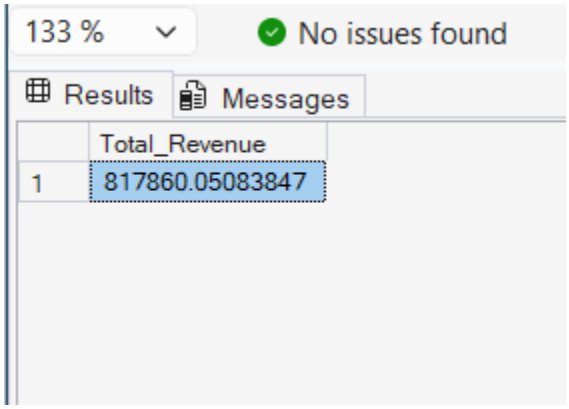
PIZZA SALES SQL QUERIES

A. KPI's

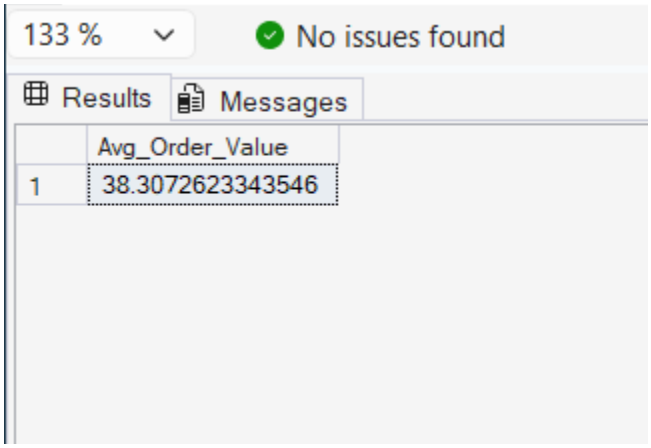
1. Total Revenue:

SELECT SUM(total_price) AS Total_Revenue FROM pizza_sales



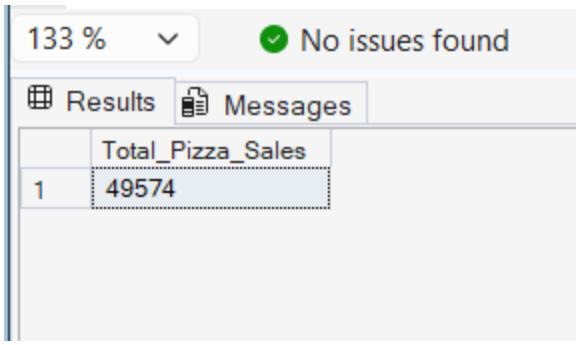
2. Average Order Value:

SELECT SUM(total_price) / COUNT(DISTINCT order_id) AS Avg_Order_Value FROM pizza_sales



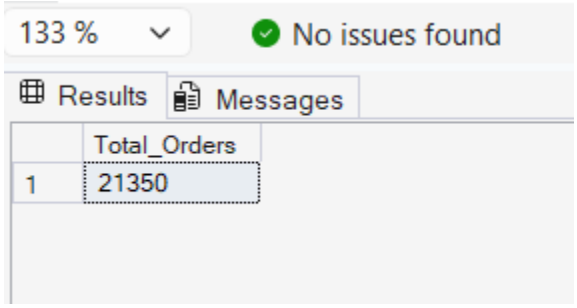
3. Total Pizza Sales:

SELECT SUM(quantity) AS Total_Pizza_Sales FROM pizza_sales



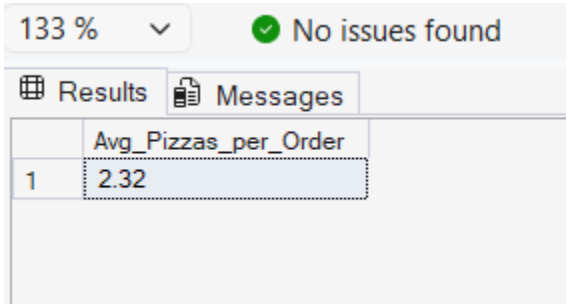
4. Total Orders:

SELECT COUNT(DISTINCT order_id) AS Total_Orders FROM pizza_sales



5. Average Pizzas per Order:

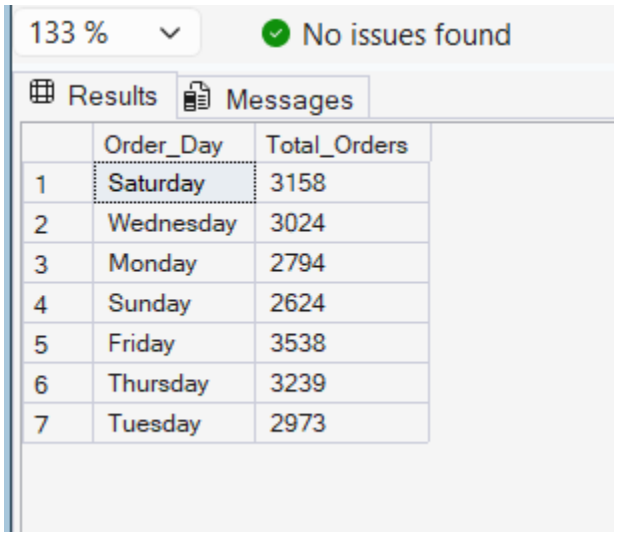
```
SELECT CAST(CAST(SUM(quantity) AS DECIMAL(10,2)) /
CAST(COUNT(DISTINCT order_id) AS DECIMAL(10,2)) AS DECIMAL(10,2)) AS
Avg_Pizzas_per_Order FROM pizza_sales
```



