Pizza Sales SQL Queries

A. KPI'S

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 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. Avg 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

B. TREND ANALYSIS

6. 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

7. Hourly Trend for Total Orders

```
select DATENAME(Month,order_date) AS Order_Month, Count(distinct Order_id)
AS Total_Orders From pizza_sales group by DATENAME(Month,order_date) order
by Total_Orders desc
```

Results | Messages

	Order_Month	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

8. Percentage of Sales by Pizza Category

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

Results | Messages

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

9. 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
                            where DATEPART(quarter,order_date) = 1) as
decimal(10,2)) AS PCT
from pizza_sales
where DATEPART(quarter,order_date) = 1
group by pizza_size
order by PCT desc
```

Results | Messages

	pizza_size	Total_Sales	PCT
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

10. 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
```

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

11. 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
```

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

12. 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
```

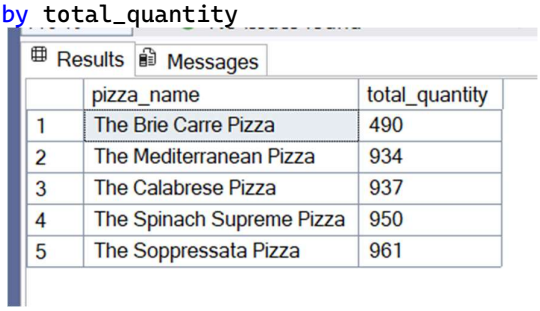
Results | Messages

	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

13. 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
```



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