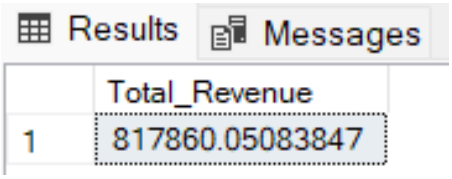
# Pizza Sales SQL Query

## 1. KPI's

### a. Total Revenue

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

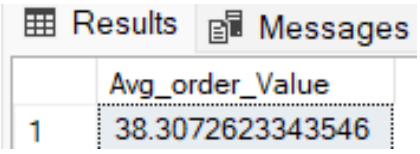


Results | Messages

| | Total_Revenue |
|---|---|
| 1 | 817860.05083847 |

### b. Average Order Value

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

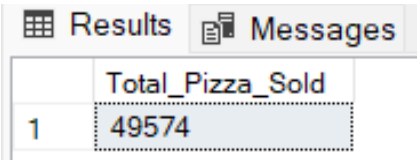


Results | Messages

| | Avg_order_Value |
|---|---|
| 1 | 38.3072623343546 |

### c. Total Pizza sold

```
SELECT SUM(quantity) AS Total_Pizza_Sold FROM pizza_sales
```

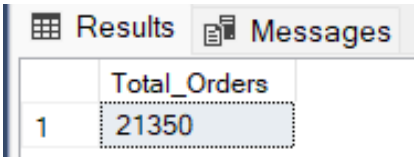


Results | Messages

| | Total_Pizza_Sold |
|---|---|
| 1 | 49574 |

### d. Total orders

```
SELECT COUNT(DISTINCT order_id) AS Total_Orders FROM
pizza_sales
```



Results | Messages

| | Total_Orders |
|---|---|
| 1 | 21350 |

### e. 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 |

## 2. 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 |

## 3. Hourly Trend for Orders

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

Results Messages

| | order_hours | 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 |

## 4. % 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
```

Results | Messages

| | 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 |

## 5. % 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
```

Results | Messages

| | 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 |

## 6. 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
```

Results | Messages

| | pizza_category | Total_Quantity_sold |
|---|---|---|
| 1 | Classic | 1178 |
| 2 | Supreme | 964 |
| 3 | Veggie | 944 |
| 4 | Chicken | 875 |

## 7. Top 5 Best Sellers by Total Pizzas Sold

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

Results | Messages

| | 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 |

## 8. Bottom 5 Best Sellers by Total Pizzas Sold

```
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 |

## NOTE*

Jika kamu ingin menerapkan filter Bulan, Kuartal, atau Minggu pada kueri di atas, Anda dapat menggunakan klausa WHERE. Berikut beberapa contoh yang dapat ikuti.

```
SELECT DATENAME(DW, order_date) AS order_day, COUNT(DISTINCT
order_id) AS
total_orders
FROM pizza_sales
WHERE MONTH(order_date) = 1
GROUP BY DATENAME(DW, order_date)
```

Results Messages

| | order_day | total_orders |
|---|---|---|
| 1 | Friday | 330 |
| 2 | Monday | 220 |
| 3 | Saturday | 303 |
| 4 | Sunday | 199 |
| 5 | Thursday | 329 |
| 6 | Tuesday | 242 |
| 7 | Wednesday | 222 |

Di sini, **MONTH(order_date) = 1** menunjukkan bahwa outputnya adalah untuk bulan Januari. **MONTH(order_date) = 4** menunjukkan bahwa outputnya adalah untuk bulan April.

```
SELECT DATENAME(DW, order_date) AS order_day, COUNT(DISTINCT
order_id) AS
total_orders
FROM pizza_sales
WHERE DATEPART(QUARTER, order_date) = 1
GROUP BY DATENAME(DW, order_date)
```

Results Messages

| | order_day | total_orders |
|---|---|---|
| 1 | Saturday | 766 |
| 2 | Wednesday | 711 |
| 3 | Monday | 743 |
| 4 | Sunday | 682 |
| 5 | Friday | 885 |
| 6 | Thursday | 796 |
| 7 | Tuesday | 787 |

Di sini, **DATEPART(QUARTER, order_date) = 1** menunjukkan bahwa outputnya adalah untuk Kuartal 1. **MONTH(order_date) = 3** menunjukkan bahwa outputnya adalah untuk 3 bulan.