

PIZZA SALES SQL QUERIES

A. KPI's

1. Total Revenue:

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

Results	Messages
Total_Revenue	817860.05083847

2. Average Order value:

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

Results	Messages
Average_order_value	38.3072623343546

3. Total pizza sold

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

Total_pizza_sold
49574

4. Total orders

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

Results	Messages
Total_orders	21350

5. Average pizzas per order

```
SELECT SUM(quantity) / COUNT(DISTINCT order_id) AS Avg_pizzas_per_order  
FROM pizza_sales;
```

Results	Messages
Avg_pizzas_per_order	2

OR (To get the exact decimal values, we have to do)

```
SELECT CAST(CAST(SUM(quantity) AS DECIMAL(10,2)) / CAST(COUNT(DISTINCT order_id) AS DECIMAL(10,2)) AS DECIMAL(10,2)) AS Avg_pizzas_per_order  
FROM pizza_sales;
```

Results	Messages
Avg_pizzas_per_order	2.32

B. CHARTS REQUIREMENTS

1. Daily Trend for Total orders

```
SELECT DATENAME(DW,order_date) AS Order_day, COUNT(DISTINCT order_id) AS Total_Orders
FROM pizza_sales
GROUP BY DATENAME(DW,order_date);
```

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

2. Hourly Trend for Total orders

```
SELECT DATEPART(HOUR,order_time) AS Order_hour, COUNT(DISTINCT order_id) AS Total_Orders
FROM pizza_sales
GROUP BY DATEPART(HOUR,order_time)
ORDER BY DATEPART(HOUR,order_time);
```

	Order_hour	Total_Orders
1	9	1
2	10	8
3	11	1231
4	12	2520
5	13	2455
6	14	1472
7	15	1468
8	16	1920
9	17	2336
10	18	2399
11	19	2009
12	20	1642
13	21	1198
14	22	663
15	23	28

3. Percentage of Sales by Pizza Category

```
SELECT pizza_category, SUM(total_price) AS Total_sales, 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;
```

	pizza_category	Total_sales	PCT
1	Classic	220053.100021362	26.91
2	Chicken	195919.5	23.96
3	Veggie	193690.451004028	23.68
4	Supreme	208196.99981308	25.46

4. Percentage 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) AS DECIMAL(10,2)) AS PCT
FROM pizza_sales
GROUP BY pizza_size
ORDER BY PCT DESC;
```

	pizza_size	Total_sales	PCT
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, SUM(quantity) AS Total_pizzas_sold  
FROM pizza_sales  
GROUP BY pizza_category;
```

	pizza_category	Total_pizzas_sold
1	Classic	14888
2	Chicken	11050
3	Veggie	11649
4	Supreme	11987

6. Top 5 Best Sellers by Total pizzas sold

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

	pizza_name	Total_pizzas_sold
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

7. Bottom 5 Worst Sellers by Total pizzas sold

```
SELECT Top 5 pizza_name, SUM(quantity) AS Total_pizzas_sold  
FROM pizza_sales  
GROUP BY pizza_name  
ORDER BY Total_pizzas_sold ASC;
```

	pizza_name	Total_pizzas_sold
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