Pizza Sales SQL queries

1. KPI’s

1 Total Revenue:  
**select sum(total\_price) as Total\_Revenue from**

**pizza\_sales\_excel\_file2;**

Total Revenue:

817860.05083847

2. Average Order Value:

**select sum(total\_price) / count(distinct order\_id) as avg\_order\_val from pizza\_sales\_excel\_file2;**

avg\_order\_val:

38.3072623343546

3.Total pizza sold:

**select sum(quantity) as Total\_pizza\_sold from pizza\_sales\_excel\_file2;**

Total\_pizza\_sold:  
49574

4.Total Order Placed:

**select count(distinct order\_id) as Total\_Orders from pizza\_sales\_excel\_file2;**

Total\_Orders:

21350

5.Avg. 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)) from pizza\_sales\_excel\_file2**;

2.32

6.Daily Trend for Total Orders:

**select DATENAME(DW, order\_date) as order\_day, count(distinct order\_id) as Total\_orders**

**from pizza\_sales\_excel\_file2**

**group by DATENAME(DW, order\_date);**

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 Month\_Name, count(distinct order\_id) as total\_orders**

**from pizza\_sales\_excel\_file2**

**group by DATENAME(MONTH,order\_date)**

**order by Total\_orders DESC;**

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) as Total\_Sales, sum(total\_Price)\*100 / (select sum(total\_price) from pizza\_sales\_excel\_file2) as percentage\_total\_sales**

**from pizza\_sales\_excel\_file2**

**group by pizza\_category;**

Classic 220053.100021362 26.9059602306976

Chicken 195919.5 23.9551375322885

Veggie 193690.451004028 23.6825910258677

Supreme 208196.99981308 25.4563112111462

select pizza\_category ,sum(total\_price) as Total\_Sales,sum(total\_Price )\*100 /

(select sum(total\_price) from pizza\_sales\_excel\_file2 where month(order\_date) =1 ) as percentage\_total\_sales

from pizza\_sales\_excel\_file2

where month(order\_date) =1

group by pizza\_category;

9. Percentage of sales by Pizza size:

**select pizza\_size,sum(total\_price) as Total\_Sales,sum(total\_Price )\*100 /**

**(select sum(total\_price) from pizza\_sales\_excel\_file2 ) as percentage\_total\_sales**

**from pizza\_sales\_excel\_file2**

**group by pizza\_size;**

**order by percentage\_total\_sales desc;**

L 375318.701004028 45.8903330244889

M 249382.25 30.492044420599

S 178076.49981308 21.7734684107037

XL 14076 1.72107684995364

XXL 1006.6000213623 0.123077294254725

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\_excel\_file2 ) as decimal(10,2)) as percentage\_total\_sales

from pizza\_sales\_excel\_file2

group by pizza\_size

order by percentage\_total\_sales desc;

10. Top 5 Best Sellers by Revenue, Total Quantity and total order:

**select Top 5 pizza\_name, sum(total\_price) As total\_revenue from pizza\_sales\_excel\_file2**

**group by pizza\_name**

**order by total\_revenue DESC ;**

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

**select Top 5 pizza\_name, sum(quantity) As total\_Quantity from pizza\_sales\_excel\_file2**

**group by pizza\_name**

**order by total\_Quantity DESC ;**

The Classic Deluxe Pizza 2453

The Barbecue Chicken Pizza 2432

The Hawaiian Pizza 2422

The Pepperoni Pizza 2418

The Thai Chicken Pizza 2371

**select Top 5 pizza\_name, count(distinct order\_id) As total\_Orders from pizza\_sales\_excel\_file2**

**group by pizza\_name**

**order by total\_Orders DESC** ;

The Classic Deluxe Pizza 2329

The Hawaiian Pizza 2280

The Pepperoni Pizza 2278

The Barbecue Chicken Pizza 2273

The Thai Chicken Pizza 2225