

# PIZZA SALES

## Key Performance Indicators

### 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) / MAX(order_id) AS average_order_value  
FROM pizza_sales;
```

Results		Messages	
average_order_value			
1	38.3072623343546		

### 3) Total Pizza Sold

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

Results		Messages	
total_pizza_sold			
1	49574		

### 4) Total Order Placed

```
SELECT MAX(order_id) AS total_order_placed  
FROM pizza_sales;
```

Results		Messages	
total_order_placed			
1	21350		

### 5) Average Pizza per Order

```
SELECT CAST(SUM(quantity) AS DECIMAL(10,2)) / CAST(COUNT(DISTINCT order_id) AS  
DECIMAL(10,2)) AS AVG_PIZZA_PER_ORDER  
FROM pizza_sales;
```

Results		Messages	
AVG_PIZZA_PER_ORDER			
1	2.32		

# CHART REQUIREMENTS

## 1) Daily Trend for Total Orders

```
SELECT DATENAME(DW,order_id) AS DAY ,COUNT(DISTINCT order_id) AS  
Total_orders  
FROM pizza_sales  
GROUP BY DATENAME(DW,order_id);
```

Results Messages

	DAY	Total_orders
1	Saturday	3050
2	Wednesday	3050
3	Monday	3050
4	Sunday	3050
5	Thursday	3050
6	Tuesday	3050
7	Friday	3050

## 2) Hourly Trend For Total Orders

```
SELECT DATENAME(MONTH,order_date) AS Month ,COUNT(DISTINCT order_id) AS  
total_orders  
FROM pizza_sales  
GROUP BY DATENAME(MONTH,order_date)  
ORDER BY Total_orders DESC;
```

Results Messages

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

## 3) Percentage of Sales by Pizza Category

```
SELECT pizza_category, 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_category;
```

Results Messages

	pizza_category	Percentage_sales
1	Classic	2.28
2	Chicken	1.98
3	Veggie	2.09
4	Supreme	2.19

#### 4) Percentage of Sales by Pizza Size

```
SELECT pizza_size, 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	Percentage_sales
1	L	45.89
2	XXL	0.12
3	M	30.49
4	XL	1.72
5	S	21.77

#### 5) Total Pizzas Sold by Pizza Category

```
SELECT pizza_category, COUNT(quantity) as Total_pizza
FROM pizza_sales
GROUP BY pizza_category;
```

	pizza_category	Total_pizza
1	Classic	14579
2	Chicken	10815
3	Veggie	11449
4	Supreme	11777

#### 6) Top 5 Best Sellers by Revenue

```
SELECT TOP 5 pizza_name, SUM(total_price) as Total_Revenue
FROM pizza_sales
GROUP BY pizza_name
ORDER BY SUM(total_price) DESC ;
```

	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

#### 7) Bottom 5 Best Sellers by Revenue

```
SELECT TOP 5 pizza_name, SUM(total_price) as Total_Revenue
FROM pizza_sales
GROUP BY pizza_name
ORDER BY SUM(total_price) 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

### 8) Top 5 Best Sellers by Total Quantity

```
SELECT TOP 5 pizza_name, SUM(quantity) as Total_Quantity
FROM pizza_sales
GROUP BY pizza_name
ORDER BY SUM(quantity) DESC ;
```

Results Messages		
	pizza_name	Total_Quantity
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

### 9) Bottom 5 Best Sellers by Total Quantity

```
SELECT TOP 5 pizza_name, SUM(quantity) as Total_Quantity
FROM pizza_sales
GROUP BY pizza_name
ORDER BY SUM(quantity);
```

Results Messages		
	pizza_name	Total_Quantity
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