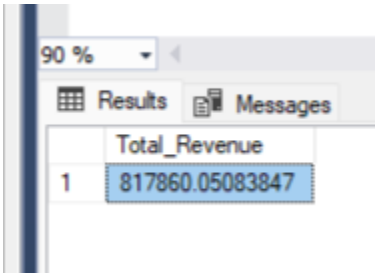
Pizza Sales SQL Queries

A. KPI's

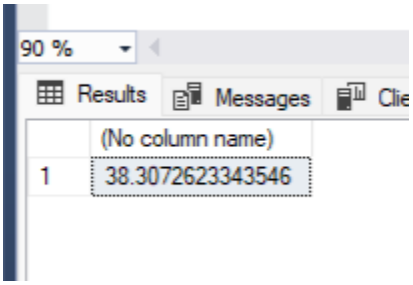
1. Total Revenue:

SELECT SUM(total_price) AS Total_Revenue FROM pizza_sales;



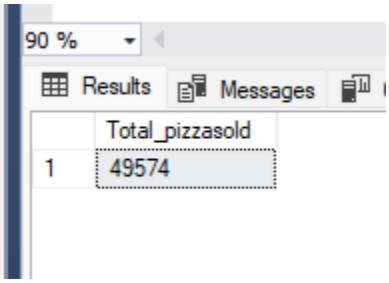
2. Average Order Value

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



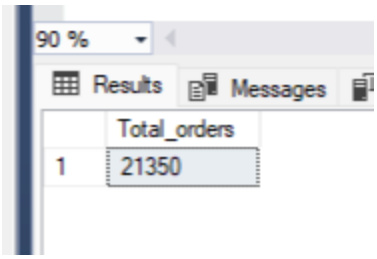
3. Total Pizzas Sold:

SELECT SUM(quantity) AS Total_pizza_sold FROM pizza_sales;



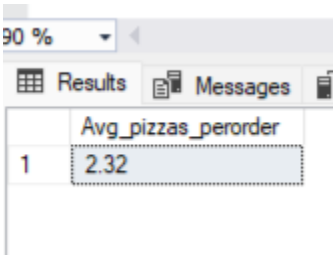
4. Total Orders:

SELECT COUNT(DISTINCT order_id) AS Total_Orders FROM pizza_sales;



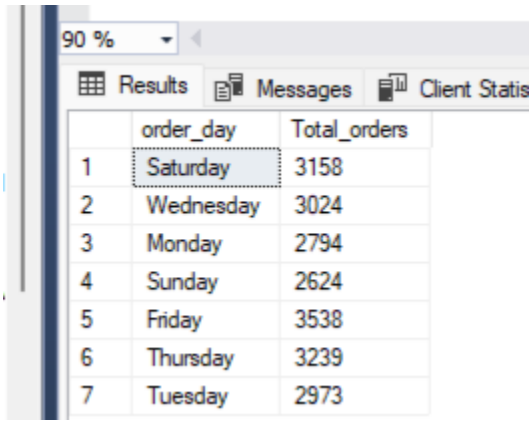
5. Average Pizzas Per Order:

```
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;
```



B.1. Daily Trend for Total Orders:

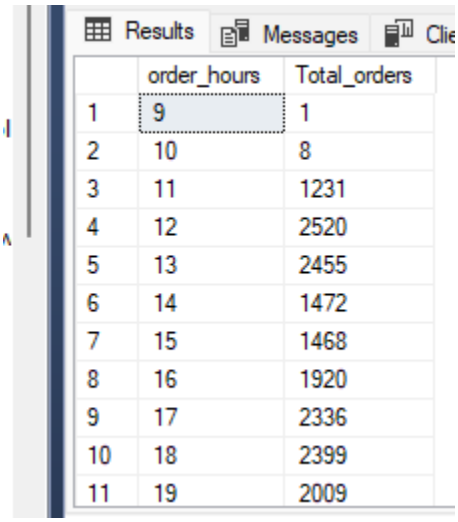
```
SELECT DATENAME(DW, order_date) AS order_day, COUNT(DISTINCT order_id) AS
total_orders
FROM pizza_sales
GROUP BY DATENAME(DW, order_date);
```



