PIZZA SALES SQL QUERIES

-- A. KPI's

-- 1. Total Revenue:

```sql
select sum(total_price) As Total_Revenue
from pizza_sales
```

	Total_Revenue ∨
1	817860.049999993

-- 2. Average Order Value:

```sql
select sum(total_price) / Count(Distinct order_id) as
Average_order_value
from pizza_sales
```

	Average_order_value ∨
1	38.30726229508155

```
-- 3. Total Pizzas Sold
select sum(quantity) as total_pizza_sold
from pizza_sales
```

	total_pizza_sold
1	49574

```
-- 4. Total Orders
SELECT count(distinct order_id) as total_orders
from pizza_sales
```

	total_orders
1	21350

```
-- 5. Average Pizzas Per Order
SELECT sum(quantity)/ Count(Distinct order_id) as
Average_pizza_per_order
from pizza_sales
```

	Average_pizza_per_order
1	2

```sql
-- Charts
-- B. Daily Trend for Total Orders
select DATENAME(dw, order_date) as DayName, COUNT(Distinct
order_id) as total_order
from pizza_sales
group by DATENAME(dw, order_date)
ORDER by DayName ASC
```

	DayName	total_order
1	Friday	3538
2	Monday	2794
3	Saturday	3158
4	Sunday	2624
5	Thursday	3239
6	Tuesday	2973
7	Wednesday	3024

```sql
-- C. Monthly Trend for Orders
select DATENAME(MONTH, order_date) as MonthName, COUNT(Distinct
order_id) as total_order from pizza_sales
group by DATENAME(MONTH, order_date)
ORDER by total_order DESC
```

	MonthName	total_order
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

```sql
-- 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
```

Results   Messages

	pizza_category	total_revenue	PCT
1	Classic	220053.10	26.91
2	Chicken	195919.5 220053.10	23.96
3	Veggie	193690.45	23.68
4	Supreme	208197.00	25.46

```sql
-- E. % 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
'sales %'
from pizza_sales
where DATEPART(QUARTER, order_date) =1
GROUP BY pizza_size
ORDER by [sales %] DESC
```

Results   Messages

	pizza_size	total_sales	sales %
1	L	95229.65	46.37
2	M	61159.00	29.78
3	S	45384.25	22.10
4	XL	328 45384.25	1.60
5	XXL	287.60	0.14

```sql
-- F. Total Pizzas Sold by Pizza Category
SELECT pizza_category, SUM(quantity) as Total_Quantity_Sold
FROM pizza_sales
WHERE MONTH(order_date) = 2
GROUP BY pizza_category
ORDER BY Total_Quantity_Sold DESC
```

Results Messages

	pizza_category	Total_Quantity_Sold
1	Classic	1178
2	Supreme	964
3	Veggie	944
4	Chicken	875

Results grid

```sql
-- G. Top 5 Pizzas by Revenue
SELECT TOP 5 pizza_name,  Cast(SUM(total_price) as
decimal(10,3)) 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	43434.250
2	The Barbecue Chicken Pizza	42768.000
3	The California Chicken Pizza	41409.500
4	The Classic Deluxe Pizza	38180.500
5	The Spicy Italian Pizza	34831.250

```sql
-- H. Bottom 5 Pizzas by Revenue
SELECT TOP 5 pizza_name,  Cast(SUM(total_price) as
decimal(10,3)) 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	11588.500
2	The Green Garden Pizza	13955.750
3	The Spinach Supreme Pizza	15277.750
4	The Mediterranean Pizza	15360.500
5	The Spinach Pesto Pizza	15596.000

```sql
-- 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
```

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

```sql
-- 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
```

	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

```sql
-- K. Top 5 Pizzas by Total Orders
SELECT TOP 5 pizza_name,  COUNT(Distinct order_id)  AS
total_order from pizza_sales
GROUP by pizza_name
ORDER by total_order DESC
```

	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

```sql
-- L. Borrom 5 Pizzas by Total Orders
SELECT TOP 5 pizza_name,  COUNT(Distinct order_id)  AS
total_order  from pizza_sales
GROUP by pizza_name
ORDER by total_order ASC
```

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