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)
```



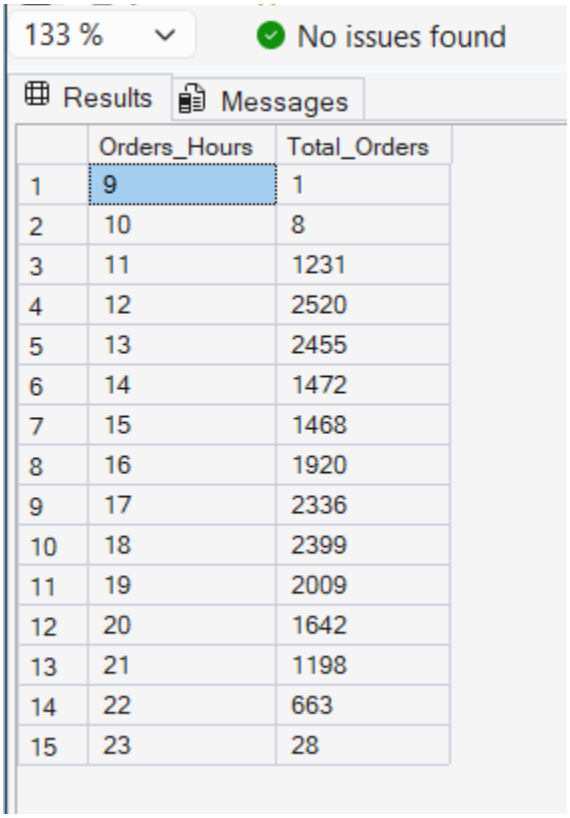
133 % No issues found

Results Messages

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



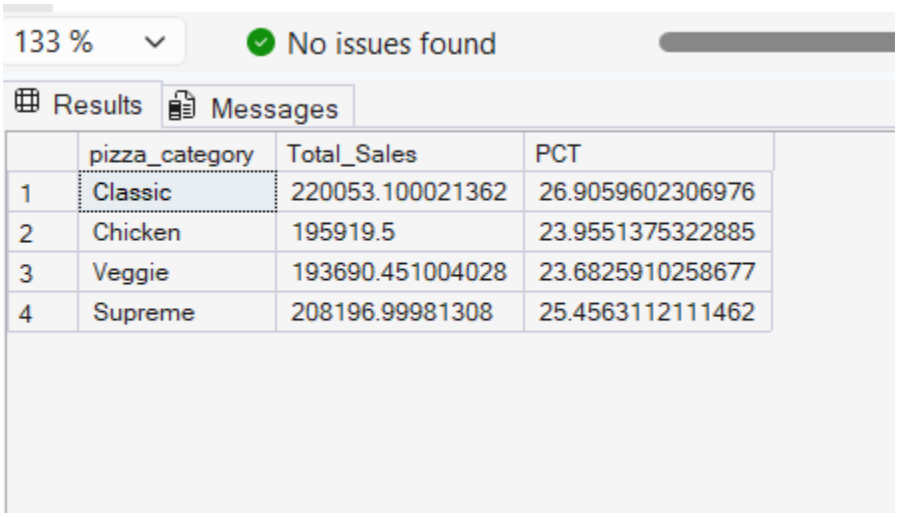
133 % No issues found

Results Messages

	Orders_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. Percentage of Sales by Pizza Category

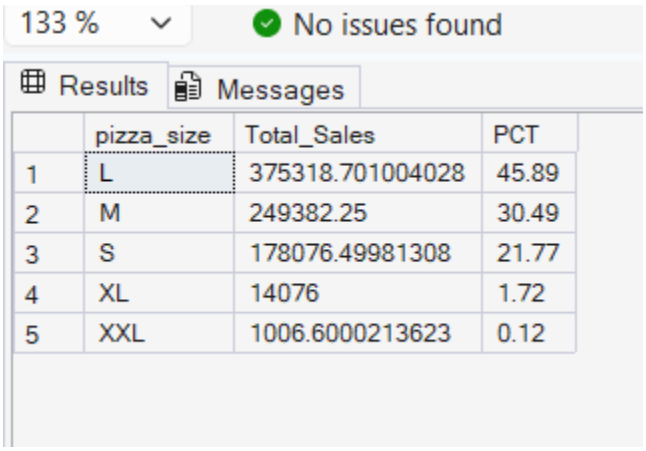
```
SELECT pizza_category, SUM(total_price) AS Total_Sales, sum(total_price) *
100 / (SELECT SUM(total_price) FROM pizza_sales) AS PCT
FROM pizza_sales
GROUP BY pizza_category
```



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

E. Percentage of Sales by Pizza Size

