

# PIZZA SALES QUERIES

## A. Key Performance Indicators (KPIs)

### 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 Average_Order_Value  
FROM pizza_sales;
```

Results		Messages	
Average_Order_Value			
1	38.3072623343546		

### 3. Total Pizza 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 Trends 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)

```

	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) 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

### D. Percentage of Sales of Pizza Category

```

SELECT pizza_category, SUM(total_price) AS Total_Sales, SUM(total_price) * 100
/((SELECT SUM(total_price) FROM pizza_sales) AS Total_Sales_Percentage
FROM pizza_sales
GROUP BY pizza_category

```

Results		Messages	
	pizza_category	Total_Sales	Total_Sales_Percentage
1	Classic	220053.100021362	26.9059602306976
2	Chicken	195919.5	23.9551375322885
3	Veggie	193690.451004028	23.6825910258677
4	Supreme	208196.99981308	25.4563112111462

## E. Percentage of Sales of Pizza Size

```
SELECT pizza_size, SUM(total_price) AS Total_Sales, SUM(total_price) * 100 /
(SELECT SUM(total_price) FROM pizza_sales) AS Total_Sales_Percentage
FROM pizza_sales
GROUP BY pizza_size
```

Results		Messages	
	pizza_size	Total_Sales	Total_Sales_Percentage
1	L	375318.701004028	45.8903330244889
2	XXL	1006.6000213623	0.123077294254725
3	M	249382.25	30.492044420599
4	XL	14076	1.72107684995364
5	S	178076.49981308	21.7734684107037

## 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
```

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
```

### Output

	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
```

### Output

	pizza_name	Total_Revenue
1	The Brie Carré 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 Carré 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. Bottom 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 Carré Pizza	480
2	The Mediterranean Pizza	912
3	The Spinach Supreme Pizza	918
4	The Calabrese Pizza	918
5	The Chicken Pesto Pizza	938