**PIZZA SALES SQL QUERIES**

# **KPIs:**

**We need to analyse key indicators for our pizza sales data to gain insights into our business performance, for which we want to calculate the following metrics:**

* 1. ***Total Revenue:***

**QUERY:**

**SELECT SUM(TOTAL\_PRICE)**

**AS TOTAL\_REVENUE**

**FROM pizza\_sales;**

**OUTPUT:**

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* 1. ***Average Order Value (Rounded to 2 figures):***

**QUERY:**

**SELECT ROUND(SUM(TOTAL\_PRICE)/COUNT(DISTINCT(ORDER\_ID)),2)**

**AS AVERAGE\_ORDER\_VALUE**

**FROM pizza\_sales;**

**OUTPUT:**

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* 1. ***Total Pizzas Sold:***

**QUERY:**

**SELECT COUNT(DISTINCT(PIZZA\_ID))**

**AS TOTAL\_PIZZAS\_SOLD**

**FROM pizza\_sales;**

**OUTPUT:**

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* 1. ***Total Orders:***

**QUERY:**

**SELECT COUNT(UNIQUE(ORDER\_ID))**

**AS TOTAL\_ORDERS**

**FROM pizza\_sales;**

**OUTPUT:**

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* 1. ***Average Pizzas Per Order:***

**QUERY:**

**SELECT ROUND(COUNT(UNIQUE(PIZZA\_ID))/COUNT(UNIQUE(ORDER\_ID)),2)**

**AS AVG\_PIZZAS\_PER\_ORDER**

**FROM pizza\_sales;**

**OUTPUT:**

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# **Chart Requirements for Trend Analysis:**

**We would like to visualise various aspects of our pizza sales data to gain insights and understand key trends. We have identified the following requirements for creating charts:**

* 1. ***Daily Trend for Total Orders:* Create a bar chart that displays the daily trend of total orders over a specific time period. This chart will help us identify any patterns or fluctuations in order volumes on a daily basis.**

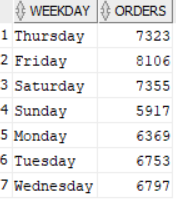
**QUERY:**

**SELECT TO\_CHAR(ORDER\_DATE, 'Day') AS Weekday, COUNT(UNIQUE(PIZZA\_ID)) AS Orders**

**FROM pizza\_sales**

**GROUP BY TO\_CHAR(ORDER\_DATE, 'Day');**

**OUTPUT:**

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* 1. ***Hourly Trend for Total Orders:* Create a line chart that illustrates the hourly trend of total orders throughout the day. This chart will allow us to identify peak hours or periods of high order activity.**

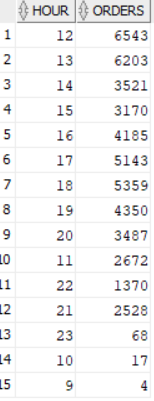
**QUERY:**

**SELECT SELECT EXTRACT(Hour from ORDER\_TIME) AS Hour, COUNT(UNIQUE(PIZZA\_ID)) AS Orders**

**FROM pizza\_sales**

**GROUP BY EXTRACT(Hour from ORDER\_TIME);**

**OUTPUT:**

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* 1. ***Percentage of Sales by Pizza Category:* Create a pie chart that shows the distribution of sales across different pizza categories. This chart will provide insights into the popularity of various pizza categories and their contribution to overall sales.**

**QUERY:**

**SELECT Pizza\_Category AS Category, SUM(Total\_Price) AS Total\_Sale,**

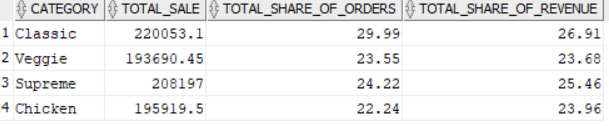
**ROUND(COUNT(Pizza\_category)\*100/(SELECT COUNT(Pizza\_Category) FROM pizza\_sales),2) AS Total\_Share\_Of\_Orders,**

**ROUND(SUM(Total\_Price)\*100/(SELECT SUM(Total\_Price) FROM pizza\_sales),2) AS Total\_Share\_Of\_Revenue**

**FROM pizza\_sales**

**GROUP BY Pizza\_category;**

**OUTPUT:**

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* 1. ***Percentage of Sales by Pizza Size:* Generate a pie chart that represents the percentage of sales attributed to different pizza sizes. This chart will help us understand customer preferences for pizza sizes and their Impact on sales.**

**QUERY:**

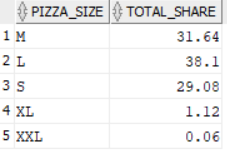
**SELECT Pizza\_Size AS Pizza\_Size,**

**ROUND(COUNT(Pizza\_size)\*100/(SELECT COUNT(Pizza\_size) FROM pizza\_sales),2) AS Total\_Share**

**FROM pizza\_sales**

**GROUP BY Pizza\_size;**

**OUTPUT:**

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* 1. ***Total Pizzas Sold by Pizza Category:* Create a funnel chart that presents the total number of pizzas sold for each pizza category. This chart will allow us to compare the sales performance of different pizza categories.**

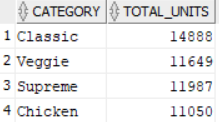
**QUERY:**

**SELECT Pizza\_Category AS Category, SUM(Quantity) AS Total\_Units**

**FROM pizza\_sales**

**GROUP BY Pizza\_category;**

**OUTPUT:**

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* 1. ***Top 5 Best Sellers by Total Pizzas Sold:* Create a bar chart highlighting the top 5 best-selling pizzas based on the total number of pizzas sold. This chart will help us Identify the most popular pizza options.**

**QUERY:**

**SELECT Pizza\_Name AS Name, Sum(Quantity) AS Total\_Units**

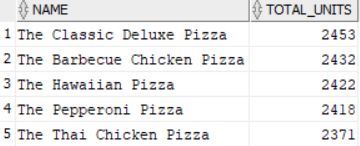
**FROM pizza\_sales**

**GROUP BY Pizza\_Name**

**ORDER BY Sum(Quantity) DESC**

**FETCH NEXT 5 ROWS ONLY;**

**OUTPUT:**

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* 1. ***Bottom 5 Best Sellers by Total Pizzas Sold:* Create a bar chart showcasing the bottom 5 worst-selling pizzas based on the total number of pizzas sold. This chart will enable us to identify underperforming or less popular pizza options.**

**QUERY:**

**SELECT Pizza\_Name AS Name, Sum(Quantity) AS Total\_Units**

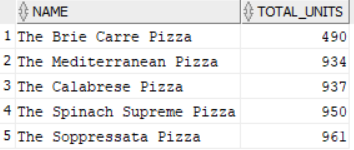
**FROM pizza\_sales**

**GROUP BY Pizza\_Name**

**ORDER BY Sum(Quantity) ASC**

**FETCH NEXT 5 ROWS ONLY;**

**OUTPUT:**

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