

## PIZZA SALES SQL QUERIES

### A. KPIs

#### 1. Total Revenue:

```
SELECT ROUND(SUM(total_price), 2) AS Total_Revenue  
FROM pizza_sales;
```

Results		Messages	
		Total_Revenue	
1		817860.05	

#### 2. Average Order Value:

```
SELECT ROUND(SUM(total_price) / COUNT(DISTINCT order_id), 2) AS Avg_Order_Value  
FROM pizza_sales;
```

Results		Messages	
		Avg_Order_Value	
1		38.31	

#### 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 SUM(quantity) / COUNT(DISTINCT order_id) AS Avg_Order_Value  
FROM pizza_sales;
```

Results		Messages	
		Avg_Order_Value	
1		2	

## B. Daily Trend for Total Orders

```
SELECT
    DATENAME(WEEKDAY, order_date) AS Order_Day,
    COUNT(DISTINCT order_id) AS Total_Orders
FROM
    pizza_sales
GROUP BY
    DATENAME(WEEKDAY, order_date);
```

	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 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);
```

	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

## D. % of Sales by Pizza Category

```
SELECT
    pizza_category AS Pizza_Category,
    ROUND((SUM(total_price) / SUM(SUM(total_price)) OVER()) * 100.0, 2) AS
Percentage_Sales
FROM
    pizza_sales
GROUP BY
    pizza_category
ORDER BY
    Percentage_Sales DESC;
```

	Pizza_Category	Percentage_Sales
1	Classic	26.91
2	Supreme	25.46
3	Chicken	23.96
4	Veggie	23.68

## E. % of Sales by Pizza Size

```
SELECT
    pizza_size AS Pizza_Size,
    ROUND((SUM(total_price) / SUM(SUM(total_price)) OVER()) * 100.0, 2) AS
Percentage_Sales
FROM
    pizza_sales
GROUP BY
    pizza_size
ORDER BY
    Percentage_Sales DESC;
```

	Pizza_Size	Percentage_Sales
1	L	45.89
2	M	30.49
3	S	21.77
4	XL	1.72
5	XXL	0.12

## F. Total Pizza Sold by Pizza Category

```
SELECT
    pizza_category AS Pizza_Category,
    SUM(quantity) AS Total_Pizzas_Sold
FROM
    pizza_sales
GROUP BY
    pizza_category
ORDER BY
    Total_Pizzas_Sold DESC;
```

	Pizza_Category	Total_Pizzas_Sold
1	Classic	14888
2	Supreme	11987
3	Veggie	11649
4	Chicken	11050

## G. Top 5 Pizzas by Revenue

```
SELECT
    TOP 5 pizza_name AS Pizza_Name,
    ROUND(SUM(total_price), 2) 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

## H. Bottom 5 Pizzas by Revenue

```
SELECT
    TOP 5 pizza_name AS Pizza_Name,
    ROUND(SUM(total_price), 2) 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	11588.5
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 AS Pizza_Name,
    SUM(quantity) AS Total_Pizza_Sold
FROM
    pizza_sales
GROUP BY
    pizza_name
ORDER BY
    Total_Pizza_Sold DESC;
```

Results Messages		
	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

## J. Bottom 5 Pizzas by Quantity

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

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 Soppresata Pizza	961

## K. Top 5 Pizzas by Total Orders

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

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 AS Pizza_Name,
    COUNT(DISTINCT order_id) AS Total_Orders
FROM
    pizza_sales
GROUP BY
    pizza_name
ORDER BY
    Total_Orders ASC;
```

Results			Messages		
	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			