PIZZA SALES SQL QUERIES

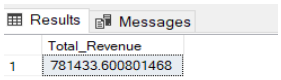
➢ KPI's

1. Total Revenue:

Query:

```
SELECT SUM(total_price) AS Total_Revenue FROM pizzaa_sales;
```

Output:

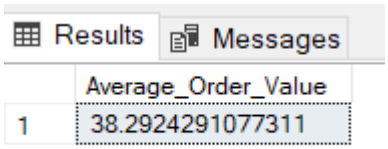


2. Average Order Value

Query:

```
SELECT (SUM(total_price) / COUNT(DISTINCT order_id)) AS Avg_order_Value
FROM pizzaa_sales
```

Output:

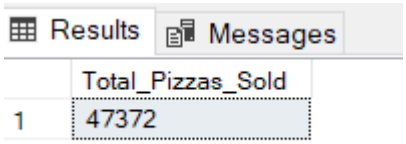


3. Total Pizzas Sold

Query:

```
SELECT SUM(quantity) AS Total_pizza_sold FROM pizzaa_sales
```

Output:

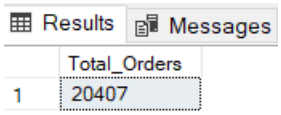


4. Total Orders

Query:

```
SELECT COUNT(DISTINCT order_id) AS Total_Orders FROM pizzaa_sales
```

Output:



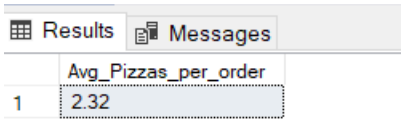
	Total_Orders
1	20407

5. Average Pizzas Per Order

Query:

```
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 pizzaa_sales
```

Output:



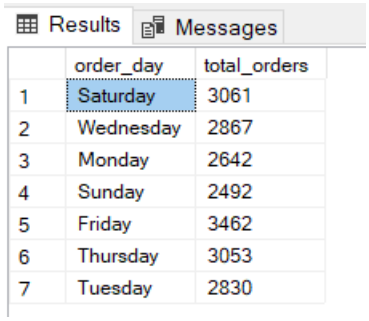
	Avg_Pizzas_per_order
1	2.32

➢ Daily Trend for Total Orders

Query:

```
SELECT DATENAME(DW, order_date) AS order_day, COUNT(DISTINCT order_id) AS total_orders
FROM pizzaa_sales
GROUP BY DATENAME(DW, order_date)
```

Output:



	order_day	total_orders
1	Saturday	3061
2	Wednesday	2867
3	Monday	2642
4	Sunday	2492
5	Friday	3462
6	Thursday	3053
7	Tuesday	2830

➢ Hourly Trend for Orders

Query:

```
SELECT DATEPART(HOUR, order_time) as order_hours, COUNT(DISTINCT order_id) as total_orders
from pizzaa_sales
group by DATEPART(HOUR, order_time)
order by DATEPART(HOUR, order_time)
```

Output

Results | Messages

	order_hours	total_orders
1	9	1
2	10	8
3	11	1176
4	12	2400
5	13	2345
6	14	1415
7	15	1410
8	16	1836
9	17	2230
10	18	2284
11	19	1918
12	20	1569
13	21	1157
14	22	632
15	23	26

➢ % of Sales by Pizza Category

Query:

```
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 pizzaa_sales
GROUP BY pizza_category
```

Output:

Results | Messages

	pizza_category	total_revenue	PCT
1	Classic	209992.90	26.87
2	Chicken	187068.25	23.94
3	Veggie	184884.35	23.66
4	Supreme	199488.10	25.53

➢ % of Sales by Pizza Size

Query:

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

Output:

Results | Messages

	pizza_size	total_revenue	PCT
1	L	358605.85	45.89
2	M	238149.75	30.48
3	S	170319.85	21.80
4	XL	13387.50	1.71
5	XXL	970.65	0.12

➢ Total Pizzas Sold by Pizza Category

Query:

```
SELECT pizza_category, SUM(quantity) as Total_Quantity_Sold
FROM pizzaa_sales
WHERE MONTH(order_date) = 2
GROUP BY pizza_category
ORDER BY Total_Quantity_Sold DESC
```

Output:

Results | Messages

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

➢ Top 5 Best Sellers by Total Pizzas Sold

Query:

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

Output:

Results | Messages

	pizza_name	Total_Pizza_Sold
1	The Barbecue Chicken Pizza	2335
2	The Classic Deluxe Pizza	2335
3	The Pepperoni Pizza	2317
4	The Hawaiian Pizza	2315
5	The Thai Chicken Pizza	2255

Bottom 5 Worst Sellers by Total Pizzas Sold

Query:

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

Output:

Results | Messages

	pizza_name	Total_Pizza_Sold
1	The Brie Carre Pizza	469
2	The Mediterranean Pizza	874
3	The Calabrese Pizza	896
4	The Spinach Supreme Pizza	914
5	The Soppressata Pizza	923

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 pizzaa_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 pizzaa_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.