**Pizza Sales SQL Queries**

1. **KPI’s – Key Performance Indicators**
   1. **Total Revenue:** 817860.05083847

SELECT SUM(total\_price) AS Total\_Revenue

FROM pizza\_sales

* 1. **Average Order Value:** 38.3072623343546

SELECT SUM(total\_price)/COUNT(DISTINCT order\_id) AS Avg\_Order\_Value

FROM pizza\_sales

* 1. **Total Pizza Sold:** 49574

SELECT SUM(quantity) AS Total\_Pizza\_Sold

FROM pizza\_sales

* 1. **Total Orders:** 21350

SELECT COUNT(DISTINCT order\_id) AS Total\_Orders

FROM pizza\_sales

* 1. **Avera Pizzas Per Order:** 2.3219672131147540983

SELECT CAST(SUM(quantity) AS NUMERIC) /

CAST(COUNT(DISTINCT order\_id) AS NUMERIC) AS Avg\_Pizza\_Order

FROM pizza\_sales

1. **Charts Requirement**
   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** |
| Monday | 2794 |
| Tuesday | 2973 |
| Wednesday | 3024 |
| Thursday | 3239 |
| Friday | 3538 |
| Saturday | 3158 |
| Sunday | 2624 |

* 1. **Hourly Trend for Total 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)

|  |  |
| --- | --- |
| **Hour** | **Total Orders** |
| 9 | 1 |
| 10 | 8 |
| 11 | 1231 |
| 12 | 2520 |
| 13 | 2455 |
| 14 | 1472 |
| 15 | 1468 |
| 16 | 1920 |
| 17 | 2336 |
| 18 | 2399 |
| 19 | 2009 |
| 20 | 1642 |
| 21 | 1198 |
| 22 | 663 |
| 23 | 28 |

* 1. **Percentage of Sales by Pizza Category:**

SELECT pizza\_category,

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 Percentage\_Sales

FROM pizza\_sales

|  |  |  |
| --- | --- | --- |
| **Pizza Category** | **Total Sales** | **Percentage** |
| Classic | 220053.10 | 26.91 |
| Chicken | 195919.50 | 23.96 |
| Veggie | 193690.45 | 23.68 |
| Supreme | 208197.00 | 25.46 |

GROUP BY pizza\_category

* 1. **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 Percentage\_Sales

FROM pizza\_sales

GROUP BY pizza\_size

|  |  |  |
| --- | --- | --- |
| **Pizza Size** | **Total Sales** | **Percentage** |
| L | 375318.70 | 45.89 |
| XXL | 1006.60 | 0.12 |
| M | 249382.25 | 30.49 |
| XL | 14076.00 | 1.72 |
| S | 178076.50 | 21.77 |

* 1. **Total Pizza Sold By Pizza Category:**

SELECT pizza\_category, COUNT(quantity) AS Total\_Pizzas

FROM pizza\_sales

GROUP BY pizza\_category

|  |  |
| --- | --- |
| **Pizza Category** | **Total** |
| Classic | 14888 |
| Chicken | 11050 |
| Veggie | 11649 |
| Supreme | 11987 |

* 1. **Top 5 Best Sellers by Total Pizzas Sold:**

SELECT TOP 5 pizza\_name, SUM(quantity) AS Total\_Pizzas

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_Pizzas DESC

|  |  |
| --- | --- |
| **Pizza** | **Total** |
| The Classic Deluxe Pizza | 2453 |
| The Barbecue Chicken Pizza | 2432 |
| The Hawaiian Pizza | 2422 |
| The Pepperoni Pizza | 2418 |
| The Thai Chicken Pizza | 2371 |

* 1. **Bottom 5 Worst Sellers by Total Pizzas Sold:**

SELECT TOP 5 pizza\_name, SUM(quantity) AS Total\_Pizzas

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_Pizzas

|  |  |
| --- | --- |
| **Pizza** | **Total** |
| The Brie Carre Pizza | 490 |
| The Mediterranean Pizza | 934 |
| The Calabrese Pizza | 937 |
| The Spinach Supreme Pizza | 950 |
| The Soppressata Pizza | 961 |