PIZZA SALES SQL QUERIES

A. KPI's

1. Total Revenue:

```sql
SELECT SUM(total_price) AS Total_Revenue
FROM pizza_sales
```

	Total_Revenue
1	817860.05083847

2. Average Order Value

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

	AVG_Order_Value
1	38.31

3. Total Pizzas Sold

```sql
SELECT SUM(quantity) AS Total_Pizza_Sold FROM pizza_sales
```

	Total_Pizza_Sold
1	49574

4. Total Orders

```sql
SELECT COUNT(DISTINCT order_id) AS Total_Orders FROM pizza_sales
```

	Total_Orders
1	21350

5. Average Pizzas Per Order

```sql
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

```sql
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. Hourly Trend for Orders

```sql
SELECT DATEPART(HOUR,order_time) AS Order_Hour,
COUNT(DISTINCT order_id) AS Total_Orders
FROM pizza_sales
GROUP BY DATEPART(HOUR,order_time)
ORDER BY DATEPART(HOUR,order_time)
```

	Order_Hour	Total_Orders
1	9	1
2	10	8
3	11	1231
4	12	2520
5	13	2455
6	14	1472
7	15	1468
8	16	1920
9	17	2336
10	18	2399
11	19	2009
12	20	1642
13	21	1198
14	22	663
15	23	28

D. % of Sales by Pizza Category

```sql
SELECT pizza_category ,SUM(total_price) AS
Total_Revenue,ROUND((SUM(total_price)/(SELECT SUM(total_price) FROM
pizza_sales))*100,2)
AS PCT
FROM pizza_sales
GROUP BY pizza_category
```

	pizza_category	Total_Revenue	PCT
1	Chicken	195919.5	23.96
2	Supreme	208196.99981308	25.46
3	Classic	220053.100021362	26.91
4	Veggie	193690.451004028	23.68

E. % of Sales by Pizza Size

```sql
SELECT pizza_size ,ROUND(SUM(total_price),2) AS
Total_Sales,ROUND((SUM(total_price)/(SELECT SUM(total_price) FROM pizza_sales))*100,2)
AS PCT
FROM pizza_sales
GROUP BY pizza_size
ORDER BY PCT DESC
```

	pizza_size	Total_Sales	PCT
1	L	375318.7	45.89
2	M	249382.25	30.49
3	S	178076.5	21.77
4	XL	14076	1.72
5	XXL	1006.6	0.12

F. Total Pizzas Sold by Pizza Category

```sql
SELECT pizza_category, SUM(quantity) AS Total_Pizzas_Sold
FROM pizza_sales
GROUP BY pizza_category
```

	pizza_category	Total_Pizzas_Sold
1	Chicken	11050
2	Supreme	11987
3	Classic	14888
4	Veggie	11649

G. Top 5 Best Sellers by Total Pizzas Sold

```sql
SELECT TOP(5) pizza_name,SUM(quantity) AS Total_Pizza_Sold
FROM pizza_sales
GROUP BY pizza_name
ORDER BY SUM(quantity) DESC
```

	pizza_name	Total_Pizza_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

H. Bottom 5 Worst Sellers by Total Pizzas Sold

```sql
SELECT TOP(5) pizza_name,SUM(quantity) AS Total_Pizza_Sold
FROM pizza_sales
GROUP BY pizza_name
ORDER BY SUM(quantity) ASC
```

	pizza_name	Total_Pizza_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