

## PIZZA SALES SQL QUERIES

KPI :

- ☐ Total revenue

```
select cast(sum(total_price) as decimal(10,2)) as total_revenue from pizza_sales;
```

Results		Messages	
	total_revenue		
1	817860.05		

- ☐ Total revenue by pizza name ( top 5)

```
select top 5 pizza_name, cast(sum(total_price) as decimal(10,2)) 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	42768.00	
3	The California Chicken Pizza	41409.50	
4	The Classic Deluxe Pizza	38180.50	
5	The Spicy Italian Pizza	34831.25	

- ☐ Total revenue by pizza name ( bottom 5)

```
select top 5 pizza_name, cast(sum(total_price) as decimal(10,2)) as total_revenue from  
pizza_sales  
group by pizza_name  
order by total_revenue;
```

Results		Messages	
	pizza_name	total_revenue	
1	The Brie Carre Pizza	11588.50	
2	The Green Garden Pizza	13955.75	
3	The Spinach Supreme Pizza	15277.75	
4	The Mediterranean Pizza	15360.50	
5	The Spinach Pesto Pizza	15596.00	

☐ AOV

```
select sum(total_price) / count(distinct order_id) as AOV from pizza_sales;
```

Results Messages	
	AOV
1	38.3072623343546

☐ Total number of pizzas sold

```
select sum(quantity) as total_pizzas_sold from pizza_sales;
```

Results Messages	
	total_pizzas_sold
1	49574

☐ Total number of pizzas sold by pizza name ( top 5)

```
select top 5 pizza_name , sum(quantity) as total_pizzas_sold from pizza_sales  
group by pizza_name  
order by total_pizzas_sold desc;
```

Results Messages		
	pizza_name	total_pizzas_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

☐ Total number of pizzas sold by pizza name ( bottom 5)

```
select top 5 pizza_name , sum(quantity) as total_pizzas_sold from pizza_sales  
group by pizza_name  
order by total_pizzas_sold ;
```

Results Messages		
	pizza_name	total_pizzas_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

- ☐ Total number of orders

```
select count(distinct order_id) as total_orders from pizza_sales;
```

	total_orders
1	21350

- ☐ AOS

```
select cast(cast(sum(quantity) as decimal(10,2)) / count(distinct order_id) as decimal(10,2)) as  
AOS from pizza_sales;
```

	AOS
1	2.32

- ☐ Monthly orders

```
select datename(month, order_date) as order_month, count(distinct order_id) as total_orders from  
pizza_sales  
group by datename(month, order_date)  
order by total_orders desc;
```

	order_month	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

☐ Daily 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 total_orders desc;
```

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

☐ % of revenue by pizza size

```
SELECT
    pizza_size,
    CAST((SUM(total_price) * 100.0) / (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 Messages		
	pizza_size	pct
1	L	45.89
2	M	30.49
3	S	21.77
4	XL	1.72
5	XXL	0.12

- ☐ Total number of pizzas sold by pizza category

```
select pizza_category , sum(quantity) as total_pizza_sold from pizza_sales
group by pizza_category
order by total_pizza_sold desc;
```

Results Messages		
	pizza_category	total_pizza_sold
1	Classic	14888
2	Supreme	11987
3	Veggie	11649
4	Chicken	11050

- ☐ Hourly orders

```
select datepart(hour, order_time) as order_hour, count(distinct order_id) as total_orders from
pizza_sales
group by datepart(hour, order_time)
order by total_orders desc;
```

Results		Messages
	order_hour	total_orders
1	12	2520
2	13	2455
3	18	2399
4	17	2336
5	19	2009
6	16	1920
7	20	1642
8	14	1472
9	15	1468
10	11	1231
11	21	1198
12	22	663
13	23	28
14	10	8
15	9	1