

PIZZA SALES SQL QUERIES

A. KPI'S

1. Total Revenue:

```
select sum(Total_price) as Total_Revenue  
from pizza_sales;
```

	total_revenue double precision
1	817860.0499999928

2. Average Order Value:

```
select sum(Total_price)/ count (distinct order_id) as average_order_value  
from pizza_sales;
```

	average_order_value double precision
	38.307262295081635

3. Total Pizzas Sold:

```
select sum(quantity) as Total_Pizzas_Sold  
from pizza_sales;
```

	total_pizzas_sold bigint
1	49574

4. Total_orders:

```
select count(distinct order_id) as Total_Orders
```

```
from pizza_sales ;
```

	total_orders bigint
	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
```

	avg_pizzas_per_order numeric (10,2)
1	2.32

B. daily Trend For Total Orders

```
SELECT TO_CHAR(order_date, 'Day') AS order_day,COUNT(DISTINCT order_id) as total_orders
```

```
from pizza_sales
```

```
group by TO_CHAR(order_date, 'Day');
```

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

C. Hourly Trend For Orders

```
SELECT EXTRACT(HOUR from order_time) as order_hour ,count(distinct order_id) as total_orders  
from pizza_sales  
group by order_hour;
```

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

D. Monthly Trend For Orders

```
SELECT to_char(order_date,'month') AS Month_name,COUNT(DISTINCT order_id) as total_orders  
from pizza_sales  
group by month_name  
order by total_orders desc;
```

1	month_name	total_orders
2	July	1935
3	May	1853
4	January	1845
5	August	1841
6	March	1840
7	April	1799
8	November	1792
9	June	1773
10	February	1685
11	December	1680
12	September	1661
13	October	1646
14		

E. Percentage of Sales by pizza Category

```
select pizza_category, cast(sum(total_price) as decimal(10,2)) as total_sales_revenue,  
cast(sum(total_price) *100/ (select sum(total_price))
```

```
from pizza_sales) as decimal(10,2)) as percentage_of_total_sales
```

```
from pizza_sales
```

```
group by pizza_category
```

```
order by percentage_of_total_sales desc;
```

	pizza_category character varying (50)	total_sales_revenue numeric (10,2)	percentage_of_total_sales numeric (10,2)
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 Category in Month of January

```
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 where extract('month' from order_date)=1) as decimal(10,2)) as  
percentage_of_total_sales
```

```
from pizza_sales
```

```
where extract('month' from order_date)=1
```

```
group by pizza_category;
```

	pizza_category character varying (50)	total_sales numeric (10,2)	percentage_of_total_sales numeric (10,2)
1	Chicken	16188.75	23.20
2	Classic	18619.40	26.68
3	Supreme	17929.75	25.69
4	Veggie	17055.40	24.44

F. 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))Percentage_of_total_sales

from pizza_sales

group by pizza_size

order by pizza_size;
```

	pizza_size character varying (50)	total_sales numeric (10,2)	percentage_of_total_sales numeric (10,2)
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

G. Percentage of Sales by Pizza Size by quarterly_month

```
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 where extract('quarter' from
order_date)=1) as decimal(10,2))Percentage_of_total_sales

from pizza_sales

where extract('quarter' from order_date)=1

group by pizza_size

order by pizza_size;
```

	pizza_size character varying (50)	total_sales numeric (10,2)	percentage_of_total_sales numeric (10,2)
1	L	95229.65	46.37
2	M	61159.00	29.78
3	S	45384.25	22.10
4	XL	3289.50	1.60
5	XXL	287.60	0.14

H. Total Pizzas Sold by Pizza Category

```
select pizza_category,sum(quantity) as total_quantity_sold
from pizza_sales
group by pizza_category
order by total_quantity_sold desc
```

	pizza_category character varying (50)	total_quantity_sold bigint
1	Classic	14888
2	Supreme	11987
3	Veggie	11649
4	Chicken	11050

I. 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 (50)	total_revenue double precision
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

J. 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
limit 5;
```

	pizza_name character varying (50)	total_revenue double precision
1	The Brie Carre Pizza	11588.4999999999
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

K. 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 (50)	total_pizzas_sold bigint
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

L. Bottom 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

limit 5;

	pizza_name character varying (50)	total_pizzas_sold bigint
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

M. Top 5 Pizzas by Total Orders

select pizza_name,COUNT(distinct order_id) as total_orders

from pizza_sales

group by pizza_name

order by total_orders desc

limit 5;

	pizza_name character varying (50)	total_orders bigint
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

N. Bottom 5 Pizzas by Total Orders

select pizza_name,COUNT(distinct order_id) as total_orders

from pizza_sales

group by pizza_name

order by total_orders

limit 5;

	pizza_name character varying (50)	total_orders bigint
1	The Brie Carre Pizza	480
2	The Mediterranean Pizza	912
3	The Calabrese Pizza	918
4	The Spinach Supreme Pizza	918
5	The Chicken Pesto Pizza	938