# Pizza SQL Queries and Results

## A) Determining all the KPI'S

1. Total Revenue- SELECT SUM (total_price) AS Total_Revenue FROM pizza_sales

| | Totat_Revenue |
|---|---|
| 1 | 817860.05083847 |

2. Average Order Value- SELECT SUM (total_price)/ COUNT (DISTINCT order_id) AS Avg_Order_Value FROM pizza_sales

| | Avg_Order_Value |
|---|---|
| 1 | 38.3072623343546 |

3. Total Pizzas Sold- SELECT SUM (quantity) AS Total_Pizza_Sold FROM pizza_sales

| | Total_Pizza_Sold |
|---|---|
| 1 | 49574 |

4. Total Orders- SELECT COUNT (DISTINCT order_id) AS Total_Orders FROM pizza_sales

| | Total_Orders |
|---|---|
| 1 | 21350 |

5. Average Pizzas Per Order- SELECT CAST(CAST(SUM (quantity) AS DECIMAL (10,2))/COUNT (DISTINCT order_id) AS DECIMAL (10,2)) AS Avg_Pizza_Per_Order FROM pizza_sales

| | Avg_Pizza_Per_Order |
|---|---|
| 1 | 2.32 |

## B) Chart Requirements

1. 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)

| | 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 |

2. Monthly Trend for Total Orders-  SELECT DATENAME(MONTH,order_date) AS order_day, COUNT (DISTINCT order_id) AS Total_orders FROM pizza_sales GROUP BY DATENAME (MONTH,order_date) ORDER BY Total_Orders DESC

| | Month_Name | Total_orders |
|---|---|---|
| 1 | July | 1935 |
| 2 | May | 1853 |
| 3 | January | 1845 |
| 4 | August | 1841 |
| 5 | March | 1840 |
| 6 | April | 1799 |
| 7 | November | 1792 |
| 8 | June | 1773 |
| 9 | February | 1685 |
| 10 | December | 1680 |
| 11 | September | 1661 |
| 12 | October | 1646 |

3. Hourly Trend for Total Orders- SELECT DATEPART(HOUR,order_time) AS Hour_of_day, COUNT (DISTINCT order_id) AS Total_orders FROM pizza_sales GROUP BY DATEPART(HOUR,order_time) ORDER BY DATEPART(HOUR,order_time)

| | Hour_of_day | 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 |

4. Percentage of Sales by Pizza Category- SELECT pizza_category, SUM(total_price)*100/(SELECT SUM(total_price) from pizza_sales) AS Total_Percent_Sales FROM pizza_sales GROUP BY pizza_category

| | pizza_category | Total_Percent_Sales |
|----|----|----|
| 1 | Chicken | 23.9551375322885 |
| 2 | Supreme | 25.4563112111462 |
| 3 | Classic | 26.9059602306976 |
| 4 | Veggie | 23.6825910258677 |

5. Percentage of Sales by Pizza Size- - SELECT pizza_size, SUM(total_price)*100/(SELECT SUM(total_price) from pizza_sales) AS Total_Percent_Sales FROM pizza_sales GROUP BY pizza_size

| | pizza_size | Total_Percent_Sales |
|----|----|----|
| 1 | S | 21.7734684107037 |
| 2 | L | 45.8903330244889 |
| 3 | XL | 1.72107684995364 |
| 4 | XXL | 0.123077294254725 |
| 5 | M | 30.492044420599 |

6. Top 5 Best Sellers by Revenue- SELECT TOP 5 pizza_name, SUM (total_price) AS Total_Revenue FROM pizza_sales GROUP BY pizza_name ORDER BY Total_Revenue DESC

| | pizza_name | Total_Revenue |
|---|---|---|
| 1 | The Thai Chicken Pizza | 43434.25 |
| 2 | The Barbecue Chicken Pizza | 42768 |
| 3 | The California Chicken Pizza | 41409.5 |
| 4 | The Classic Deluxe Pizza | 38180.5 |
| 5 | The Spicy Italian Pizza | 34831.25 |

7. Top 5 Best Sellers by Total Quantity- SELECT TOP 5 pizza_name, SUM (quantity) AS Total_Quantity FROM pizza_sales GROUP BY pizza_name ORDER BY Total_Quantity DESC

| | pizza_name | Total_Quantity |
|---|---|---|
| 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 |

