PIZZA SALES SQL QUERIES

A. KPI's

1. Total Revenue:

```
SELECT SUM(total_price) AS Total_Revenue FROM [Pizza DB].[dbo].[pizza_sales];
```

Results | Messages

	Total_Revenue
1	817860.05083847

2. Average Order Value

```
SELECT (SUM(total_price) / COUNT(DISTINCT order_id)) AS Avg_order_Value FROM [Pizza DB].[dbo].[pizza_sales]
```

Results | Messages

	Avg_order_Value
1	38.3072623343546

3. Total Pizzas Sold

```
SELECT SUM(quantity) AS Total_pizza_sold FROM [Pizza DB].[dbo].[pizza_sales]
```

Results | Messages

	Total_pizza_sold
1	49574

4. Total Orders

```
SELECT COUNT(DISTINCT order_id) AS Total_Orders FROM [Pizza DB].[dbo].[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 DB].[dbo].[pizza_sales]
```

Results | Messages

	Avg_Pizzas_per_order
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 DB].[dbo].[pizza_sales]
GROUP BY DATENAME(DW, order_date)
```

Results | Messages

	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 DB].[dbo].[pizza_sales]
GROUP BY DATENAME(MONTH, order_date)
```

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

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    DB].[dbo].[pizza_sales])    AS
                                    DECIMAL(10,2)) AS PCT
FROM [Pizza DB].[dbo].[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  DB].[dbo].[pizza_sales])  AS
                                  DECIMAL(10,2)) AS PCT
FROM [Pizza DB].[dbo].[pizza_sales]
GROUP BY pizza_size
ORDER BY pizza_size
```

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

```
SELECT pizza_category,
      SUM(quantity) as Total_Quantity_Sold
FROM [Pizza DB].[dbo].[pizza_sales]
WHERE MONTH(order_date) = 2
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 DB].[dbo].[pizza_sales]
GROUP BY pizza_name
ORDER BY Total_Revenue DESC
```

Results Messages

	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 DB].[dbo].[pizza_sales]
GROUP BY pizza_name
ORDER BY Total_Revenue ASC
```

	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 Top 5 pizza_name,
      SUM(quantity) AS Total_Pizza_Sold
FROM [Pizza DB].[dbo].[pizza_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

J. Bottom 5 Pizzas by Quantity

```
SELECT TOP 5 pizza_name,
      SUM(quantity) AS Total_Pizza_Sold
FROM [Pizza DB].[dbo].[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

K. Top 5 Pizzas by Total Orders

```
SELECT Top 5 pizza_name,
      COUNT(DISTINCT order_id) AS Total_Orders
FROM [Pizza DB].[dbo].[pizza_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

L. Borrom 5 Pizzas by Total Orders

```
SELECT Top 5 pizza_name,
      COUNT(DISTINCT order_id) AS Total_Orders
FROM [Pizza DB].[dbo].[pizza_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

If you want to apply the pizza_category or pizza_size filters to the above queries you can use the WHERE clause. Follow some of below examples

```
SELECT Top 5 pizza_name,
      COUNT(DISTINCT order_id) AS Total_Orders
FROM [Pizza DB].[dbo].[pizza_sales]
WHERE pizza_category = 'Classic'
GROUP BY pizza_name
ORDER BY Total_Orders ASC
```

Results Messages

	pizza_name	Total_Orders
1	The Pepperoni, Mushroom, and Peppers Pizza	1316
2	The Greek Pizza	1361
3	The Italian Capocollo Pizza	1380
4	The Napolitana Pizza	1421
5	The Big Meat Pizza	1811