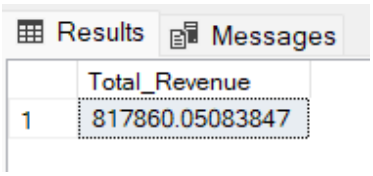
PIZZA SALES SQL QUERIES

A. KPI's

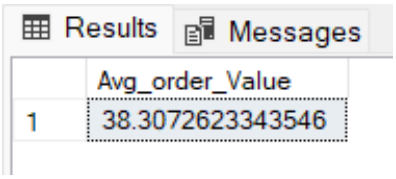
1. Total Revenue:

```
-- Calculates the total revenue from all pizza sales
SELECT SUM(total_price) AS Total_Revenue
FROM pizza_sales;
```



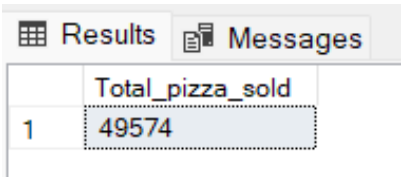
2. Average Order Value

```
-- Computes the average revenue per order
SELECT (SUM(total_price) / COUNT(DISTINCT order_id)) AS Avg_order_Value
FROM pizza_sales
```



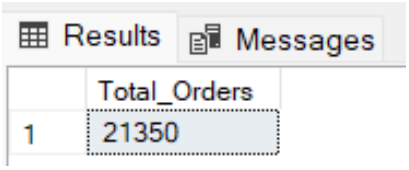
3. Total Pizzas Sold

```
-- Finds the total number of pizzas sold
SELECT SUM(quantity) AS Total_pizza_sold
FROM pizza_sales
```



4. Total Orders

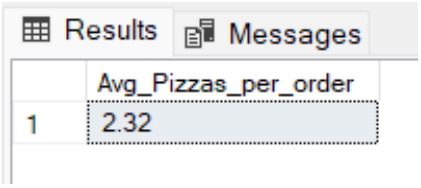
```
-- Counts the total number of unique orders
SELECT COUNT(DISTINCT order_id) AS Total_Orders
FROM pizza_sales
```



	Total_Orders
1	21350

5. Average Pizzas Per Order

```
-- Calculates the average number of pizzas sold per order
SELECT CAST(SUM(quantity) / COUNT(DISTINCT order_id)AS DECIMAL(10,2))
AS Avg_Pizzas_per_order
FROM pizza_sales
```

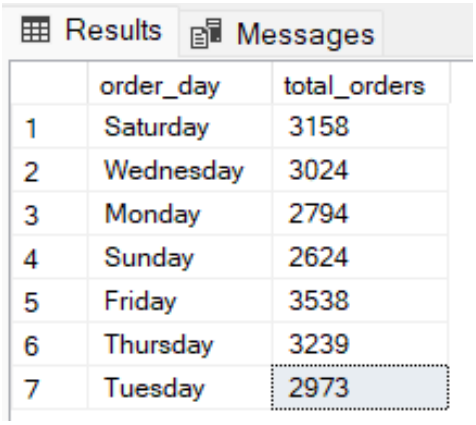


	Avg_Pizzas_per_order
1	2.32

B. Daily Trend for Total Orders

```
-- Shows the total number of orders grouped by the day of the week
SELECT DATENAME(DW, order_date) AS order_day, COUNT(DISTINCT order_id) AS
total_orders
FROM pizza_sales
GROUP BY DATENAME(DW, order_date)
```

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. Hourly Trend for Orders

```
-- Displays the number of orders received at each hour of the day
SELECT HOUR(order_time) as order_hours, COUNT(DISTINCT order_id) as total_orders
from pizza_sales
```

```
group by HOUR(order_time)
order by order_hours
```

Output

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

```
-- Computes the percentage of total revenue for each 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
```

Output

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

```sql
-- Calculates the percentage of total revenue for each 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
```

Output

Results Messages

	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

```sql
-- Finds the total number of pizzas sold per category for the month of February
SELECT pizza_category, SUM(quantity) as Total_Quantity_Sold
FROM pizza_sales
WHERE MONTH(order_date) = 2
GROUP BY pizza_category
ORDER BY Total_Quantity_Sold DESC
```

Output

Results Messages

	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

```sql
-- Retrieves the top 5 best-selling pizzas based on the total quantity 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
```

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

H. Bottom 5 Best Sellers by Total Pizzas Sold

```sql
-- Retrieves the bottom 5 least-selling pizzas based on the total quantity 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
```

Output

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

```
-- NOTE: Applying Month, Quarter, Week Filters

-- Example: Filtering total orders for January

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.*

```
-- Example: Filtering total orders for Quarter 1
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.*