**Pizza Sales SQL Queries:**

**A. KPI’s**

**1. Total Revenue**

use PizzaDB

select \* from pizza\_sales;

Select SUM(total\_price) as Total\_Revenue from pizza\_sales;

Result: 817860.05083847

**2. Total Orders placed**

Select Count(Distinct order\_id) as Total\_Orders from pizza\_sales;

Result: 21350

**3. Average Order Values**

Select SUM(total\_price)/Count(Distinct order\_id) as Average\_Order\_Value from pizza\_sales;

Result: 38.3072623343546

**4. Total Pizzas Sold**

Select SUM(quantity) as Total\_pizza\_quantity from pizza\_sales;

Result: 49574

**5. Average Pizzas Per Order**

Select SUM(Quantity)/Count(Distinct order\_id) as Average\_Pizza\_Sold from pizza\_sales;

Result: 2

# To put it in decimals(10,2) means go upto 10 decimal points

Select Cast(SUM(Quantity) as decimal(10,2))/

Cast(Count(Distinct order\_id) as decimal(10,2)) as Average\_Pizza\_Sold from pizza\_sales;

Resilt: 2.3219672131147

# To put it up to 2 decimals points

Select Cast(Cast(SUM(Quantity) as decimal(10,2))/

Cast(Count(Distinct order\_id) as decimal(10,2)) as decimal(10,2)) from pizza\_sales;

# putting cast on result will not give exact result howver it will display result upto 2 decimal points

Select Cast(SUM(Quantity)/Count(Distinct order\_id) as decimal(10,2))

from pizza\_sales;

Result: 2.00

**6. Daily Trend for Total Orders**

# Datename is function to retrieve DW (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);

Result: order\_day Total\_orders

Saturday 3158

Wednesday 3024

Monday 2794

Sunday 2624

Friday 3538

Thursday 3239

Tuesday 2973

**7. Monthly Trend for Total Orders**

Select DATENAME(MONTH,order\_date) as order\_month,

COUNT(DISTINCT order\_id) as Total\_orders

from pizza\_sales

GROUP BY DATENAME(MONTH,order\_date);

Result: order\_month Total\_orders

June 1773

August 1841

April 1799

May 1853

December 1680

January 1845

September 1661

October 1646

July 1935

November 1792

March 1840

Select DATENAME(MONTH,order\_date) as order\_month,

COUNT(DISTINCT order\_id) as Total\_orders

from pizza\_sales

GROUP BY DATENAME(MONTH,order\_date);

Result: order\_month Total\_orders

July 1935

May 1853

January 1845

August 1841

March 1840

April 1799

November 1792

June 1773

February 1685

December 1680

September 1661

October 1646

**8. Percentage of Sales by Pizza Category**:

Select pizza\_category, SUM(total\_price) \*100/ (select SUM( total\_price) from pizza\_sales) as Percent\_Total\_sales

from pizza\_sales

group by pizza\_category;

Select pizza\_category, CAST(SUM(total\_price) \*100/ (select SUM( total\_price) from pizza\_sales) as decimal(10,2))as Percent\_Total\_sales

from pizza\_sales

group by pizza\_category;

Result: pizza\_category Percent\_Total\_sales

Classic 26.91

Chicken 23.96

Veggie 23.68

Supreme 25.46

**9. Percentage of Sales by pizza Size:**

Select pizza\_size, CAST(SUM(total\_price) \*100/ (select SUM( total\_price) from pizza\_sales) as decimal(10,2))as Percent\_Total\_sales

from pizza\_sales

group by pizza\_size

Order by Percent\_Total\_sales DESC;

result: pizza\_size Percent\_Total\_sales

L 45.89

M 30.49

S 21.77

XL 1.72

XXL 0.12

**Percentage of Sales by pizza Size in first quarter:**

Select pizza\_size, CAST(SUM(total\_price) \*100/ (select SUM( total\_price) from pizza\_sales where DATEPART(quarter, order\_date)=1) as decimal(10,2))as Percent\_Total\_sales

from pizza\_sales

where DATEPART(quarter, order\_date)=1

group by pizza\_size

Order by Percent\_Total\_sales DESC;

Result: pizza\_size Percent\_Total\_sales

L 46.37

M 29.78

S 22.10

XL 1.60

XXL 0.14

**Percentage of Sales by pizza Size in third quarter:**

Select pizza\_size, CAST(SUM(total\_price) \*100/ (select SUM( total\_price) from pizza\_sales where DATEPART(quarter, order\_date)=3) as decimal(10,2))as Percent\_Total\_sales

from pizza\_sales

where DATEPART(quarter, order\_date)=3

group by pizza\_size

Order by Percent\_Total\_sales DESC;

