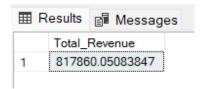
# PIZZA SALES SQL QUERIES

## A. KPI's

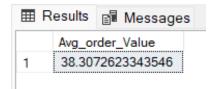
#### 1. Total Revenue:

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



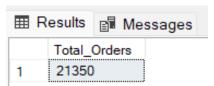
#### 3. Total Pizzas Sold

SELECT SUM(quantity) AS Total\_pizza\_sold FROM pizza\_sales



#### 4. Total Orders

SELECT COUNT(DISTINCT order\_id) AS Total\_Orders FROM pizza\_sales



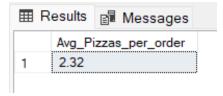
#### 5. Average Pizzas Per Order

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)
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;
```

1 ,	lanuani	
	January	1845
2	February	1685
3 I	March	1840
4	April	1799
5 I	May	1853
6 .	June	1773
7 .	July	1935
8	August	1841
9 ;	September	1661
10 (	October	1646
11 I	November	1792
12 I	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

■ Results			
	pizza_size	total_revenue	PCT
1	L	375318.70	45.89
2	М	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

■ Results			
	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			
	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
The Brie Carre Pizza	11588.4998130798
The Green Garden Pizza	13955.75
The Spinach Supreme Pizza	15277.75
The Mediterranean Pizza	15360.5
The Spinach Pesto Pizza	15596
	The Brie Carre Pizza The Green Garden Pizza The Spinach Supreme Pizza The Mediterranean Pizza

#### 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



# 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