

Pizza Sales SQL Queries

KPI's Requirement

1 Total Revenue:

```
SELECT SUM(total_price) AS Total_Revenue FROM pizza_sales
```

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
```

Results		Messages	
Avg_Order_Value			
1	38.3072623343546		

3 Total Pizzas Sold:

```
SELECT SUM(quantity) AS Total_Pizzas_Sold FROM pizza_sales
```

Results		Messages	
Total_Pizzas_Sold			
1	49574		

4 Total Orders:

```
SELECT COUNT(DISTINCT order_id) AS Total_Orders FROM pizza_sales
```

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
```

Results Messages	
	Avg_Pizzas_Per_Order
1	2.32

Charts 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)
```

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

2 Hourly Trend for Total 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
12	20	1642
13	21	1198
14	22	663
15	23	28

3 Monthly Trend for Total 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)
```

Results Messages		
	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

4 Percentage of Sales by Pizza Category:

```
SELECT pizza_category,  
SUM(total_price) AS Total_Sales,  
SUM(total_price) * 100 /  
(SELECT SUM(total_price) FROM pizza_sales) AS PCT_Total_Sales  
FROM pizza_sales  
GROUP BY pizza_category
```

Results Messages			
	pizza_category	Total_Sales	PCT_Total_Sales
1	Classic	220053.100021362	26.9059602306976
2	Chicken	195919.5	23.9551375322885
3	Veggie	193690.451004028	23.6825910258677
4	Supreme	208196.99981308	25.4563112111462

-- Jan Month

```
SELECT pizza_category,  
SUM(total_price) AS Total_Sales,  
SUM(total_price) * 100 /  
(SELECT SUM(total_price) FROM pizza_sales WHERE MONTH(order_date) = 1) AS PCT_Total_Sales  
FROM pizza_sales  
WHERE MONTH(order_date) = 1  
GROUP BY pizza_category
```

Results Messages			
	pizza_category	Total_Sales	PCT_Total_Sales
1	Classic	220053.100021362	26.9059602306976
2	Chicken	195919.5	23.9551375322885
3	Veggie	193690.451004028	23.6825910258677
4	Supreme	208196.99981308	25.4563112111462

5 Percentage of Sales by Pizza Size:

```
SELECT pizza_size,  
CAST(SUM(total_price) AS DECIMAL(10,2)) AS Total_Sales,  
CAST(SUM(total_price) * 100 /  
(SELECT SUM(total_price) FROM pizza_sales) AS DECIMAL(10,2)) AS PCT_Total_Sales  
FROM pizza_sales  
GROUP BY pizza_size  
ORDER BY PCT_Total_Sales DESC
```

Results Messages			
	pizza_size	Total_Sales	PCT_Total_Sales
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

-- First Quarter

```
SELECT pizza_size,  
CAST(SUM(total_price) AS DECIMAL(10,2)) AS Total_Sales,  
CAST(SUM(total_price) * 100 /  
(SELECT SUM(total_price) FROM pizza_sales WHERE DATEPART (QUARTER, order_date) =1)  
AS DECIMAL(10,2)) AS PCT_Total_Sales  
FROM pizza_sales  
WHERE DATEPART (QUARTER, order_date) =1  
GROUP BY pizza_size  
ORDER BY PCT_Total_Sales DESC
```

Results		Messages	
	pizza_size	Total_Sales	PCT_Total_Sales
1	L	95229.65	46.37
2	M	61159.00	29.78
3	S	45384.25	22.10
4	XL	3289.50	1.60
5	XXL	287.60	0.14

6 Total Pizzas Sold by Pizza Category:

```
SELECT pizza_category,  
SUM(quantity) AS Total_Pizzas_Sold  
FROM pizza_sales  
GROUP BY pizza_category
```

Results		Messages	
	pizza_category	Total_Pizzas_Sold	
1	Classic	14888	
2	Chicken	11050	
3	Veggie	11649	
4	Supreme	11987	

7 Top 5 Best Sellers by Revenue, Total Quantity and Total Orders:

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

Results Messages		
	pizza_name	Total_Pizzas_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

8 Bottom 5 Best Sellers by Revenue, Total Quantity and Total Orders:

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

Results Messages		
	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