PIZZA SALES SQL QUERIES

A. KPI's

1. Total Revenue:
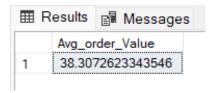
```
select sum(total_price) as Total_Revenue from pizza_sales
```

Output

	Total_Revenue
1	817860.05083847

2. Average Order Value

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

Output

	Avg_order_Value
1	38.3072623343546

3. Total Pizzas Sold

```
select sum(quantity) as Total_pizza_sold from pizza_sales
```

Output

	Total_pizza_sold
1	49574

4. Total Orders

```
select count(distinct order_id) as Total_Orders from pizza_sales
```

Output

	Total_Orders
1	21350

5. Average Pizzas Per Order

```sql
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
```

Output

	Avg_Pizzas_per_order
1	2.32

B. Daily Trend for Total Orders

```sql
select DATENAME(DW, order_date) as order_day , count(distinct order_id) as
total_orders from pizza_sales
group by DATENAME(DW, order_date)
```

Output:

	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

C. Monthly Trend for Orders

```sql
select DATENAME(MONTH , order_date) as Month_Name , count(distinct
order_id) as Total_orders from pizza_sales
group by DATENAME(MONTH , order_date)
```

Output

	Month_Name	Total_Orders
1	February	1685
2	June	1773
3	August	1841
4	April	1799
5	May	1853
6	December	1680
7	January	1845
8	September	1661
9	October	1646
10	July	1935
11	November	1792
12	March	1840

D. % of Sales by Pizza Category

```sql
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
```

 Output

	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

E. % of Sales by Pizza Size

```sql
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 PCT desc
```

Output

	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

F. Total Pizzas Sold by Pizza Category

```sql
SELECT pizza_category, SUM(quantity) as Total_Quantity_Sold
FROM pizza_sales
GROUP BY pizza_category
ORDER BY Total_Quantity_Sold DESC
```

Output

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

G. Top 5 Pizzas by Revenue

```sql
select top 5 pizza_name , sum(total_price) as Total_revenue from
pizza_sales
group by pizza_name
order by total_revenue desc
```

Output

	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

H. Bottom 5 Pizzas by Revenue

```sql
select top 5 pizza_name , sum(total_price) as Total_Revenue from
pizza_sales
group by pizza_name
order by total_revenue asc
```

Output

	pizza_name	Total_Revenue
1	The Brie Carre Pizza	11588.4998130798
2	The Green Garden Pizza	13955.75
3	The Spinach Supreme Pizza	15277.75
4	The Mediterranean Pizza	15360.5
5	The Spinach Pesto Pizza	15596

I. 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
```

Output

	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

J. 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
```

Output

K. Top 5 Pizzas by Total Orders

```sql
select top 5 pizza_name , count(distinct order_id) as Total_Orders from
pizza_sales
group by pizza_name
order by Total_Orders desc
```

Output

L. Bottom 5 Pizzas by Total Orders

```sql
select top 5 pizza_name , count(distinct order_id) as Total_Orders from
pizza_sales
group by pizza_name
order by Total_Orders asc
```

Output