

Pizza Sales SQL Queries

A. KPI Requirements

1. Total Revenue

```
select sum(total_price) as Total_Revenue from pizza_sales
```

| 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 AOV from pizza_sales
```

| Results | | Messages | |
|---------|-------|----------|--|
| AOV | | | |
| 1 | 38.31 | | |

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
```

| Results | | Messages | |
|---------------------|-------|----------|--|
| Total_Orders_Placed | | | |
| 1 | 21350 | | |

5. Average Pizza 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
```

| Results | | Messages | |
|-------------------------|------|----------|--|
| Average_Pizza_Per_Order | | | |
| 1 | 2.32 | | |

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)
```

| | 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
```

| | 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 Messages | | | |
|------------------|----------------|-----------|-------|
| | 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
```

| Results Messages | | | |
|------------------|------------|-----------|--------|
| | 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
```

| Results Messages | | | |
|------------------|------------|-----------|---------------|
| | pizza_size | revenue | quantity_sold |
| 1 | L | 375318.70 | 18956 |
| 2 | M | 249382.25 | 15635 |
| 3 | S | 178076.50 | 14403 |
| 4 | XL | 14076.00 | 552 |
| 5 | XXL | 1006.60 | 28 |

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
```

| | 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
```

| | 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 Messages | | |
|------------------|---------------------------|----------|
| | 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
```

| Results Messages | | |
|------------------|---------------------------|----------|
| | 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 |

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
```

| 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

