

# Pizza Sales SQL Queries

## A. KPIs

### 1. Total Revenue

```
select sum(total_price) as 'Total revenue' from pizza_sales;
```

	Total revenue
▶	817860.0499999993

### 2. Average order value

```
select sum(total_price)/count(distinct order_id) as 'Average order value' from pizza_sales;
```

	Average order value
▶	38.307262295081635

### 3. Total pizza sold

```
select sum(quantity) as 'Total pizza sold' from pizza_sales;
```

	Total pizza sold
▶	49574

### 4. Total order placed

```
select sum(distinct order_id) as 'total order placed' from pizza_sales;
```

	total order placed
▶	227921925

### 5. Average order placed

```
select cast(sum(quantity) / count(distinct order_id) as decimal(10,2)) as 'average order placed' from pizza_sales;
```

	average order placed
▶	2.32

## 6. Daily trends of total orders

```
SELECT dayname(order_date) AS order_day, COUNT(DISTINCT order_id) AS total_orders
FROM pizza_sales
GROUP BY order_day;
```

	order_day	total_orders
►	Friday	3538
	Monday	2794
	Saturday	3158
	Sunday	2624
	Thursday	3239
	Tuesday	2973
	Wednesday	3024

## 7. Monthly trends of total order

```
select monthname(order_date) as month_name, count(distinct order_id) as total_orders
from pizza_sales
group by month_name;
```

	month_name	total_orders
►	April	1799
	August	1841
	December	1680
	February	1685
	January	1845
	July	1935
	June	1773
	March	1840
	May	1853
	November	1792
	October	1646
	September	1661

## 8. Percentage of sales by pizza category

```
select pizza_category, sum(total_price) * 100 / (select sum(total_price) from pizza_sales) as percentage
from pizza_sales
group by pizza_category;
```

	pizza_category	percentage
►	Classic	26.9059602556699
	Veggie	23.682590927384783
	Supreme	25.45631126009884
	Chicken	23.955137556847493

## 9. Percentage of sales by pizza size

```
select pizza_size, sum(total_price) * 100 / (select sum(total_price) from pizza_sales) as percentage
from pizza_sales
group by pizza_size
order by percentage desc;
```

	pizza_size	percentage
▶	L	45.8903329487743
	M	30.492044451859723
	S	21.773468455880682
	XL	1.7210768517181052
	XXL	0.12307729176892906

## 10. Top 5 best sellers by revenue

```
select pizza_name, sum(total_price) as total_revenue from pizza_sales
group by pizza_name
order by total_revenue desc limit 5;
```

	pizza_name	total_revenue
▶	The Thai Chicken Pizza	43434.25
	The Barbecue Chicken Pizza	42768
	The California Chicken Pizza	41409.5
	The Classic Deluxe Pizza	38180.5
	The Spicy Italian Pizza	34831.25

## 11. Bottom 5 best sellers by revenue

```
select pizza_name, sum(total_price) as total_revenue from pizza_sales
group by pizza_name
order by total_revenue asc limit 5;
```

	pizza_name	total_revenue
▶	The Brie Carre Pizza	11588.499999999999
	The Green Garden Pizza	13955.75
	The Spinach Supreme Pizza	15277.75
	The Mediterranean Pizza	15360.5
	The Spinach Pesto Pizza	15596

## 12. Top 5 best sellers total quantity

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

	pizza_name	total_sales
▶	The Classic Deluxe Pizza	2453
	The Barbecue Chicken Pizza	2432
	The Hawaiian Pizza	2422
	The Pepperoni Pizza	2418
	The Thai Chicken Pizza	2371

### 13. Bottom 5 best sellers total quantity

```
select pizza_name, sum(quantity) as total_sales from pizza_sales
group by pizza_name
order by total_sales asc limit 5;
```

	pizza_name	total_sales
▶	The Brie Carre Pizza	490
	The Mediterranean Pizza	934
	The Calabrese Pizza	937
	The Spinach Supreme Pizza	950
	The Soppressata Pizza	961

### 14. Top 5 best sellers total orders

```
select pizza_name, sum(order_id) as total_orders from pizza_sales
group by pizza_name
order by total_orders desc limit 5;
```

	pizza_name	total_orders
▶	The Classic Deluxe Pizza	26399795
	The Hawaiian Pizza	25722266
	The Thai Chicken Pizza	25195259
	The Pepperoni Pizza	25057726
	The Barbecue Chicken Pizza	24871757

### 15. Bottom 5 best sellers total orders

```
select pizza_name, sum(order_id) as total_orders from pizza_sales
group by pizza_name
order by total_orders asc limit 5;
```

	pizza_name	total_orders
▶	The Brie Carre Pizza	5158921
	The Spinach Supreme Pizza	9894092
	The Calabrese Pizza	10052080
	The Italian Vegetables Pizza	10134299
	The Soppressata Pizza	10142671

### 16.