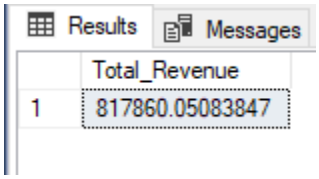
# Pizza Sales SQL Queries

## A. KPI's

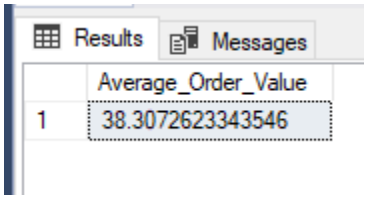
1. Total Revenue

   select sum(total_price) as Total_Revenue from pizza_sales



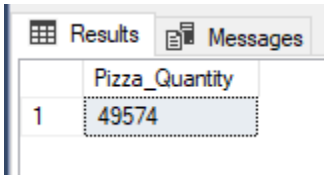

2. Average Order Value

   select sum(total_price) / COUNT (distinct order_id) as Average_Order_Value from pizza_sales



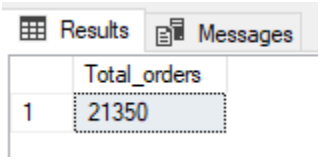

3. Total Pizza Sold

   select sum(quantity) as Pizza_Quantity from pizza_sales



4. Total Pizza Orders

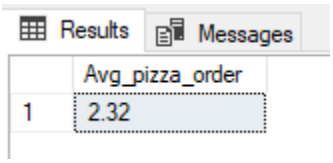
   select count(distinct order_id) as Total_orders from pizza_sales



| | Total_orders |
|---|---|
| 1 | 21350 |

5. Average Pizza Per Order

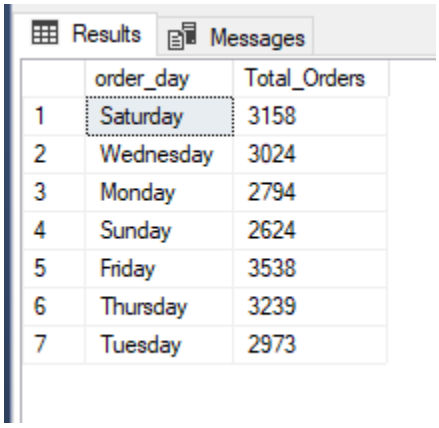
   select cast(cast(sum(quantity) as decimal (10,2)) /
   cast(count(distinct order_id) as decimal (10,2))  as decimal (10,2)) as
   Avg_pizza_order from pizza_sales



| | Avg_pizza_order |
|---|---|
| 1 | 2.32 |

## B. Daily Trend for 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. 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 |

## D. Percentage of Sales by Pizza Category

```
select pizza_category, sum(total_price) as Total_Sales, sum(total_price) * 100 / (select
sum(total_price)from pizza_sales) as Per_Total_Sales from pizza_sales
where month(order_date) = 1
group by pizza_category
```

Results | Messages

| | pizza_category | Total_Sales | Per_Total_Sales |
|---|---|---|---|
| 1 | Classic | 18619.4000015259 | 2.27659976574687 |
| 2 | Chicken | 16188.75 | 1.97940344236196 |
| 3 | Veggie | 17055.4000778198 | 2.0853690139694 |
| 4 | Supreme | 17929.7499866486 | 2.19227604628285 |

## E. Percentage of Sales by Pizza Size

```
select pizza_category, sum(total_price) as Total_Sales, sum(total_price) * 100 / (select
sum(total_price)from pizza_sales where month(order_date)=1) as Per_Total_Sales
from pizza_sales
where month(order_date) = 1
group by pizza_categorys
```

Results | Messages

| | pizza_category | Total_Sales | Per_Total_Sales |
|---|---|---|---|
| 1 | Classic | 18619.4000015259 | 26.6779189176038 |
| 2 | Chicken | 16188.75 | 23.1952780348435 |
| 3 | Veggie | 17055.4000778198 | 24.4370162489706 |
| 4 | Supreme | 17929.7499866486 | 25.6897867985821 |

## F. Percentage of Sales by Pizza Size

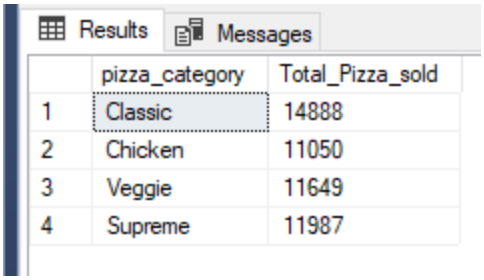
```
SELECT pizza_size, CAST(SUM(total_price) AS DECIMAL(10,2)) as total_revenue,
CAST(SUM(total_price) * 100 / (SELECT SUM(total_price) from pizza_sales) AS
DECIMAL(10,2)) AS PCT
FROM pizza_sales
GROUP BY pizza_size
ORDER BY pizza_size
```

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 |

## G. Percentage of Total Pizza Sold

```
select pizza_category, sum(quantity) as Total_Pizza_sold
from pizza_sales
group by pizza_category
```

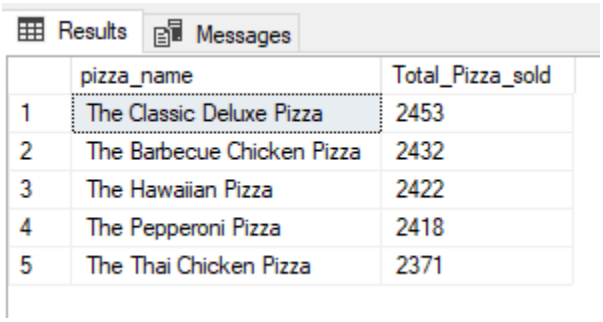


Results | Messages

| | pizza_category | Total_Pizza_sold |
|---|---|---|
| 1 | Classic | 14888 |
| 2 | Chicken | 11050 |
| 3 | Veggie | 11649 |
| 4 | Supreme | 11987 |

## H. 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 sum(quantity) 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 |