PIZZA SALES SQL QUERIES

A. KPI's

1. What is the total revenue generated?

```sql
SELECT ROUND(SUM(total_price),3) AS Total_Revenue FROM pizza_sales;
```

	total_revenue
1	817860.051

2. What is the average order value?

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

	Avg_order_Value
1	38.3072623343546

3. How many total pizzas were sold?

```sql
SELECT SUM(quantity) AS Total_pizza_sold FROM pizza_sales
```

	Total_pizza_sold
1	49574

4. What is the total number of orders?

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

	Total_Orders
1	21350

5. What is the average number of 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
```

	Avg_Pizzas_per_order
1	2.32

6. What is the daily trend of 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)
```

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

7. What is the monthly trend of 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)
```
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

C. Sales Contribution

8. What percentage of total sales comes from each 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
```

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

9. What percentage of total sales comes from each 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
```

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

D. Category Performance

10. How many pizzas were sold by each pizza category?

```sql
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
```

Output

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

E. Best & Worst Sellers – Revenue

11. What are the 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
```

	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

12. What are the 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
```

	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

13. What are the top 5 pizzas by quantity 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

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

14. What are the bottom 5 pizzas by quantity 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

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

15. What are the top 5 pizzas by total orders?

```
SELECT Top 5 pizza_name, COUNT(DISTINCT order_id) AS Total_Orders
FROM pizza_sales
GROUP BY pizza_name
ORDER BY Total_Orders DESC
```

	pizza_name	Total_Orders
1	The Classic Deluxe Pizza	2329
2	The Hawaiian Pizza	2280
3	The Pepperoni Pizza	2278
4	The Barbecue Chicken Pizza	2273
5	The Thai Chicken Pizza	2225

16. What are the bottom 5 pizzas by total orders?

```
SELECT Top 5 pizza_name, COUNT(DISTINCT order_id) AS Total_Orders
FROM pizza_sales
GROUP BY pizza_name
ORDER BY Total_Orders ASC
```

	pizza_name	Total_Orders
1	The Brie Carre Pizza	480
2	The Mediterranean Pizza	912
3	The Spinach Supreme Pizza	918
4	The Calabrese Pizza	918
5	The Chicken Pesto Pizza	938