Result: pizza\_size Percent\_Total\_sales

L 45.72

M 30.42

S 22.16

XL 1.62

XXL 0.09

**10. Total Pizzas sold by pizza categories**:

Select pizza\_category, SUM(quantity) as Total\_Quantity\_Sold

from pizza\_sales

group by pizza\_category

Order by Total\_Quantity\_Sold DESC;

Result: pizza\_category Total\_quantity\_Sold

Classic 14888

Supreme 11987

Veggie 11649

Chicken 11050

**11. Top 5 Best sellers by revenue, Total Quantity and Total Orders:**

**Pizza By Total Quantity**

Select pizza\_name, SUM(quantity) as Total\_Quantity

From pizza\_sales

Group by pizza\_name

Order By Total\_Quantity Desc;

Result: pizza\_name Total\_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

The Four Cheese Pizza 1902

The Italian Supreme Pizza 1884

The Vegetables + Vegetables Pizza 1526

The Mexicana Pizza 1484

The Napolitana Pizza 1464

The Prosciutto and Arugula Pizza 1457

The Pepper Salami Pizza 1446

The Spinach and Feta Pizza 1446

The Italian Capocollo Pizza 1438

The Greek Pizza 1420

The Five Cheese Pizza 1409

The Pepperoni, Mushroom, and Peppers Pizza 1359

The Green Garden Pizza 997

The Chicken Alfredo Pizza 987

The Italian Vegetables Pizza 981

The Chicken Pesto Pizza 973

The Spinach Pesto Pizza 970

The Soppressata Pizza 961

The Spinach Supreme Pizza 950

The Calabrese Pizza 937

The Mediterranean Pizza 934

The Brie Carre Pizza 490

**Top 5 Pizzas By Total Quantity**

Select Top 5 pizza\_name, SUM(quantity) as Total\_Quantity

From pizza\_sales

Group by pizza\_name

Order By Total\_Quantity Desc;

Result:

pizza\_name Total\_Quantity

The Classic Deluxe Pizza 2453

The Barbecue Chicken Pizza 2432

The Hawaiian Pizza 2422

The Pepperoni Pizza 2418

The Thai Chicken Pizza 2371

**Top 5 Pizzas By Total Revenue**

Select Top 5 pizza\_name,SUM(total\_price) as Total\_Revenue

from pizza\_sales

Group by pizza\_name

Order By Total\_Revenue Desc;

Result:

pizza\_name Total\_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

**Top 5 Pizzas By Total Order Placed**

Select Top 5 pizza\_name, COUNT(distinct order\_id) as Total\_Orders\_Placed

from pizza\_sales

Group by pizza\_name

Order By Total\_Orders\_Placed Desc;

Results:

pizza\_name Total\_Orders\_Placed

The Classic Deluxe Pizza 2329

The Hawaiian Pizza 2280

The Pepperoni Pizza 2278

The Barbecue Chicken Pizza 2273

The Thai Chicken Pizza 2225

**12. Bottom 5 Best sellers by revenue, Total Quantity and Total Orders:**

**Bottom 5 Pizzas By Total Quantity**

Select Top 5 pizza\_name, SUM(quantity) as Total\_Quantity

From pizza\_sales

Group by pizza\_name

Order By Total\_Quantity Asc;

Result:

pizza\_name Total\_Quantity

The Brie Carre Pizza 490

The Mediterranean Pizza 934

The Calabrese Pizza 937

The Spinach Supreme Pizza 950

The Soppressata Pizza 961

**Bottom 5 Pizzas By Total Revenue**

Select Top 5 pizza\_name,CAST(SUM(total\_price) as decimal(10,2)) as Total\_Revenue

from pizza\_sales

Group by pizza\_name

Order By Total\_Revenue Asc;Result:

pizza\_name Total\_Revenue

The Brie Carre Pizza 11588.50

The Green Garden Pizza 13955.75

The Spinach Supreme Pizza 15277.75

The Mediterranean Pizza 15360.50

The Spinach Pesto Pizza 15596.00

**Bottom 5 Pizzas By Total Order Placed**

Select Top 5 pizza\_name, COUNT(distinct order\_id) as Total\_Orders\_Placed

from pizza\_sales

Group by pizza\_name

Order By Total\_Orders\_Placed Asc;

Results:

pizza\_name Total\_Orders\_Placed

The Brie Carre Pizza 480

The Mediterranean Pizza 912

The Spinach Supreme Pizza 918

The Calabrese Pizza 918

The Chicken Pesto Pizza 938