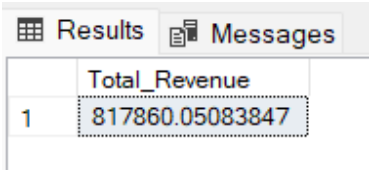
PIZZA SALES SQL QUERIES

A. KPI's

1. Total Revenue:

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



2. Average Order Value

```
      SELECT SUM(total_price)/COUNT(DISTINCT order_id) AS Average_Order_value
from pizza_sales
```

3. Total Pizzas Sold

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

4. Total Orders

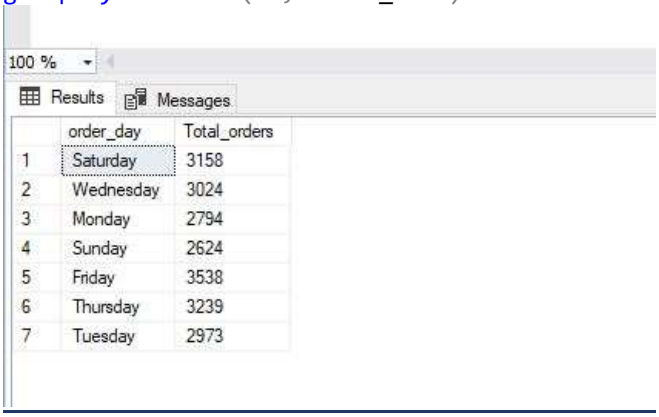
```
SELECT COUNT(*) AS TOTAL_ORDER FROM pizza_sales
```

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 Average_Pizza_Per_order from pizza_sales
```

B. Daily Trend for Total Orders

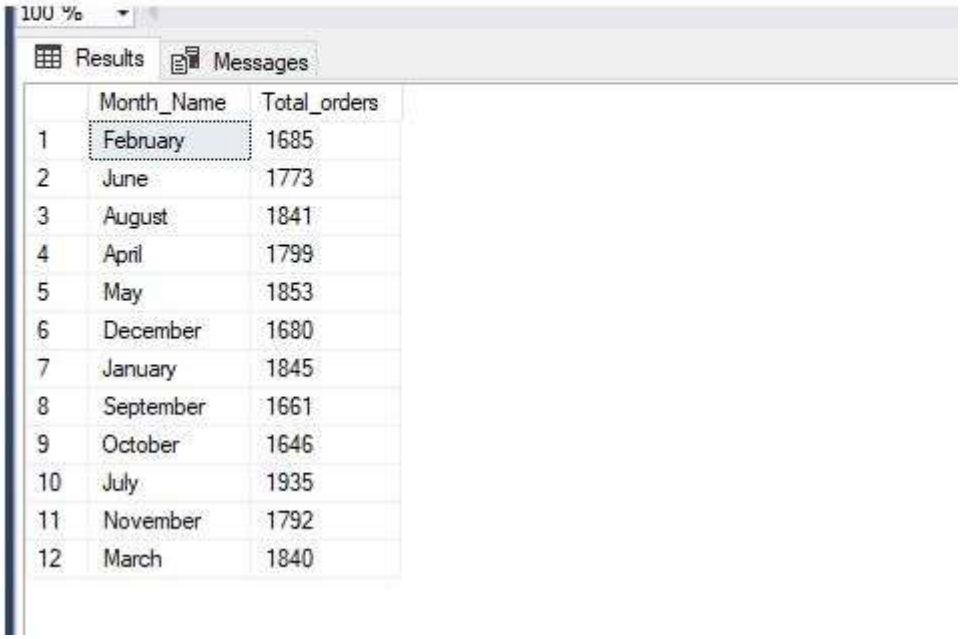
```
SELECT DATENAME(DW, order_date) as order_day, COUNT(DISTINCT order_id) AS Total_orders
from pizza_sales
group by DATENAME(DW, order_date)
```



	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)
```



Results Messages

	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
```

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

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
```

Results Messages

	pizza_size	total_revenue	PCT
1	S	178076.50	21.77
2	L	375318.70	45.89
3	XL	14076.00	1.72
4	XXL	1006.60	0.12
5	M	249382.25	30.49

F. 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
```

00 %

Results Messages

	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 Californa 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
```

Results | Messages

	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_quantity
from pizza_sales
group by pizza_name
order by total_quantity desc
```

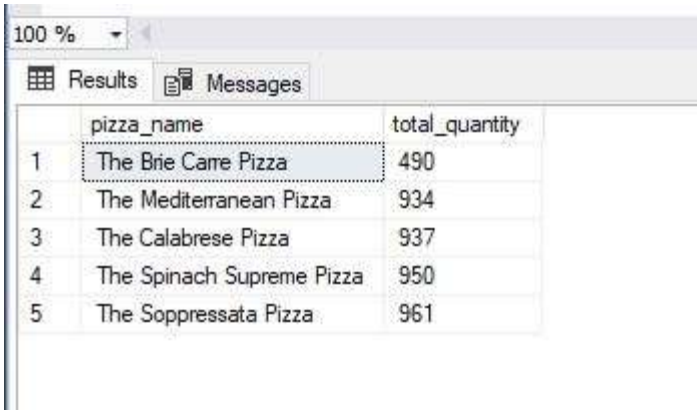
100 %

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

J. Bottom 5 Pizzas by Quantity

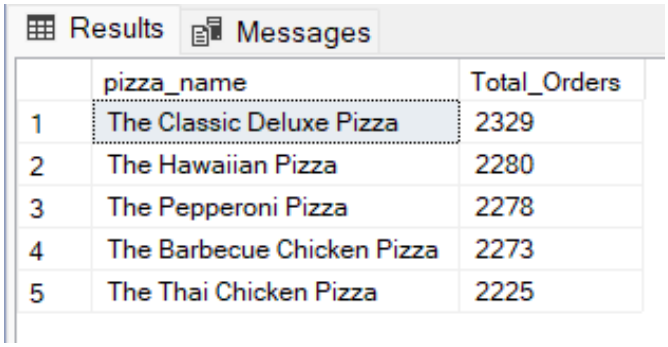
```
select top 5 pizza_name, sum(quantity) as total_quantity
from pizza_sales
group by pizza_name
order by total_quantity asc
```



	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

K. Top 5 Pizzas by Total Orders

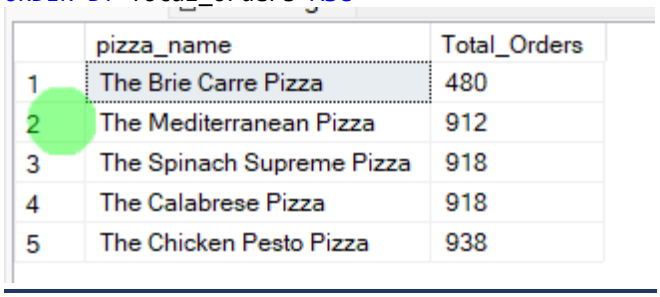
```
SELECT Top 5 pizza_name, COUNT(DISTINCT order_id) AS Total_Orders
FROM pizza_sales
GROUP BY pizza_name
ORDER BY Total_Orders DESC
```



	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