

## PIZZA SALES 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_Pizzas_per_order  
FROM pizza_sales
```

Results		Messages	
	Avg_Pizzas_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)
ORDER BY
      CASE DATENAME(DW, order_date)
        WHEN 'Monday' THEN 1
        WHEN 'Tuesday' THEN 2
        WHEN 'Wednesday' THEN 3
        WHEN 'Thursday' THEN 4
        WHEN 'Friday' THEN 5
        WHEN 'Saturday' THEN 6
        ELSE 7 -- Sunday
      END;
```

	order_day	total_orders
1	Monday	2794
2	Tuesday	2973
3	Wednesday	3024
4	Thursday	3239
5	Friday	3538
6	Saturday	3158
7	Sunday	2624

## C. Monthly Trend for Orders

```
SELECT DATENAME(MONTH, order_date) AS Month_Name,
      COUNT(DISTINCT order_id) AS Total_Orders
FROM pizza_sales
GROUP BY DATENAME(MONTH, order_date)
ORDER BY
      CASE DATENAME(MONTH, order_date)
        WHEN 'January' THEN 1
        WHEN 'February' THEN 2
        WHEN 'March' THEN 3
        WHEN 'April' THEN 4
        WHEN 'May' THEN 5
        WHEN 'June' THEN 6
        WHEN 'July' THEN 7
        WHEN 'August' THEN 8
        WHEN 'September' THEN 9
        WHEN 'October' THEN 10
        WHEN 'November' THEN 11
        ELSE 12
      END;
```

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

#### D. % of Sales by Pizza Category

```
SELECT pizza_category,  
       CAST(SUM(total_price) AS DECIMAL(10,2)) as total_revenue,  
       CAST(SUM(total_price) * 100 /  
            (SELECT SUM(total_price) from pizza_sales) AS DECIMAL(10,2)) AS PCT  
FROM pizza_sales  
GROUP BY pizza_category
```

	pizza_category	total_revenue	PCT
1	Classic	220053.10	26.91
2	Chicken	195919.50	23.96
3	Veggie	193690.45	23.68
4	Supreme	208197.00	25.46

#### E. % of Sales by Pizza Size

```
SELECT pizza_size, CAST(SUM(total_price) AS DECIMAL(10,2)) as total_revenue,  
       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_revenue	PCT
1	L	375318.70	45.89
2	M	249382.25	30.49
3	S	178076.50	21.77
4	XL	14076.00	1.72
5	XXL	1006.60	0.12

#### F. Total Pizzas Sold by Pizza Category

```
SELECT pizza_category, SUM(quantity) as Total_Quantity_Sold  
FROM pizza_sales  
WHERE MONTH(order_date) = 2  
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

### G. Top 5 Pizzas 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
```

Results Messages		
	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

### H. Bottom 5 Pizzas 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

### I. Top 5 Pizzas by Quantity

```
SELECT Top 5 pizza_name, SUM(quantity) AS Total_Pizza_Sold
FROM pizza_sales
GROUP BY pizza_name
ORDER BY Total_Pizza_Sold DESC
```

	pizza_name	Total_Pizza_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

### J. Bottom 5 Pizzas by Quantity

```
SELECT TOP 5 pizza_name, SUM(quantity) AS Total_Pizza_Sold
FROM pizza_sales
GROUP BY pizza_name
ORDER BY Total_Pizza_Sold ASC
```

Results Messages		
	pizza_name	Total_Pizza_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

### K. Top 5 Pizzas 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
```

Results Messages		
	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

### L. Bottom 5 Pizzas 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