

Crusts & Crunches: Uncovering Pizza Sales Insights

PIZZA SALES SQL QUERIES

KPI REQUIREMENT

1. Total Revenue:

Select SUM(total_price) AS Total_Revenue from pizza_sales

	Total_Revenue
1	817860.05083847

2. Average Order Value:

Select SUM(total_price)/ COUNT(DISTINCT order_id) as Avg_Order_Value from pizza_sales

	Avg_Order_Value
1	38.3072623343546

3. Total Pizzas Sold:

Select SUM(quantity) AS Total_Pizza_Sold from pizza_sales

	Total_Pizza_Sold
1	49574

4. Total Orders:

Select COUNT(DISTINCT order_id) AS Total_Oders from pizza_sales

	Total_Oders
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

	Avg_Pizzas_Per_Order
1	2.32

CHART REQUIREMENT

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

2. 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)
```

	Month_Name	total_orders
5	May	1853
6	December	1680
7	January	1845
8	September	1661
9	October	1646
10	July	1935
11	November	1792
12	March	1840

3. % 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

4. % 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 pizza_size

```

	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

5. 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	1178
2	Supreme	964
3	Veggie	944
4	Chicken	875

6. 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

	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

7. 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 Carré Pizza	11588.4998130798
2	The Green Garden Pizza	13955.75
3	The Spinach Supreme ...	15277.75
4	The Mediterranean Pizza	15360.5
5	The Spinach Pesto Pizza	15596

8. 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

9. 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

	pizza_name	Total_Pizza_Sold
1	The Brie Carré Pizza	490
2	The Mediterranean Pizza	934
3	The Calabrese Pizza	937
4	The Spinach Supreme ...	950
5	The Soppressata Pizza	961

10. 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

	pizza_name	Total_Orders
1	The Classic Deluxe Pizza	2329
2	The Hawaiian Pizza	2280
3	The Pepperoni Pizza	2278
4	The Barbecue Chicken...	2273
5	The Thai Chicken Pizza	2225

11. 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 Carré Pizza	480
2	The Mediterranean Pizza	912
3	The Spinach Supreme ...	918
4	The Calabrese Pizza	918
5	The Chicken Pesto Pizza	938

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