

PIZZA SALES QUERIES

A. KPIs

i. Total Sales

```
SELECT CAST(SUM(total_price) AS DECIMAL(10, 2)) AS Total_Revenue from  
pizza_sales;
```

	Total_Revenue
1	817860.05

ii. Average Order Value

```
SELECT CAST(CAST(SUM(total_price) AS DECIMAL(10, 2)) / COUNT(DISTINCT  
order_id) AS DECIMAL(10, 2)) AS Average_order_value from pizza_sales;
```

	Average_order_value
1	38.31

iii. Total Pizzas Sold

```
SELECT SUM(quantity) AS Total_Pizzas_Sold from pizza_sales;
```

	Total_Pizzas_Sold
1	49574

iv. Total Orders

```
SELECT COUNT(DISTINCT order_id) AS Total_Orders from pizza_sales;
```

	Total_Orders
1	21350

v. 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_Orders from pizza_sales;
```

	Avg_Pizzas_per_Orders
1	2.32

B. Daily Trend for 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 Total Pizzas Sold 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 Percentage_Sales_by_Category
from pizza_sales
GROUP BY pizza_category
ORDER BY Percentage_Sales_by_Category DESC;
```

	pizza_category	total_sales	Percentage_Sales_by_Category
1	Classic	220053.10	26.91
2	Supreme	208197.00	25.46
3	Chicken	195919.50	23.96
4	Veggie	193690.45	23.68

E. Percentage of Total Pizzas Sold 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 percentage_sales_by_size
from pizza_sales
GROUP BY pizza_size
```

ORDER BY percentage_sales_by_size DESC;

	pizza_size	total_sales	percentage_sales_by_size
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. Top 5 Pizzas

i. by Revenue

```
SELECT TOP 5 pizza_name, CAST(SUM(total_price) AS DECIMAL (10, 2)) AS
total_sales
from pizza_sales
GROUP BY pizza_name
ORDER BY total_sales DESC;
```

	pizza_name	total_sales
1	The Thai Chicken Pizza	43434.25
2	The Barbecue Chicken Pizza	42768.00
3	The California Chicken Pizza	41409.50
4	The Classic Deluxe Pizza	38180.50
5	The Spicy Italian Pizza	34831.25

ii. by Quantity

```
SELECT TOP 5 pizza_name, SUM(quantity) AS total_quantity
from pizza_sales
GROUP BY pizza_name
ORDER BY total_quantity DESC;
```

	pizza_name	total_quantity
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

iii. by 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

G. Bottom 5 Pizzas

i. by Revenue

```
SELECT TOP 5 pizza_name, CAST(SUM(total_price) AS DECIMAL (10, 2)) AS  
total_sales  
from pizza_sales  
GROUP BY pizza_name  
ORDER BY total_sales;
```

	pizza_name	total_sales
1	The Brie Carré Pizza	11588.50
2	The Green Garden Pizza	13955.75
3	The Spinach Supreme Pizza	15277.75
4	The Mediterranean Pizza	15360.50
5	The Spinach Pesto Pizza	15596.00

ii. by Quantity

```
SELECT TOP 5 pizza_name, SUM(quantity) AS total_quantity  
from pizza_sales  
GROUP BY pizza_name  
ORDER BY total_quantity;
```

	pizza_name	total_quantity
1	The Brie Carré Pizza	490
2	The Mediterranean Pizza	934
3	The Calabrese Pizza	937
4	The Spinach Supreme Pizza	950
5	The Soppressata Pizza	961

iii. by 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 Carré Pizza	480
2	The Mediterranean Pizza	912
3	The Spinach Supreme Pizza	918
4	The Calabrese Pizza	918
5	The Chicken Pesto Pizza	938