27	The Classic Deluxe Pizza	15.5648185894823
28	The Green Garden Pizza	13.9977432296891
29	The Pepperoni, Mushroom, ...	13.8590875643856
30	The Hawaiian Pizza	13.3250412881916
31	The Pepperoni Pizza	12.4738420181969
32	The Big Meat Pizza	12