8. Top 5 Best Sellers by Total Orders- SELECT TOP 5 pizza_name, COUNT (DISTINCT order_id) AS Total_Orders FROM pizza_sales GROUP BY pizza_name ORDER BY Total_Orders DESC

| | pizza_name | Total_Orders |
|---|---|---|
| 1 | The Classic Deluxe Pizza | 2329 |
| 2 | The Hawaiian Pizza | 2280 |
| 3 | The Pepperoni Pizza | 2278 |
| 4 | The Barbecue Chicken Pizza | 2273 |
| 5 | The Thai Chicken Pizza | 2225 |

9. Bottom 5 Worst Sellers by Revenue- SELECT TOP 5 pizza_name, SUM (total_price) AS Total_Revenue FROM pizza_sales GROUP BY pizza_name ORDER BY Total_Revenue ASC

| | pizza_name | Total_Revenue |
|---|---|---|
| 1 | The Brie Carre Pizza | 11588.4998130798 |
| 2 | The Green Garden Pizza | 13955.75 |
| 3 | The Spinach Supreme Pizza | 15277.75 |
| 4 | The Mediterranean Pizza | 15360.5 |
| 5 | The Spinach Pesto Pizza | 15596 |

10. Bottom 5 Worst Sellers by Total Quantity - SELECT TOP 5 pizza_name, SUM (quantity) AS Total_Quantity FROM pizza_sales
GROUP BY pizza_name ORDER BY Total_Quantity ASC

| | pizza_name | Total_Quantity |
|---|---|---|
| 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 |

11. Bottom 5 Worst Sellers by Total Orders- SELECT TOP 5 pizza_name, COUNT (DISTINCT order_id) AS Total_Orders FROM pizza_sales
GROUP BY pizza_name ORDER BY Total_Orders ASC

| | pizza_name | Total_Orders |
|---|---|---|
| 1 | The Brie Carre Pizza | 480 |
| 2 | The Mediterranean Pizza | 912 |
| 3 | The Spinach Supreme Pizza | 918 |
| 4 | The Calabrese Pizza | 918 |
| 5 | The Chicken Pesto Pizza | 938 |

12. 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

| | pizza_category | Total_Quantity_Sold |
|---|---|---|
| 1 | Classic | 14888 |
| 2 | Supreme | 11987 |
| 3 | Veggie | 11649 |
| 4 | Chicken | 11050 |

*Note-* Adding WHERE MONTH(order_date) = 2 after the FROM pizza_sales in the above query gives category-wise total orders per month (in this example for Feb).

| | pizza_category | Total_Quantity_Sold |
|---|---|---|
| 1 | Classic | 1178 |
| 2 | Supreme | 964 |
| 3 | Veggie | 944 |
| 4 | Chicken | 875 |

*Note-* To apply the pizza_category or pizza_size filters to the above queries, WHERE clause is used. For example-

SELECT TOP 5 pizza_name, COUNT (DISTINCT order_id) AS Total_Orders FROM pizza_sales
WHERE pizza_category = 'Classic'
GROUP BY pizza_name
ORDER BY Total_Orders ASC

| | pizza_name | Total_Orders |
|---|---|---|
| 1 | The Pepperoni, Mushroom, and Peppers Pizza | 1316 |
| 2 | The Greek Pizza | 1361 |
| 3 | The Italian Capocollo Pizza | 1380 |
| 4 | The Napolitana Pizza | 1421 |
| 5 | The Big Meat Pizza | 1811 |

SELECT TOP 5 pizza_name, COUNT (DISTINCT order_id) AS Total_Orders FROM pizza_sales
WHERE pizza_size = 'L'
GROUP BY pizza_name
ORDER BY Total_Orders ASC

| | pizza_name | Total_Orders |
|---|---|---|
| 1 | The Green Garden Pizza | 94 |
| 2 | The Chicken Alfredo Pizza | 187 |
| 3 | The Italian Vegetables Pizza | 190 |
| 4 | The Greek Pizza | 255 |
| 5 | The Calabrese Pizza | 274 |