

Pizza Sales SQL Queries

A. KPI'S

1. Total Revenue:

Select **SUM**(total_price) [Total Revenue] **from** pizza_sales

Results		Messages	
Total Revenue			
1	817860.05083847		

2. Average Order Value

Select **SUM**(total_price) / **COUNT**(**DISTINCT** order_id) [Average Order Value] **from** pizza_sales

Results		Messages	
Average Order Value			
1	38.3072623343546		

3. Select **SUM**(quantity) [Total Pizza Sold] **from** pizza_sales

Results		Messages	
(No column name)			
1	49574		

4. Select **COUNT**(**DISTINCT** order_id) [Total Order] **from** pizza_sales

Results		Messages	
Total Order			
1	21350		

5. Select **CAST**(**CAST**(**SUM**(quantity) **AS DECIMAL**(10,2)) / **CAST**(**COUNT**(**DISTINCT** order_id) **AS DECIMAL**(10,2)) **AS DECIMAL**(10,2)) [Average Pizzas Per Order] **from** pizza_sales

Results		Messages	
Average Pizzas Per Order			
1	2.32		

B. Daily Trend for Total Orders

```
SELECT DATENAME(DW, order_date) [Order day], COUNT(DISTINCT order_id) [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

```
SELECT DATEPART(HOUR, order_time) [Order Hours], COUNT(DISTINCT order_id) [Total orders]
FROM pizza_sales
GROUP BY DATEPART(HOUR, order_time)
ORDER BY DATEPART(HOUR, order_time)
```

	Order Hours	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

```
SELECT pizza_category, SUM(total_price) * 100 /
(SELECT SUM(total_price) FROM pizza_sales WHERE MONTH(order_date) = 1) [PCT]
FROM pizza_sales
WHERE MONTH(order_date) = 1
GROUP BY pizza_category
```

	pizza_category	PCT
1	Classic	26.6779189176038
2	Chicken	23.1952780348435
3	Veggie	24.4370162489706
4	Supreme	25.6897867985821

E. % of Sales by Pizza Size

```
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)) [PCT]  
FROM pizza_sales  
WHERE DATEPART(QUARTER, order_date) = 1  
GROUP BY pizza_size  
ORDER BY PCT DESC
```

	pizza_size	PCT
1	L	46.37
2	M	29.78
3	S	22.10
4	XL	1.60
5	XXL	0.14

F. Total Pizzas Sold by Pizza Category

```
SELECT pizza_category, SUM(quantity) [Total Pizza]  
FROM pizza_sales  
GROUP BY pizza_category
```

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

G. Top 5 Best Sellers by Total Pizzas Sold

```
SELECT TOP 5 pizza_name, SUM(quantity) [Total Pizzas]  
FROM pizza_sales  
GROUP BY pizza_name  
ORDER BY SUM(quantity) DESC
```

	pizza_name	Total Pizzas
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 Best Sellers by Total Pizzas Sold

```
SELECT TOP 5 pizza_name, SUM(quantity) [Total Pizzas]  
FROM pizza_sales  
GROUP BY pizza_name  
ORDER BY SUM(quantity)
```



Results



Messages

	pizza_name	Total Pizzas
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