2. Hourly Trend for Orders:

```
SELECT DATEPART(HOUR, order_time) as order_hours, COUNT(DISTINCT order_id)
```

as total_orders
FROM pizza_sales
GROUP BY DATEPART(HOUR, order_time)
ORDER BY DATEPART(HOUR, order_time);

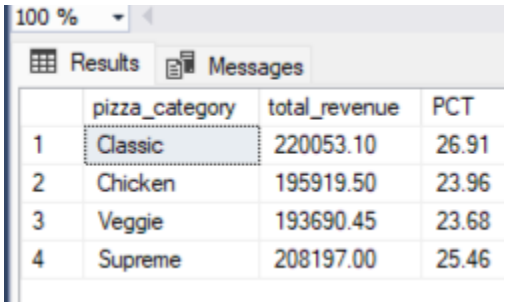


Results | Messages

	order_hours	Total_orders
1	9	1
2	10	8
3	11	1231
4	12	2520
5	13	2455
6	14	1472
7	15	1468
8	16	1920
9	17	2336
10	18	2399
11	19	2009

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;



100 %

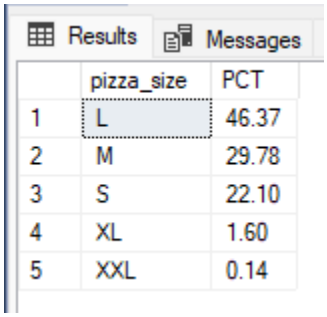
Results | Messages

	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;
```



Results | Messages

	pizza_size	PCT
1	L	46.37
2	M	29.78
3	S	22.10
4	XL	1.60
5	XXL	0.14

5. Total Pizzas Sold by Pizza Category:

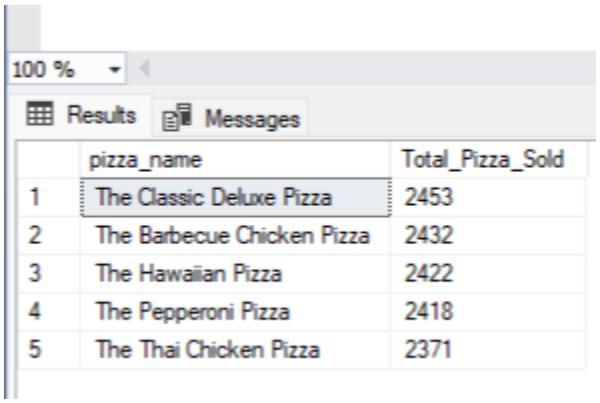
```
SELECT pizza_category, SUM(quantity) as Total_Quantity_Sold
FROM pizza_sales
WHERE MONTH(order_date) = 2
GROUP BY pizza_category
ORDER BY Total_Quantity_Sold DESC;
```

Results | Messages | Client St

	pizza_category	Total_pizzas_sold
1	Classic	14888
2	Chicken	11050
3	Veggie	11649
4	Supreme	11987

6. Top 5 Best Sellers by Total Pizzas Sold:

```
SELECT TOP 5 pizza_name, SUM(quantity) AS Total_Pizza_Sold
FROM pizza_sales
GROUP BY pizza_name
ORDER BY Total_Pizza_Sold DESC;
```



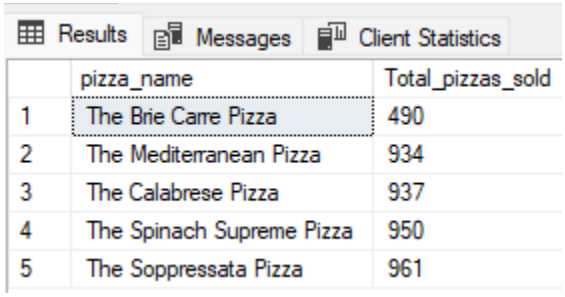
100 %

Results | Messages

	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

7. Bottom 5 Best Sellers by Total Pizzas Sold:

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



Results | Messages | Client Statistics

	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

NOTE:

If you want to apply the Month, Quarter, Week filters to the above queries you can use WHERE clause.

Example 1:

```
SELECT DATENAME(DW, order_date) AS order_day, COUNT(DISTINCT order_id) AS total_orders
FROM pizza_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.

Example 2:

```
SELECT DATENAME(DW, order_date) AS order_day, COUNT(DISTINCT order_id) AS
total_orders
FROM pizza_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. DATEPART(QUARTER, order_date) = 3 indicates output for Quarter 3.