Pizza Sales SQL Queries

A. KPI Requirements

1. Total Revenue

select sum(total_price) as Total_Revenue from pizza_sales



2. Average Order Value

 $select\ cast(sum(total_price)\ /\ count(distinct\ order_id)\ as\ decimal(10,2))\ as\ AOV\ from\ pizza_sales$



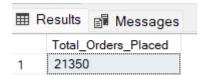
3. Total Pizza Sold

select sum(quantity) as Total_Pizza_Sold from pizza_sales

| Results | Messages |
| Total_Pizza_Sold |
| 1 49574

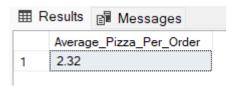
4. Total Orders

select count(distinct order_id) as Total_Orders_Placed from pizza_sales



5. Average Pizza per Order

 $\label{eq:cast} \begin{array}{l} \text{select } \mathsf{cast}(\mathsf{sum}(\mathsf{quantity}) \text{ as } \mathsf{decimal}(10,2)) \ / \ \mathsf{cast}(\mathsf{count}(\mathsf{distinct})) \\ \text{order_id}) \text{ as } \mathsf{decimal}(10,2)) \text{ as } \mathsf{decimal}(10,2)) \\ \text{as } \mathsf{Average_Pizza_Per_Order} \text{ from } \mathsf{pizza_sales} \\ \end{array}$



B. Charts Requirements

1. Daily Trend For Total Orders

```
select DATENAME(dw,order_date) as order_day, count(distinct order_id) as
#_of_orders
from pizza_sales
group by DATENAME(dw,order_date)
```

■ Results				
	order_day	#_of_orders		
1	Saturday	3158		
2	Wednesday	3024		
3	Monday	2794		
4	Sunday	2624		
5	Friday	3538		
6	Thursday	3239		
7	Tuesday	2973		

2. Monthly Trend For Total Orders

```
select DATENAME(month,order_date) as order_month, count(distinct order_id) as
#_of_orders
from pizza_sales
group by DATENAME(month,order_date)
order by #_of_orders desc
```

⊞ Results			
	order_month	#_of_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	

3. Percentage Of Sales By Pizza Category

```
select pizza_category,cast(sum(total_price) as decimal(10,2)) as 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
order by PCT desc
```

⊞ Results				
	pizza_category	revenue	PCT	
1	Classic	220053.10	26.91	
2	Supreme	208197.00	25.46	
3	Chicken	195919.50	23.96	
4	Veggie	193690.45	23.68	

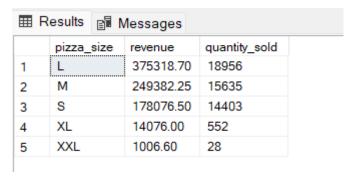
4. Percentage Of Sales By Pizza Size

```
select pizza_size,cast(sum(total_price) as decimal(10,2)) as revenue,
cast(sum(total_price) * 100 / (select sum(quantity) from pizza_sales) as
decimal(10,2)) as PCT
from pizza_sales
group by pizza_size
order by PCT desc
```

	pizza_size	revenue	PCT
1	L	375318.70	757.09
2	M	249382.25	503.05
3	S	178076.50	359.21
4	XL	14076.00	28.39
5	XXL	1006.60	2.03

5. Revenue vs Quantity Sold for Pizza Sizes

```
select pizza_size,cast(sum(total_price) as decimal(10,2)) as revenue,
sum(quantity) as quantity_sold
from pizza_sales
group by pizza_size
order by quantity_sold desc
```



6. Top 5 Best Selling Pizza

a. By Revenue-

```
select top 5 pizza_name,cast(sum(total_price) as decimal(10,2))as revenue
from pizza_sales
group by pizza_name
order by revenue desc
```

⊞ F	Results 🗐 Messages	
	pizza_name	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

b. By Quantity Sold

```
select top 5 pizza_name,cast(sum(quantity) as decimal(10,2))as quantity
from pizza_sales
group by pizza_name
order by quantity desc
```

Results			
	pizza_name	quantity	
1	The Classic Deluxe Pizza	2453.00	
2	The Barbecue Chicken Pizza	2432.00	
3	The Hawaiian Pizza	2422.00	
4	The Pepperoni Pizza	2418.00	
5	The Thai Chicken Pizza	2371.00	

c. By # of Orders

```
select top 5 pizza_name,cast(count(distinct order_id) as
decimal(10,2))as orders
from pizza_sales
group by pizza_name
order by orders desc
```

	pizza_name	orders
1	The Classic Deluxe Pizza	2329.00
2	The Hawaiian Pizza	2280.00
3	The Pepperoni Pizza	2278.00
4	The Barbecue Chicken Pizza	2273.00
5	The Thai Chicken Pizza	2225.00

7. Bottom 5 Worst Selling Pizza

a. By Revenue

```
select top 5 pizza_name,cast(sum(total_price) as decimal(10,2))as revenue
from pizza_sales
group by pizza_name
order by revenue asc
```

Results				
	pizza_name	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		

b. By Quantity Sold

```
select top 5 pizza_name,cast(sum(quantity) as decimal(10,2))as quantity
from pizza_sales
group by pizza_name
order by quantity asc
```

The Spinach Supreme Pizza 15277.75	■ Results	
The Green Garden Pizza 13955.75 The Spinach Supreme Pizza 15277.75	pizza_name	revenue
The Spinach Supreme Pizza 15277.75	1 The Brie Carre Pizza	11588.50
	2 The Green Garden Pizza	13955.75
The Mediterranean Pizza 15360.50	3 The Spinach Supreme Pizz	za 15277.75
	4 The Mediterranean Pizza	15360.50
The Spinach Pesto Pizza 15596.00	5 The Spinach Pesto Pizza	15596.00

c. By # of Orders

select top 5 pizza_name,cast(count(distinct order_id) as decimal(10,2))as
orders
from pizza_sales
group by pizza_name
order by orders asc

⊞F	Results 📳 Messages	
	pizza_name	orders
1	The Brie Carre Pizza	480.00
2	The Mediterranean Pizza	912.00
3	The Spinach Supreme Pizza	918.00
4	The Calabrese Pizza	918.00
5	The Chicken Pesto Pizza	938.00

Pizza Sales Power BI Dashboard



