PIZZA SALES SQL QUERIES

A. KPI's

1. Total Revenue:
SELECT SUM(total_price) AS "Total_Revenue"
FROM pizza_sales;

	Total_Revenue
1	817860.05083847

2. Average Order Value
SELECT (SUM(total_price) / COUNT(DISTINCT order_id)) AS "Avg_order_Value"
FROM pizza_sales;

	Avg_order_Value
1	38.3072623343546

3. Total Pizzas Sold
SELECT SUM(quantity) AS Total_pizza_sold
FROM pizza_sales;

	Total_pizza_sold
1	49574

4. Total Orders
SELECT COUNT(DISTINCT order_id) AS "Total_Orders"
FROM pizza_sales;

	Total_Orders
1	21350

5. Average Pizzas Per Order

SELECT ROUND(SUM(quantity)/COUNT(DISTINCT(order_id)),2) AS "Avg_Pizzas_Per_Order"
FROM pizza_sales;

	Avg_Pizzas_per_order
1	2.32

B. Daily Trend for Total Orders

SELECT
sub.order_day,
sub.total_orders
FROM (SELECT
DAYNAME(STR_TO_DATE(order_date, '%d-%m-%Y')) AS order_day,
DAYOFWEEK(STR_TO_DATE(order_date, '%d-%m-%Y')) AS day_num,
COUNT(DISTINCT order_id) AS total_orders
FROM pizza_sales
WHERE order_date IS NOT NULL
GROUP BY order_day, day_num
) AS sub
ORDER BY sub.day_num;

Output:

	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 MONTHNAME(STR_TO_DATE(order_date, '%d-%m-%Y')) AS Month_Name,
COUNT(DISTINCT order_id) AS Total_Orders
FROM pizza_sales
WHERE order_date IS NOT NULL
GROUP BY MONTH(STR_TO_DATE(order_date, '%d-%m-%Y')),Month_Name
ORDER BY MONTH(STR_TO_DATE(order_date, '%d-%m-%Y '));

Output

Month_Name	Total_Orders
January	1845
February	1685
March	1840
April	1799
May	1853
June	1773
July	1935
August	1841
September	1661
October	1646
November	1792
December	1680

D. % of Sales by Pizza Category

SELECT pizza_category, ROUND(SUM(total_price),2) AS total_revenue,
ROUND(SUM(total_price) * 100 / (SELECT SUM(total_price) FROM pizza_sales),2) AS PCT
FROM pizza_sales
GROUP BY pizza_category

Output

	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, ROUND(SUM(total_price),2) AS total_sales,
ROUND(SUM(total_price) * 100 / (SELECT SUM(total_price) FROM pizza_sales),2) AS pct
FROM pizza_sales
GROUP BY pizza_size
ORDER BY pct DESC

Output

	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(STR_TO_DATE(order_date,'%d-%m-%Y'))= 2
GROUP BY pizza_category
ORDER BY Total_Quantity_Sold DESC

Output

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

G. Top 5 Pizzas by Revenue

SELECT pizza_name, SUM(total_price) AS Total_Revenue
FROM pizza_sales
GROUP BY pizza_name
ORDER BY Total_Revenue DESC LIMIT 5

	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 pizza_name, SUM(total_price) AS Total_Revenue
FROM pizza_sales
GROUP BY pizza_name
ORDER BY Total_Revenue ASC LIMIT 5

	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 pizza_name, SUM(quantity) AS Total_Pizza_Sold
FROM pizza_sales
GROUP BY pizza_name
ORDER BY Total_Pizza_Sold DESC LIMIT 5

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 pizza_name, SUM(quantity) AS Total_Pizza_Sold
FROM pizza_sales
GROUP BY pizza_name
ORDER BY Total_Pizza_Sold ASC LIMIT 5
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 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	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 pizza_name, COUNT(DISTINCT order_id) AS Total_Orders
FROM pizza_sales
GROUP BY pizza_name
ORDER BY Total_Orders ASC LIMIT 5

	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