

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;
```

Result: 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 however 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

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