

Pizza Sales Project (SQL Queries)

Over-Viewing the Data

```
select * from [dbo].[Pizza_Sales]
```

KPI's Requirement

1. Total Revenue

```
Select Cast(sum(total_price) as Decimal (10,2)) As Total_Revenue From  
[dbo].[Pizza_Sales]
```

OUTPUT

Results Messages	
	Total_Revenue
1	817860.05

2. Average Order Value

```
Select Cast(SUM(total_price) / Count(Distinct order_id) as Decimal(10,2)) as  
Average_Revenue From Pizza_Sales
```

OUTPUT

Results Messages	
	Average_Revenue
1	38.31

3. Total Pizza Sold

```
select Sum(quantity) as Total_Pizza_Sales  
from [My Data Base]..Pizza_Sales
```

OUTPUT

Results Messages	
	Total_Pizza_Sales
1	49574

4. Total Orders

Select COUNT(Distinct order_id) As Total_Order
from [My Data Base]..Pizza_Sales

OUTPUT

Results Messages	
	Total_Order
1	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 Average_Pizza_Per_Order
from Pizza_Sales

OUTPUT

Results Messages	
	Average_Pizza_Per_Order
1	2.32

Business Insights Report

1. Daily Trend For Total Orders

select DATENAME(Dw,order_date) as Day, COUNT(Distinct order_id) As Total_order from Pizza_Sales Group By
Datepart(Dw,order_date),DATENAME(Dw,order_date) order by
Datepart(Dw,order_date)

OUTPUT

Results Messages		
	Day	Total_order
1	Sunday	2624
2	Monday	2794
3	Tuesday	2973
4	Wednesday	3024
5	Thursday	3239
6	Friday	3538
7	Saturday	3158

2. Monthly Trend For Total Orders

```

select DATENAME(MONTH,order_date) as Month, COUNT(Distinct
order_id) As Total_order
from Pizza_Sales Group By
Datepart(MONTH,order_date),DATENAME(MONTH,order_date)
order by Datepart(MONTH,order_date)

```

OUTPUT

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

3. Percentage of Sales by Pizza Category

```

select pizza_category as Pizza_Category,CAST(SUM(total_price) as
decimal(10,2)) as Total_Sales,
CAST(SUM(total_Price)*100/
(Select SUM(total_Price) From Pizza_Sales) as decimal(10,2)) as
Percentage_By_Sales
from Pizza_Sales group by pizza_category
order by Percentage_By_Sales

```

OUTPUT

	Pizza_Category	Total_Sales	Percentage_By_Sales
1	Veggie	193690.45	23.68
2	Chicken	195919.50	23.96
3	Supreme	208197.00	25.46
4	Classic	220053.10	26.91

4. Percentage of Sales by Pizza Size

```

select pizza_size as 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) as decimal(10,2)) as
Percentage_By_Sales
from Pizza_Sales group by pizza_size
order by Percentage_By_Sales desc

```

OUTPUT

	Pizza_Size	Total_Sales	Percentage_By_Sales
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

5. Total Pizzas 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

```

OUTPUT

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

6. Top Five Pizza by Total Revenue

```

select Top 5 pizza_name as Pizza_Name,CAST(SUM(total_price) as
decimal(10,2)) as Total_Revenue
from Pizza_Sales
group by pizza_name
order by Total_Revenue Desc

```

OUTPUT

	Pizza_Name	Total_Revenue
1	The Thai Chicken Pizza	43434.25
2	The Barbecue Chicken Pizza	42768.00
3	The California Chicken Pizza	41409.50
4	The Classic Deluxe Pizza	38180.50
5	The Spicy Italian Pizza	34831.25

Top Five Pizza by Total Quantity

```
select Top 5 pizza_name as Pizza_Name,SUM(quantity) as Total_Quantity
from Pizza_Sales
group by pizza_name
order by Total_Quantity desc
```

OUTPUT

	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

Top Five Pizza by Total Orders

```
select Top 5 pizza_name as Pizza_Name, Count(Distinct order_id) as
Total_Order
from Pizza_Sales
group by pizza_name
order by Total_Order desc
```

OUTPUT

Results Messages		
	Pizza_Name	Total_Order
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

7. Bottom Five Pizza by Total Revenue

select TOP 5 pizza_name as Pizza_Name,CAST(SUM(total_price) as decimal(10,2)) as Total_Revenue

from Pizza_Sales

group by pizza_name

order by Total_Revenue

OUTPUT

Results Messages		
	Pizza_Name	Total_Revenue
1	The Brie Carre Pizza	11588.50
2	The Green Garden Pizza	13955.75
3	The Spinach Supreme Pizza	15277.75
4	The Mediterranean Pizza	15360.50
5	The Spinach Pesto Pizza	15596.00

Bottom Five Pizza by Total Quantity

select Top 5 pizza_name as Pizza_Name,SUM(quantity) as Total_Quantity

from Pizza_Sales

group by pizza_name

order by Total_Quantity

OUTPUT

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

Bottom Five Pizza by Total Orders

select Top 5 pizza_name as Pizza_Name, Count(Distinct order_id) as
Total_Order

from Pizza_Sales

group by pizza_name

order by Total_Order

OUTPUT

Results Messages		
	Pizza_Name	Total_Order
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