

## PIZZA SQL QUERIES

KPI's

1) Total Revenue

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

	Total_Revenue
1	817860.05083847

2) Average order value

```
select SUM(total_price) / COUNT(distinct order_id) AS  
Average_order_value from pizza_sales
```

	Average_order_value
1	38.3072623343546

3) Total pizza sold

```
select SUM(quantity) AS Total_pizza_sold from  
pizza_sales
```

Results Messages	
	Total_pizza_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)) /  
count(distinct order_id) AS decimal(10,2)) AS  
Avg_pizzas_per_order from pizza_sales
```

Results		Messages	
Avg_pizzas_per_order			
1	2.32		

6) Daily Trend

```
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		

### 7) Hourly Trend

```
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);
```

	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

### 8) Category wise percentage

```
select pizza_category, SUM(total_price) * 100 /
(select SUM(total_price) from pizza_sales) AS PCT
from pizza_sales group by pizza_category;
```

	pizza_category	PCT
1	Classic	26.9059602306976
2	Chicken	23.9551375322885
3	Veggie	23.6825910258677
4	Supreme	25.4563112111462

9) Percentage by size

```
select pizza_size, 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;
```

Results Messages		
	pizza_size	PCT
1	L	45.89
2	M	30.49
3	S	21.77
4	XL	1.72
5	XXL	0.12

10) Category wise total pizzas sold

```
select pizza_category, sum(quantity) AS  
Tptal_pizzas_sold from pizza_sales group by  
pizza_category;
```

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

11) Top 5 pizzas

```
select TOP 5 pizza_name, sum(quantity) AS  
Total_pizzas_sold from pizza_sales group by  
pizza_name order by sum(quantity) desc;
```

	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

12) Bottom 5 pizzas

```
select TOP 5 pizza_name, sum(quantity) AS  
Total_pizzas_sold from pizza_sales group by  
pizza_name order by sum(quantity) ;
```

	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

# DASHBOARD

## PIZZA SALES

**Busiest days and time**  
**DAYS**  
Orders are highest on weekends, friday/saturday evenings  
**TIMES**  
There are maximum orders from 12-1pm & 5-8pm

Total Revenue

\$8,17,860

Avg order value

\$38.31

Total pizzas sold

49574

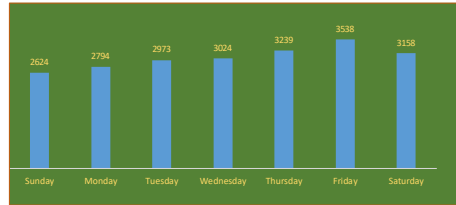
Total orders

21350

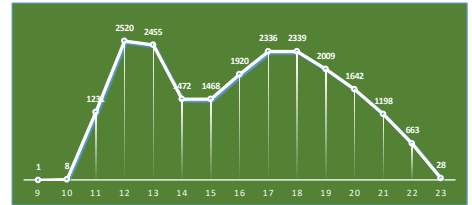
Avg pizzas per order

2.32

Daily trend for total orders

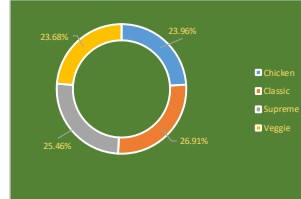


Hourly trend for total orders

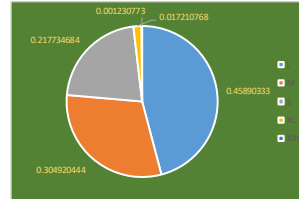


**Sales by category and size**  
**CATEGORY**  
Classic category contributes to maximum in sales  
**SIZE**  
Large size pizza contributes maximum in sales

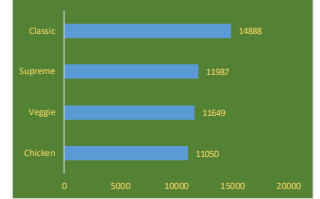
% of sales by category



% of sales by size



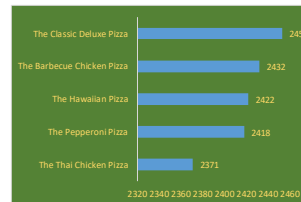
Total pizzas sold by category



**Best and worst sellers**  
**BEST**  
Classic and chicken pizza are top sellers

**WORST**  
Brie carre and mediterranean are worst sellers

Top 5 sellers



Bottom 5 sellers

