**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 Avg\_Order\_Value from pizza\_sales;

**3. Total Pizzas Sold**

select SUM(quantity) as Total\_Pizza\_Sold from pizza\_sales;



**4. Total Orders**

select COUNT(DISTINCT order\_id) as Total\_Orders from pizza\_sales;

**5. Average Pizzas Per Order**

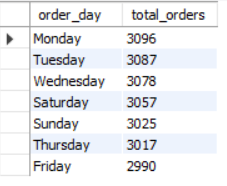
select CAST(CAST(SUM(quantity) AS DECIMAL(10,2)) / CAST(COUNT(DISTINCT order\_id) AS DECIMAL(10,2)) AS DECIMAL (10,2)) AS Avg\_Pizzas\_Per\_Order from pizza\_sales;

**B. Daily Trend for Total Orders**SELECT DAYNAME(STR\_TO\_DATE(order\_date, '%Y-%m-%d')) AS order\_day, COUNT(DISTINCT order\_id) AS total\_orders

FROM pizza\_sales

GROUP BY DAYNAME(STR\_TO\_DATE(order\_date, '%Y-%m-%d'));

***Output:***

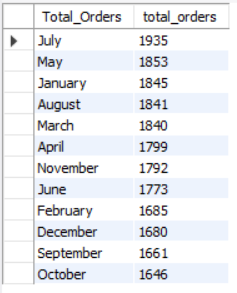
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**C. Monthly Trend for Orders**

SELECT monthname(STR\_TO\_DATE(order\_date, '%Y-%m-%d')) AS Total\_Orders, COUNT(DISTINCT order\_id) AS total\_orders

FROM pizza\_sales

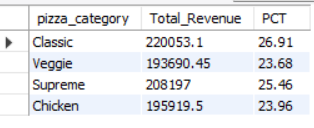
GROUP BY monthname(STR\_TO\_DATE(order\_date, '%Y-%m-%d'));

***Output***

**D. % of Sales by Pizza Category**

select pizza\_category, round(sum(total\_price),2) as Total\_Revenue, round(sum(total\_price) \* 100/(select SUM(total\_price) from pizza\_sales),2) from pizza\_sales

group by pizza\_category;

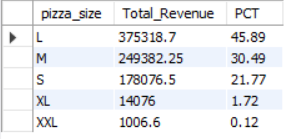
***Output***

**E. % of Sales by Pizza Size**

select pizza\_size, round(sum(total\_price),2) as Total\_Revenue, round(sum(total\_price) \* 100/(select SUM(total\_price) from pizza\_sales),2) as PCT from pizza\_sales

group by pizza\_size;

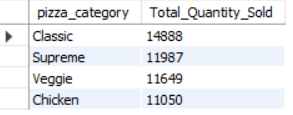
***Output***

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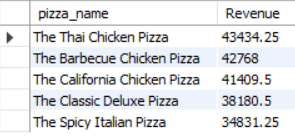
**F. Total Pizzas Sold by Pizza Category**

select pizza\_category, SUM(quantity) as Total\_Quantity\_Sold from pizza\_sales group by pizza\_category

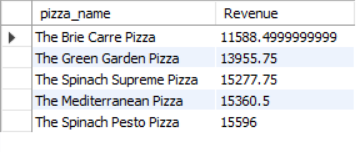
***Output***

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**G. Top 5 Pizzas by Revenue**

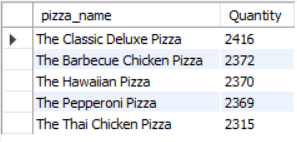
select pizza\_name, SUM(total\_price) as Revenue from pizza\_sales group by pizza\_name order by SUM(total\_price) desc limit 5; ****

**H. Bottom 5 Pizzas by Revenue**

select pizza\_name, SUM(total\_price) as Revenue from pizza\_sales group by pizza\_name order by SUM(total\_price) asc limit 5; ****

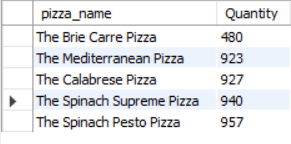
**I. Top 5 Pizzas by Quantity**

select pizza\_name, COUNT(quantity) as Quantity from pizza\_sales group by pizza\_name order by COUNT(quantity) desc limit 5;

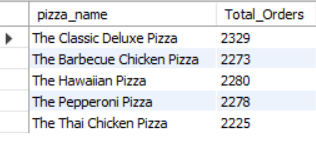
***Output***

**J. Bottom 5 Pizzas by Quantity**

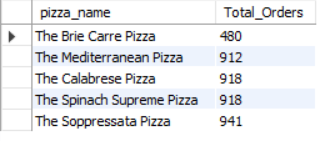
select pizza\_name, COUNT(quantity) as Quantity from pizza\_sales group by pizza\_name order by COUNT(quantity) asc limit 5;

***Output***

**K. 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 COUNT(order\_id) desc limit 5; ****

**L. 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 COUNT(order\_id) asc limit 5; 

***NOTE***

If you want to apply the pizza\_category or pizza\_size filters to the above queries you can use WHERE clause. Follow some of below examples

SELECT Top 5 pizza\_name, COUNT(DISTINCT order\_id) AS Total\_Orders

FROM pizza\_sales

WHERE pizza\_category = 'Classic'

GROUP BY pizza\_name

ORDER BY Total\_Orders ASC

select pizza\_category, round(sum(total\_price),2) as Total\_Revenue, round(sum(total\_price) \* 100/(select SUM(total\_price) from pizza\_sales where month(STR\_TO\_DATE(order\_date, '%Y-%m-%d')) =1),2) as PCT from pizza\_sales

where month(STR\_TO\_DATE(order\_date, '%Y-%m-%d')) =1

group by pizza\_category;

