

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) from pizza_sales
```

| | 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
```

| | 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_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)
```

| | 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. Percentage of Sales by Pizza Category

```
select pizza_category, cast(sum(total_price) as decimal(10,2))  
as Total_Sales,  
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
```

| | pizza_category | Total_Sales | 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. Percentage of Sales by Pizza Size

```
select pizza_size, cast(sum(total_price) as decimal(10,2)) as
Total_Sales,
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
```

| | pizza_size | Total_Sales | PCT |
|---|------------|-------------|-------|
| 1 | L | 375318.70 | 45.89 |
| 2 | XXL | 1006.60 | 0.12 |
| 3 | M | 249382.25 | 30.49 |
| 4 | XL | 14076.00 | 1.72 |
| 5 | S | 178076.50 | 21.77 |

F. Total Pizzas Sold by Pizza Category

```
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
```

| | pizza_category | Total_Quantity_Sold |
|---|----------------|---------------------|
| 1 | Classic | 1178 |
| 2 | Supreme | 964 |
| 3 | Veggie | 944 |
| 4 | Chicken | 875 |

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
```

| | 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
```

| | 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_Pizzas_Sold
from pizza_sales
group by pizza_name
order by Total_Pizzas_Sold desc
```

| | pizza_name | Total_Pizzas_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_Pizzas_Sold
from pizza_sales
group by pizza_name
order by Total_Pizzas_Sold
```

| | pizza_name | Total_Pizzas_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_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
```

| | 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 |