```
SELECT pizza_size, SUM(total_price) AS Total_Sales,
CAST(SUM(total_price) * 100 /
(SELECT SUM(total_price) FROM pizza_sales) AS DECIMAL(10,2))
AS PCT
FROM pizza_sales
GROUP BY pizza_size
ORDER BY PCT DESC
```



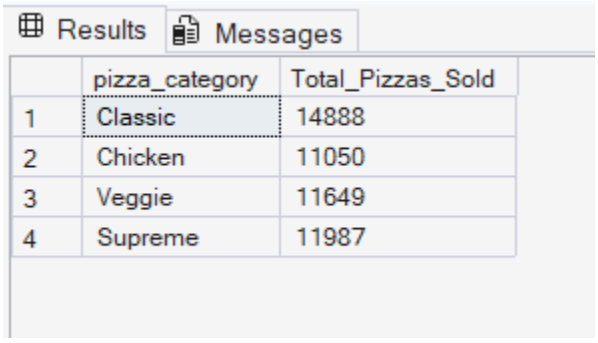
	pizza_size	Total_Sales	PCT
1	L	375318.701004028	45.89
2	M	249382.25	30.49
3	S	178076.49981308	21.77
4	XL	14076	1.72
5	XXL	1006.6000213623	0.12

F. Total Pizzas Sold by Pizza Category

SELECT pizza_category, SUM(quantity) AS Total_Pizzas_Sold

FROM pizza_sales

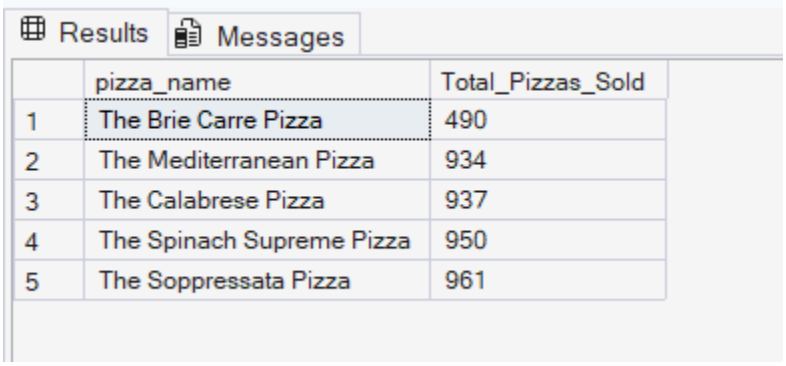
GROUP BY pizza_category



	pizza_category	Total_Pizzas_Sold
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) AS Total_Pizzas_Sold
FROM pizza_sales
GROUP BY pizza_name
ORDER BY Total_Pizzas_Sold
```

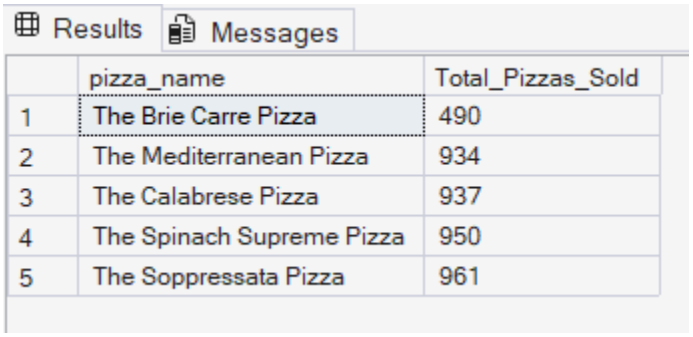


Results | Messages

	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

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 Total_Pizzas_Sold ASC
```



Results | Messages

	pizza_name	Total_Pizzas_Sold
1	The Brie Carre Pizza	490
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3	The Calabrese Pizza	937
4	The Spinach Supreme Pizza	950
5	The Soppressata Pizza	961

NOTE

If you want to apply the Month, Quarter, Week filters to the above queries you can use WHERE clause. Follow some of below examples

```
SELECT DATENAME(DW, order_date) AS order_day,
COUNT(DISTINCT order_id) AS total_orders
FROM pizza_sales
```

```
WHERE MONTH(order_date) = 1
GROUP BY DATENAME(DW, order_date)
```

Here MONTH(order_date) = 1 indicates that the output is for the month of January. MONTH(order_date) = 4 indicates output for Month of April.

```
SELECT DATENAME(DW, order_date) AS order_day,
COUNT(DISTINCT order_id) AS total_orders
FROM pizza_sales
WHERE DATEPART(QUARTER, order_date) = 1
GROUP BY DATENAME(DW, order_date)
```

Here DATEPART(QUARTER, order_date) = 1 indicates that the output is for the Quarter 1. MONTH(order_date) = 3 indicates output for Quarter 3.