

PIZZA SALES ANALYSIS SQL QUERIES

A. KPI's

1. Total Revenue:

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

Results		Messages	
	Total_Revenue		
1	817860.05083847		

2. Average Order Value

```
select SUM(total_price)/COUNT(DISTINCT order_id) as Avg_Order_Value from  
pizza_sales;
```

Results		Messages	
	Avg_order_Value		
1	38.3072623343546		

3. Total Pizzas Sold

```
select SUM(quantity) as Total_Pizza_Sold from pizza_sales;
```

Results		Messages	
	Total_pizza_sold		
1	49574		

4. Total Orders

```
select COUNT(DISTINCT order_id) as Total_Orders from pizza_sales;
```

Results		Messages	
	Total_Orders		
1	21350		

5. Average 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))as Avg_Pizza_Per_Order  
from pizza_sales;
```

Results		Messages	
	Avg_Pizza_Per_Order		
1	2.32		

B. Daily Trend for Total Orders

```
select DATENAME(DW,order_date)as Order_day,COUNT(DISTINCT order_id)
as Total_Orders
from pizza_sales group by DATENAME(DW,order_date);
```

Output:

	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)as Order_Hours,COUNT(DISTINCT order_id) as
Total_Orders from pizza_sales
group by DATEPART(HOUR,order_time)
order by DATEPART(HOUR,order_time) asc ;
```

Output

	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) as total_revenue,  
sum(total_price)*100/ (select SUM(total_price) from pizza_sales) as PCT from pizza_sales  
group by pizza_category  
order by pizza_category;
```

Output

Results		Messages	
	pizza_category	total_revenue	PCT
1	Chicken	195919.5	23.9551375322885
2	Classic	220053.100021362	26.9059602306976
3	Supreme	208196.99981308	25.4563112111462
4	Veggie	193690.451004028	23.6825910258677

E. % of Sales by Pizza Size

```
select pizza_size, SUM(total_price) as total_revenue,  
sum(total_price)*100/ (select SUM(total_price) from pizza_sales where  
MONTH(order_date)=1) as PCT  
from pizza_sales  
where MONTH(order_date)=1  
group by pizza_size  
order by pizza_size;
```

Output

Results		Messages	
	pizza_size	total_revenue	PCT
1	L	32399.4000778198	46.4219345512879
2	M	20943.5	30.0078947122382
3	S	15103.4999866486	21.6403293329978
4	XL	1275	1.82682291680491
5	XXL	71.9000015258789	0.103018486671203

F. Total Pizzas Sold by Pizza Category

```
select pizza_category, SUM(quantity) as Total_Quantity_Sold
from pizza_sales
group by pizza_category
order by Total_Quantity_Sold desc;
```

Output

	Results	Messages
	pizza_category	Total_Quantity_Sold
1	Classic	14888
2	Supreme	11987
3	Veggie	11649
4	Chicken	11050

G. Top 5 Best Sellers by Total Pizzas Sold

```
select top 5 pizza_name, SUM(quantity) as Total_Pizzas_Sold
from pizza_sales
group by pizza_name
order by SUM(quantity) desc;
```

Output

	Results	Messages
	pizza_name	Total_Pizzas_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 Best Sellers by Total Pizzas Sold

```
select top 5 pizza_name, SUM(quantity) as Total_Pizzas_Sold
from pizza_sales
group by pizza_name
order by SUM(quantity);
```

Output

Results			Messages		
	pizza_name	Total_Pizzas_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			