

PIZZA SALES SQL QUIRIES

KPI's

1. Total Revenue

```
SELECT SUM(total_price) AS Total_revenue FROM pizza_sales;
```

Result

Result Grid		Filter Rows:
	Total_revenue	
▶	817860.0499999932	

2. Total Orders

```
SELECT COUNT(DISTINCT order_id) AS Total_orders FROM pizza_sales;
```

Result

Result Grid		
	Total_orders	
▶	21350	

3. Total Pizzas Sold

```
SELECT SUM(Quantity) AS Total_pizzas_sold FROM pizza_sales;
```

Result

Result Grid		
	Total_pizzas_sold	
▶	49574	

4. Average Order Value (AOV)

```
SELECT ROUND(SUM(total_price) / COUNT(DISTINCT order_id),2) AS Average_Order_Value  
FROM pizza_sales;
```

Result

Result Grid		Filter F
	Average_Order_Value	
▶	38.31	

5. Average Pizzas Price

```
SELECT ROUND(SUM(total_price) / SUM(quantity),2) AS Average_Pizzas_Price  
FROM pizza_sales;
```

Result

Result Grid		Filter
	Average_Pizzas_Price	
▶	16.5	

6. Average Pizzas Per Order

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

Result

Result Grid	Filter F
avg_pizzas_per_order	
2.32	

7. Top 10 Pizzas by Revenue

```
SELECT pizza_name AS Top_pizza_name, SUM(total_price) AS Revenue FROM pizza_sales
GROUP BY pizza_name ORDER BY Revenue DESC LIMIT 10;
```

Result

Result Grid	Filter Rows:	E
Top_pizza_name	Revenue	
The Thai Chicken Pizza	43434.25	
The Barbecue Chicken Pizza	42768	
The California Chicken Pizza	41409.5	
The Classic Deluxe Pizza	38180.5	
The Spicy Italian Pizza	34831.25	
The Southwest Chicken Pizza	34705.75	
The Italian Supreme Pizza	33476.75	
The Hawaiian Pizza	32273.25	
The Four Cheese Pizza	32265.70000000066	
The Sicilian Pizza	30940.5	

8. Top 10 Pizzas by Quantity

```
SELECT pizza_name AS Top_pizza_name, SUM(quantity) AS Quantity FROM pizza_sales
GROUP BY pizza_name ORDER BY SUM(quantity) DESC LIMIT 10;
```

Result

Result Grid	Filter Rows:
Top_pizza_name	Quantity
The Classic Deluxe Pizza	2453
The Barbecue Chicken Pizza	2432
The Hawaiian Pizza	2422
The Pepperoni Pizza	2418
The Thai Chicken Pizza	2371
The California Chicken Pizza	2370
The Sicilian Pizza	1938
The Spicy Italian Pizza	1924
The Southwest Chicken Pizza	1917
The Big Meat Pizza	1914

9. Order Frequency by Hour

```

SELECT HOUR(order_time) AS order_hour, COUNT(*) AS order_count
FROM pizza_sales
GROUP BY order_hour
ORDER BY order_hour;

```

Result

Result Grid		Filter Row	
	order_hour	order_count	
▶	9	4	
	10	17	
	11	2672	
	12	6543	
	13	6203	
	14	3521	19
	15	3170	20
	16	4185	21
	17	5143	22
	18	5359	23
			68

10. Daily Trend for Total Orders

```

SELECT
    DAYNAME(STR_TO_DATE(order_date, '%m/%d/%Y')) AS order_day,
    COUNT(DISTINCT order_id) AS total_orders
FROM pizza_sales
WHERE STR_TO_DATE(order_date, '%m/%d/%Y') IS NOT NULL
GROUP BY order_day
ORDER BY FIELD(order_day,
    'Monday', 'Tuesday', 'Wednesday', 'Thursday', 'Friday', 'Saturday', 'Sunday');

```

Result

Result Grid		Filter Rows	
	order_day	total_orders	
▶	Monday	2794	
	Tuesday	2973	
	Wednesday	3024	
	Thursday	3239	
	Friday	3538	
	Saturday	3158	
	Sunday	2624	

11. Monthly Trend for Total Orders

SELECT

MONTHNAME(STR_TO_DATE(order_date, '%m/%d/%Y')) AS month_name,
COUNT(DISTINCT order_id) AS total_orders

FROM pizza_sales

WHERE STR_TO_DATE(order_date, '%m/%d/%Y') IS NOT NULL

GROUP BY month_name

ORDER BY FIELD(month_name,

'January', 'February', 'March', 'April', 'May', 'June',

'July', 'August', 'September', 'October', 'November', 'December');

Result

Result Grid			Filter Rows:
	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	

12. % of Sales by Pizza Category

SELECT

pizza_category,

ROUND(SUM(total_price) / (SELECT SUM(total_price) FROM pizza_sales) * 100, 2) AS
percent_of_sales

FROM pizza_sales

GROUP BY pizza_category

ORDER BY percent_of_sales DESC;

Result

Result Grid			Filter Rows:
	pizza_category	percent_of_sales	
▶	Classic	26.91	
	Supreme	25.46	
	Chicken	23.96	
	Veggie	23.68	



13. % of Sales by Pizza Size

```

SELECT
    pizza_size, ROUND(SUM(total_price),2) AS total_revenue,
    ROUND(SUM(total_price) / (SELECT SUM(total_price) FROM pizza_sales) * 100, 2) AS
percent_of_sales
FROM pizza_sales
GROUP BY pizza_size
ORDER BY percent_of_sales DESC;

```

Result

Result Grid   Filter Rows: <input type="text"/>			
	pizza_size	total_revenue	percent_of_sales
▶	L	375318.7	45.89
	M	249382.25	30.49
	S	178076.5	21.77
	XL	14076	1.72
	XXL	1006.6	0.12



14. 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;

```

Result

Result Grid   Filter Rows: <input type="text"/>		
	pizza_category	total_quantity_sold
▶	Classic	14888
	Supreme	11987
	Veggie	11649
	Chicken	11050