

# Pizza Sales SQL Queries

## A. KPI's

### 1. Total Revenue:

```
select SUM(total_price) as Total_Revenue from pizza_sales;
```

ANSWER = 817860.05083847

### 2. Average Order Value

```
select SUM(total_price) / COUNT(distinct order_id) as Avg_Order_Value from pizza_sales;
```

ANSWER = 38.3072623343546

### 3. Total Pizzas Sold

```
select SUM(quantity) as Total_Pizza_Sold from pizza_sales;
```

ANSWER = 49574

### 4. Total Orders

```
select COUNT(distinct order_id) as Total_Orders from pizza_sales;
```

ANSWER = 21350

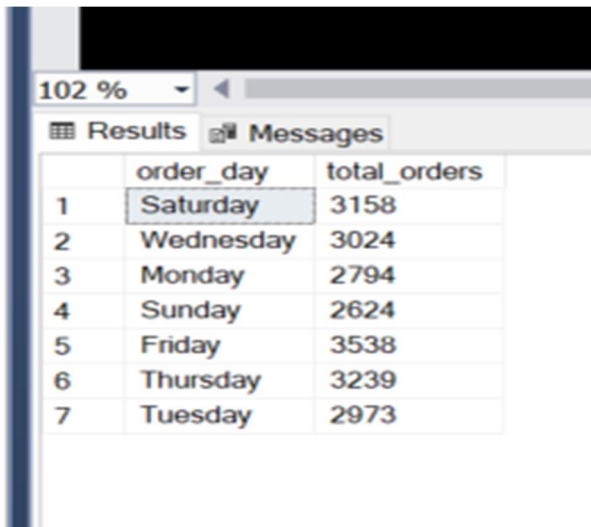
### 5. Average Pizzas Per Order

```
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;
```

ANSWER = 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  
group by DATENAME(DW, order_date);
```



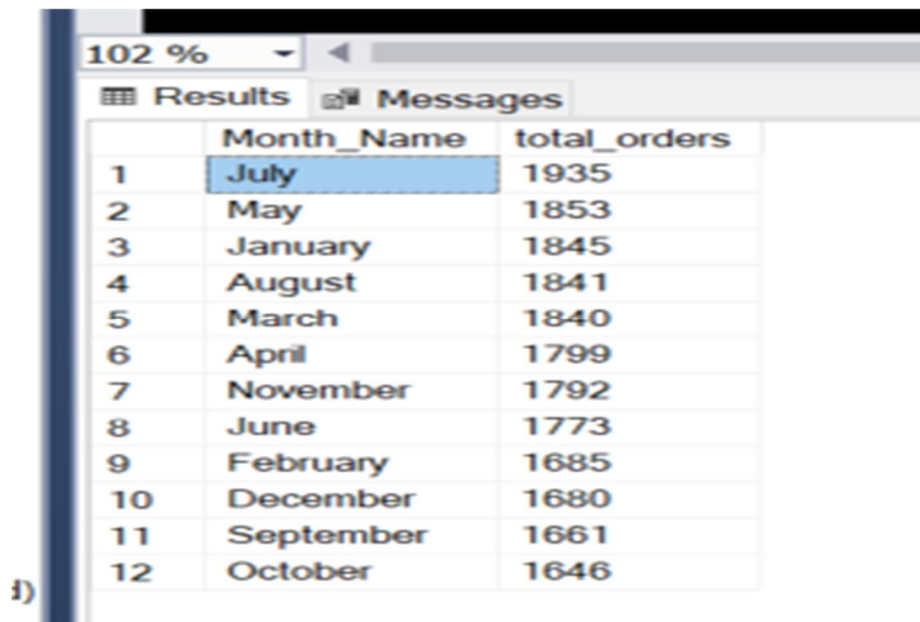
102 %

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. Monthly Trend for 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)
order by total_orders desc;
```



102 %

Results Messages

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

f)

### D. % of Sales by 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;
```

102 %

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)
as decimal(10,2)) as PCT
from pizza_sales
group by pizza_size
order by pizza_size;
```

102 %

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
--where MONTH(order_date) = 3, (calculates total sold of each category depending on specific month)
group by pizza_category
order by Total_Quantity_Sold desc;
```

### G. Top 5 Pizzas by Revenue

```
select top 5 pizza_name, SUM(total_price) as Total_Revenue
from pizza_sales
group by pizza_name
order by Total_Revenue desc;
```

102 %

Results Messages

	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

```
select top 5 pizza_name, SUM(total_price) as Total_Revenue
from pizza_sales
group by pizza_name
order by Total_Revenue asc;
```

102 %

Results Messages

	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_Quantity
from pizza_sales
group by pizza_name
order by Total_Quantity desc;
```

102 %		
Results Messages		
	pizza_name	Total_Quantity
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_Quantity
from pizza_sales
group by pizza_name
order by Total_Quantity asc;
```

102 %		
Results Messages		
	pizza_name	Total_Quantity
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

### K. 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;
```

102 %

Results Messages

	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

### L. 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