

PIZZA SALES SQL QUERIES

A. KPI's

1. Total Revenue:

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

Results		Messages	
Total_Revenue			
1	817860.05083847		

2. Average Order Value

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

Results		Messages	
Avg_order_Value			
1	38.3072623343546		

3. Total Pizzas 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 FROM pizza_sales
```

Results		Messages	
Total_Orders			
1	21350		

5. Average Pizzas 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 Avg_Pizzas_per_order  
  
FROM pizza_sales
```

Results		Messages
	Avg_Pizzas_per_order	
1	2.32	

B. 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)
```

Results			Messages
	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	

C. Monthly Trend for Orders

```
select DATENAME(MONTH, order_date) as Month_Name, COUNT(DISTINCT order_id)  
as Total_Orders  
  
from pizza_sales  
  
GROUP BY DATENAME(MONTH, order_date)
```

	Month_Name	Total_Orders
1	February	1685
2	June	1773
3	August	1841
4	April	1799
5	May	1853
6	December	1680
7	January	1845
8	September	1661
9	October	1646
10	July	1935
11	November	1792
12	March	1840

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

```

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

E. % of Sales by Pizza Size

```

SELECT pizza_size, 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_size

ORDER BY pizza_size
```

	pizza_size	total_revenue	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

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
```

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

G. Top 5 Pizzas by Revenue

```
SELECT Top 5 pizza_name, SUM(total_price) 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	43434.25
2	The Barbecue Chicken Pizza	42768
3	The California Chicken Pizza	41409.5
4	The Classic Deluxe Pizza	38180.5
5	The Spicy Italian Pizza	34831.25

H. Bottom 5 Pizzas by Revenue

```
SELECT Top 5 pizza_name, SUM(total_price) AS Total_Revenue
FROM pizza_sales
GROUP BY pizza_name
ORDER BY Total_Revenue ASC
```

	pizza_name	Total_Revenue
1	The Brie Carre Pizza	11588.4998130798
2	The Green Garden Pizza	13955.75
3	The Spinach Supreme Pizza	15277.75
4	The Mediterranean Pizza	15360.5
5	The Spinach Pesto Pizza	15596

I. Top 5 Pizzas by Quantity

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

	pizza_name	Total_Pizza_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

J. Bottom 5 Pizzas by Quantity

```
SELECT TOP 5 pizza_name, SUM(quantity) AS Total_Pizza_Sold  
  
FROM pizza_sales  
  
GROUP BY pizza_name  
  
ORDER BY Total_Pizza_Sold ASC
```

Results Messages		
	pizza_name	Total_Pizza_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

K. Top 5 Pizzas by Total Orders

```
SELECT Top 5 pizza_name, COUNT(DISTINCT order_id) AS Total_Orders  
  
FROM pizza_sales  
  
GROUP BY pizza_name  
  
ORDER BY Total_Orders DESC
```

Results Messages		
	pizza_name	Total_Orders
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

L. Borrom 5 Pizzas by Total Orders

```
SELECT Top 5 pizza_name, COUNT(DISTINCT order_id) AS Total_Orders  
  
FROM pizza_sales
```

GROUP BY pizza_name

ORDER BY Total_Orders ASC

	pizza_name	Total_Orders
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

PROBLEM STATEMENT

A. KPI's Requirement

1. Total Revenue
2. Average order values
3. Total Pizzas sold
4. Total orders
5. Average pizzas per order

B. Charts Requirement

1. Daily Trend for Total orders
2. Monthly Trend for Total Orders
3. Percentage of sales by pizza category
4. Percentage of sales by pizza size
5. Top 5 best sellers by revenue, total quantity and total orders
6. Top 5 bottom sellers by revenue, total quantity and total orders

