

PIZZA SALES SQL QUERIES

A. KPI's

1. Total Revenue:

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

| Result Grid | | Filter Rows: |
|-------------|---------------|--------------|
| | Total_Revenue | |
| ▶ | 817860.05 | |

2. Average Order Value

```
SELECT SUM(total_price)/COUNT(DISTINCT order_id) AS  
AVERAGE_ORDER_VALUE FROM pizza_sales;
```

| Result Grid | | Filter Rows: |
|-------------|---------------------|--------------|
| | AVERAGE_ORDER_VALUE | |
| ▶ | 38.307262 | |

3. Total Pizzas Sold

```
SELECT SUM(quantity) AS TOTAL_PIZZAS_SOLD FROM pizza_sales;
```

| Result Grid | | Filter Rows: |
|-------------|-------------------|--------------|
| | TOTAL_PIZZAS_SOLD | |
| ▶ | 49574 | |

4. Total Order Placed

```
SELECT COUNT(DISTINCT order_id) AS TOTAL_ORDER_PLACED FROM pizza_sales;
```

| Result Grid | | Filter Rows: |
|-------------|--------------------|--------------|
| | TOTAL_ORDER_PLACED | |
| ▶ | 21350 | |

5. Average Pizza Per Order

| Result Grid | | Filter Rows: |
|-------------|--------------------------|--------------|
| | AVERAGE_PIZZA__PER_ORDER | |
| ▶ | 2.32 | |

6.

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

B. DAILY TREND FOR TOTAL ORDERS

```
SELECT DAYNAME(order_date) AS ORDER_DAY, COUNT(DISTINCT order_id) AS
TOTAL_ORDERS FROM pizza_sales GROUP BY DAYNAME(order_date);
```

| Result Grid | | Filter Rows: |
|-------------|-----------|--------------|
| | ORDER_DAY | TOTAL_ORDERS |
| ▶ | Friday | 3538 |
| | Monday | 2794 |
| | Saturday | 3158 |
| | Sunday | 2624 |
| | Thursday | 3239 |
| | Tuesday | 2973 |
| | Wednesday | 3024 |

C. HOURLY TREND FOR TOTAL ORDERS

```
SELECT HOUR(order_time) AS ORDER_HOURS, COUNT(DISTINCT order_id) AS
TOTAL_ORDERS FROM pizza_sales GROUP BY HOUR(order_time);
```

| | ORDER_HOURS | TOTAL_ORDERS |
|---|-------------|--------------|
| ▶ | 9 | 1 |
| | 10 | 8 |
| | 11 | 1231 |
| | 12 | 2520 |
| | 13 | 2455 |
| | 14 | 1472 |
| | 15 | 1468 |
| | 16 | 1920 |
| | 17 | 2336 |
| | 18 | 2399 |
| | 19 | 2009 |
| | 20 | 1642 |
| | 21 | 1198 |
| | 22 | 663 |
| | 23 | 28 |

D. % OF SALES BY PIZZA CATEGORY

```
SELECT (SUM(total_price)/(SELECT SUM(total_price) FROM pizza_sales))*100  
AS PERCENTAGE_OF_TOTAL_SALES , pizza_category FROM pizza_sales GROUP  
BY pizza_category;
```

| Result Grid | Filter Rows: |
|---------------------------|----------------|
| PERCENTAGE_OF_TOTAL_SALES | pizza_category |
| 26.905960 | Classic |
| 23.682591 | Veggie |
| 25.456311 | Supreme |
| 23.955138 | Chicken |

E. % OF SALES BY PIZZA SIZE

```
SELECT (SUM(total_price)/(SELECT SUM(total_price) FROM pizza_sales))*100  
AS PERCENTAGE_OF_TOTAL_SALES , pizza_size FROM pizza_sales GROUP BY  
pizza_size;
```

| Result Grid | Filter Rows: |
|---------------------------|--------------|
| PERCENTAGE_OF_TOTAL_SALES | pizza_size |
| 30.492044 | M |
| 45.890333 | L |
| 21.773468 | S |
| 1.721077 | XL |
| 0.123077 | XXL |

F. TOTAL PIZZA SOLD BY PIZZA CATEGORY

```
SELECT SUM(quantity) AS TOTAL_PIZZA_SOLD, pizza_category FROM  
pizza_sales GROUP BY pizza_category ORDER BY SUM(quantity);
```

| Result Grid | Filter Rows: |
|------------------|----------------|
| TOTAL_PIZZA_SOLD | pizza_category |
| 11050 | Chicken |
| 11649 | Veggie |
| 11987 | Supreme |
| 14888 | Classic |



G. TOP 5 BEST PIZZAS

```
SELECT SUM(quantity) AS TOTAL_PIZZAS_SOLD, pizza_name FROM  
pizza_sales GROUP BY pizza_name ORDER BY SUM(quantity) DESC LIMIT 5;
```

| Result Grid   Filter Rows: <input type="text"/> | | |
|---|-------------------|----------------------------|
| | TOTAL_PIZZAS_SOLD | pizza_name |
| ▶ | 2453 | The Classic Deluxe Pizza |
| | 2432 | The Barbecue Chicken Pizza |
| | 2422 | The Hawaiian Pizza |
| | 2418 | The Pepperoni Pizza |
| | 2371 | The Thai Chicken Pizza |

H. BOTTOM 5 WORST PIZZAS

```
SELECT SUM(quantity) AS TOTAL_PIZZAS_SOLD, pizza_name FROM  
pizza_sales GROUP BY pizza_name ORDER BY SUM(quantity) LIMIT 5;
```

| Result Grid   Filter Rows: <input type="text"/> | | |
|---|-------------------|---------------------------|
| | TOTAL_PIZZAS_SOLD | pizza_name |
| ▶ | 490 | The Brie Carre Pizza |
| | 934 | The Mediterranean Pizza |
| | 937 | The Calabrese Pizza |
| | 950 | The Spinach Supreme Pizza |
| | 961 | The Soppressata Pizza |