Pizza Sales SQL Query

A) KPI's

1. Total Revenue

```
SELECT sum(total_price) as Revenue
FROM `primera-prueba-388817.pizza_sales.pizza`
```

Fila	Revenue
1	817860.04999995383

2. Average Order Value

```
SELECT sum(total_price)/count(distinct order_id) as
average_revenue_order
FROM `primera-prueba-388817.pizza_sales.pizza`
```

Fila	average_revenue_order
1	38.3072622950798

3. Total Pizza Sold

```
SELECT sum(quantity) as Total_pizza_sold
FROM `primera-prueba-388817.pizza_sales.pizza`
```

Fila	Total_pizza_sold
1	49574

4. Total Orders

```
SELECT count(DISTINCT order_id) as Number_Orders
FROM `primera-prueba-388817.pizza_sales.pizza`
```

Fila	Number_Orders
1	21350

5. Average Pizzas per Order

```
SELECT sum(quantity)/count(DISTINCT order_id) as
Average_pizza_order
FROM `primera-prueba-388817.pizza_sales.pizza`
```

Fila	Average_pizza_order
1	2.3219672131147542

B) Charts

1. Hourly Trend for Total Pizza Sold

```
SELECT time_trunc(order_time, hour) as hour, sum(quantity) as total_pizzas
FROM `primera-prueba-388817.pizza_sales.pizza`
group by hour
order by hour
```

Fila	hour	total_pizzas
1	09:00:00	4
2	10:00:00	18
3	11:00:00	2728
4	12:00:00	6776
5	13:00:00	6413
6	14:00:00	3613
7	15:00:00	3216
8	16:00:00	4239
9	17:00:00	5211
10	18:00:00	5417
11	19:00:00	4406
12	20:00:00	3534
13	21:00:00	2545
14	22:00:00	1386
15	23:00:00	68

2. Weekly Trend for Total Orders

```
SELECT extract(isoweek from order_date) as week, extract(year from order_date) as
year, count(distinct order_id) as number_orders
FROM `primera-prueba-388817.pizza_sales.pizza`
group by week, year
order by week, year
```

Fila	week	year	number_orders
1	1	2015	254
2	2	2015	427
3	3	2015	400
4	4	2015	415
5	5	2015	436
6	6	2015	422
7	7	2015	423
8	8	2015	393
9	9	2015	409
10	10	2015	420
11	11	2015	404
12	12	2015	416
13	13	2015	427
14	14	2015	433
15	15	2015	408
16	16	2015	414

etc.

3. Daily Trend for Total Orders

```
SELECT extract(dayofweek from order_date) as weekday, count(distinct order_id) as
number_orders
FROM `primera-prueba-388817.pizza_sales.pizza`
group by weekday
order by weekday
```

Fila	weekday	number_orders
1	1	2624
2	2	2794
3	3	2973
4	4	3024
5	5	3239
6	6	3538
7	7	3158

(1=sunday, 7=saturday)

4. Percentage of Sales by Pizza Category

```
SELECT pizza_category, sum(quantity) as Quantity_sales, sum(total_price) as
revenue,
sum(total_price)*100/(select sum(total_price) from
`primera-prueba-388817.pizza_sales.pizza`) as percentage_revenue
FROM `primera-prueba-388817.pizza_sales.pizza`
group by pizza_category
```

Fila	pizza_category	Quantity_sales	revenue	percentage_revenue
1	Classic	14888	220053.10000000033	26.905960255671218
2	Veggie	11649	193690.45000001407	23.682590927387274
3	Supreme	11987	208196.99999999715	25.456311260099927
4	Chicken	11050	195919.5	23.955137556848641

To add a date filter to the query and subquery:

```
SELECT pizza_category, sum(quantity) as Quantity_sales, sum(total_price) as
revenue,
sum(total_price)*100/(select sum(total_price) from
`primera-prueba-388817.pizza_sales.pizza` where extract(month from order_date) = 1)
as percentage_revenue
FROM `primera-prueba-388817.pizza_sales.pizza`
where extract(month from order_date) = 1
group by pizza_category
```

5. Percentage of Sales by Pizza Size (with “Round()”)

```
SELECT pizza_size, sum(quantity) as Quantity_sales, round(sum(total_price), 2) as
revenue,
round(sum(total_price)*100/(select sum(total_price) from
`primera-prueba-388817.pizza_sales.pizza`), 2) as percentage_revenue
FROM `primera-prueba-388817.pizza_sales.pizza`
group by pizza_size
```

Fila	pizza_size	Quantity_sales	revenue	percentage_revenue
1	S	14403	178076.5	21.77
2	M	15635	249382.25	30.49
3	L	18956	375318.7	45.89
4	XL	552	14076.0	1.72
5	XXL	28	1006.6	0.12

6. Total Pizzas Sold by Pizza Category

```
SELECT pizza_category, sum(quantity) as Quantity_sales,
FROM `primera-prueba-388817.pizza_sales.pizza`
group by pizza_category
```

Fila	pizza_category	Quantity_sales
1	Classic	14888
2	Veggie	11649
3	Supreme	11987
4	Chicken	11050

7. Top 5 Best Sellers by Revenue, Total Quantity and Total Orders

-Revenue

```
SELECT pizza_name, round(sum(total_price),2) as Revenue
FROM `primera-prueba-388817.pizza_sales.pizza`
group by pizza_name
order by revenue desc
limit 5
```

Fila	pizza_name	Revenue
1	The Thai Chicken Pizza	43434.25
2	The Barbecue Chicken Pizza	42768.0
3	The California Chicken Pizza	41409.5
4	The Classic Deluxe Pizza	38180.5
5	The Spicy Italian Pizza	34831.25

-Quantity

```
SELECT pizza_name, sum(quantity) as Quantity_sales
FROM `primera-prueba-388817.pizza_sales.pizza`
group by pizza_name
order by Quantity_sales desc
limit 5
```

Fila	pizza_name	Quantity_sales
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

-Total orders

```
SELECT pizza_name, count(distinct order_id) as number_of_orders
FROM `primera-prueba-388817.pizza_sales.pizza`
group by pizza_name
order by number_of_orders desc
limit 5
```

Fila	pizza_name	number_of_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

8. Bottom 5 Best Sellers by Revenue, Total Quantity and Total Orders (se quita DESC)

-Revenue

```
SELECT pizza_name, round(sum(total_price),2) as Revenue
FROM `primera-prueba-388817.pizza_sales.pizza`
group by pizza_name
order by Revenue
limit 5
```

Fila	pizza_name	Revenue
1	The Brie Carre Pizza	11588.5
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	15596.0

-Quantity

```
SELECT pizza_name, sum(quantity) as Quantity_sales
FROM `primera-prueba-388817.pizza_sales.pizza`
group by pizza_name
order by Quantity_sales
limit 5
```

Fila	pizza_name	Quantity_sales
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

-Total orders

```
SELECT pizza_name, count(distinct order_id) as number_of_orders
FROM `primera-prueba-388817.pizza_sales.pizza`
group by pizza_name
order by number_of_orders
limit 5
```

Fila	pizza_name	number_of_orders
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