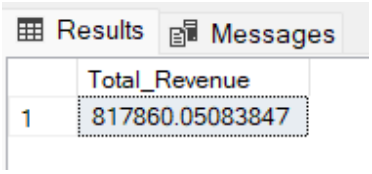
PIZZA SALES SQL QUERIES

A. KPI's

1. Total Revenue:

```
SELECT SUM(total_price) AS "Total_Revenue" FROM [pizza_sales excel file]
```

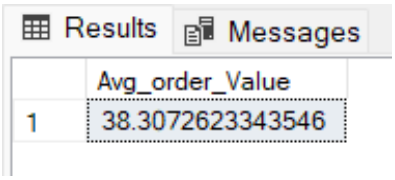


Results | Messages

	Total_Revenue
1	817860.05083847

2. Average Order Value

```
SELECT SUM(total_price)/COUNT(DISTINCT order_id) AS "Avg_order_Value" FROM
[pizza_sales excel file]
```

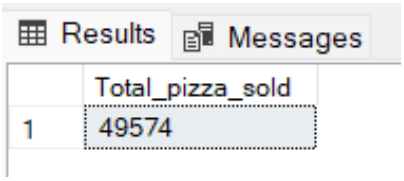


Results | Messages

	Avg_order_Value
1	38.3072623343546

3. Total Pizzas Sold

```
SELECT SUM(quantity) AS Total_pizza_sold FROM [pizza_sales excel file]
```

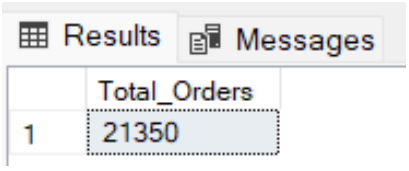


Results | Messages

	Total_pizza_sold
1	49574

4. Total Orders

```
SELECT COUNT(DISTINCT order_id) AS Total_order FROM [pizza_sales excel file]
--almost for each and every order more than two pizzas are sold
```

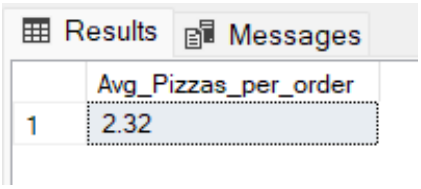


Results | Messages

	Total_Orders
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 excel file]
--The use of CAST functions in this query ensures that the calculations
--and the final result are expressed as decimal numbers with two decimal places
```



Results | Messages

	Avg_Pizzas_per_order
1	2.32

B. Daily Trend for Total Orders

```
SELECT DATENAME(DW,order_date) AS order_day, COUNT(DISTINCT order_id) AS total_orders
FROM [pizza_sales excel file]
GROUP BY DATENAME(DW,order_date)
--calculates the total number of distinct orders for each day of the week (e.g.,
Monday, Tuesday) based on the "order_date" column
--The result is grouped by the day of the week using DATENAME(DW, order_date) to
extract the day names, and then counts the number of distinct order IDs for each day.
```

Output:

Results | Messages

	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. Hourly Trend for Orders

```
SELECT DATEPART(HOUR,order_time) AS order_hours, COUNT(DISTINCT order_id) AS
total_orders
FROM [pizza_sales excel file]
GROUP BY DATEPART(HOUR,order_time)
ORDER BY DATEPART(HOUR,order_time)
```

Output

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
12	20	1642
13	21	1198
14	22	663
15	23	28

D. % of Sales by Pizza Category

```
SELECT pizza_category,
       SUM(total_price) AS total_revenue,
       CAST(SUM(total_price)*100/
              (SELECT SUM(total_price) FROM [pizza_sales excel file] ) AS decimal
(10,2))  AS PCT
FROM [pizza_sales excel file]
GROUP BY pizza_category
```

Output

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

E. % 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 excel file])  AS decimal
(10,2))  AS PCT
FROM [pizza_sales excel file]
GROUP BY pizza_size
ORDER BY pizza_size
```

Output

Results Messages

	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

```
SELECT pizza_category,
       SUM(quantity) AS Total_Quantity_Sold
FROM [pizza_sales excel file]
GROUP BY pizza_category
ORDER BY SUM(quantity) DESC
```

Output

Results Messages

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

G. Top 5 Best Sellers by Total Pizzas Sold

```
SELECT TOP 5 pizza_name,
       SUM(quantity) AS Total_Quantity_Sold
FROM [pizza_sales excel file]
GROUP BY pizza_name
ORDER BY SUM(quantity) 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

H. Bottom 5 Best Sellers by Total Pizzas Sold

```
SELECT TOP 5 pizza_name,
       SUM(quantity) AS Total_Quantity_Sold
FROM [pizza_sales excel file]
GROUP BY pizza_name
ORDER BY SUM(quantity) ASC
```

Output

Results Messages

	pizza_name	Total_Pizza_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. Follow some of below examples

```
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.*

```
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. MONTH(order_date) = 3 indicates output for Quarter 3.*