

PIZZA SALES SQL QUERIES

A. KPI's

1. Total Revenue:

```
SELECT SUM(total_price) as total_revenue  
from pizza_sales;
```

	total_revenue	numeric
1	817860.05	

2. Average Order Value

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

	avg_order_value	numeric
1	38.3072622950819672	

3. Total Pizzas Sold

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

SHOWING ROWS: 1 TO 1		
	total_pizzas_sold	bigint
1	49574	

4. Total Orders

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

	total_orders	bigint
1	21350	

5. Average Pizzas Per Order

```
SELECT  
    SUM(quantity) * 1.0 / COUNT(DISTINCT order_id) AS avg_pizzas_per_order  
FROM pizza_sales;
```

	avg_pizzas_per_order	numeric
1	2.3219672131147541	

B. Daily Trend for Total Orders

```
SELECT  
    TRIM(TO_CHAR(order_date, 'Day')) AS order_day,  
    COUNT(DISTINCT order_id) AS total_orders  
FROM pizza_sales  
GROUP BY  
    TRIM(TO_CHAR(order_date, 'Day')),  
    EXTRACT(DOW FROM order_date)  
ORDER BY EXTRACT(DOW FROM order_date);
```

	order_day	total_orders
	text	bigint
1	Sunday	2624
2	Monday	2794
3	Tuesday	2973
4	Wednesday	3024
5	Thursday	3239
6	Friday	3538
7	Saturday	3158

C. Monthly Trend for Orders

```

SELECT
    TRIM(TO_CHAR(order_date, 'Month')) AS month_name,
    COUNT(DISTINCT order_id) AS total_orders
FROM pizza_sales
GROUP BY
    TRIM(TO_CHAR(order_date, 'Month')),
    EXTRACT(MONTH FROM order_date)
ORDER BY EXTRACT(MONTH FROM order_date);

```

	month_name	total_orders
	text	bigint
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

D. % of Sales by Pizza Category

```
SELECT  
    pizza_category,  
    ROUND(SUM(total_price),2) AS total_revenue,  
    ROUND(  
        SUM(total_price) * 100.0 /  
        (SELECT SUM(total_price) FROM pizza_sales)  
,2) AS pct  
FROM pizza_sales  
GROUP BY pizza_category  
ORDER BY pct DESC;
```

	pizza_category character varying (20) 	total_revenue numeric 	pct numeric 
1	Classic	220053.10	26.91
2	Supreme	208197.00	25.46
3	Chicken	195919.50	23.96
4	Veggie	193690.45	23.68

E. % of Sales by Pizza Size

```
SELECT  
    pizza_size,  
    ROUND(SUM(total_price),2) AS total_revenue,  
    ROUND(  
        SUM(total_price) * 100.0 /  
        (SELECT SUM(total_price) FROM pizza_sales)  
,2) AS pct  
FROM pizza_sales  
GROUP BY pizza_size  
ORDER BY pct DESC;
```

	pizza_size character varying (5) 	total_revenue numeric 	pct numeric 
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

F. Total Pizzas Sold by Category

```

SELECT
    pizza_category,
    SUM(quantity) AS total_quantity_sold
FROM pizza_sales
WHERE EXTRACT(MONTH FROM order_date) = 2
GROUP BY pizza_category
ORDER BY total_quantity_sold DESC;

```

	pizza_category character varying (20) 	total_quantity_sold bigint 
1	Classic	1178
2	Supreme	964
3	Veggie	944
4	Chicken	875

G. Top 5 Pizzas by Revenue

```

SELECT
    pizza_name,
    SUM(total_price) AS total_revenue
FROM pizza_sales
GROUP BY pizza_name
ORDER BY total_revenue DESC
LIMIT 5;

```

	pizza_name character varying (100) 	total_revenue numeric 
1	The Thai Chicken Pizza	43434.25
2	The Barbecue Chicken Piz...	42768.00
3	The California Chicken Piz...	41409.50
4	The Classic Deluxe Pizza	38180.50
5	The Spicy Italian Pizza	34831.25

H. Bottom 5 Pizzas by Revenue

SELECT

```

pizza_name,
SUM(total_price) AS total_revenue
FROM pizza_sales
GROUP BY pizza_name
ORDER BY total_revenue ASC
LIMIT 5;
```

	pizza_name character varying (100) 	total_revenue numeric 
1	The Brie Carre Pizza	11588.50
2	The Green Garden Pizza	13955.75
3	The Spinach Supreme Piz...	15277.75
4	The Mediterranean Pizza	15360.50
5	The Spinach Pesto Pizza	15596.00

I. Top 5 Pizzas by Quantity

SELECT

```

pizza_name,
SUM(quantity) AS total_pizzas_sold
FROM pizza_sales
GROUP BY pizza_name
ORDER BY total_pizzas_sold DESC
LIMIT 5;
```

	pizza_name character varying (100) 	total_pizzas_sold bigint 
1	The Classic Deluxe Pizza	2453
2	The Barbecue Chicken Piz...	2432
3	The Hawaiian Pizza	2422
4	The Pepperoni Pizza	2418
5	The Thai Chicken Pizza	2371