PIZZA SALES SQL QUERIES

A. KPI's

1. Total Revenue:

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

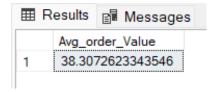
Results Messages

Total_Revenue

1 817860.05083847
```

2. Average Order Value

```
SELECT (SUM(total_price) / COUNT(DISTINCT order_id)) AS Avg_order_Value
FROM pizza_sales
```



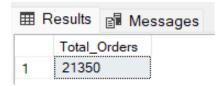
3. Total Pizzas Sold

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
```

```
Results Messages

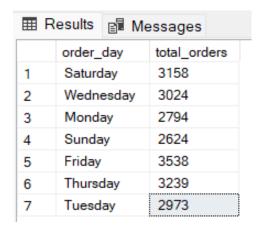
Avg_Pizzas_per_order

1 2.32
```

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)
```

Output:



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)
```

<u>Output</u>

■ Results			
	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. % 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
```

<u>Output</u>

⊞ Results			
	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 ORDER BY pizza_size
```

Output

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

F. Total Pizzas Sold by Pizza Category

```
SELECT pizza_category, SUM(quantity) as Total_Quantity_Sold
FROM pizza_sales
WHERE MONTH(order_date) = 2
GROUP BY pizza_category
ORDER BY Total_Quantity_Sold DESC
```

Output

■ Results			
	pizza_category	Total_Quantity_Sold	
1	Classic	14888	
2	Supreme	11987	
3	Veggie	11649	
4	Chicken	11050	

G. 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 Total_Pizza_Sold DESC
```

<u>Output</u>

	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

H. Bottom 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 Total_Pizza_Sold ASC
```

<u>Output</u>

⊞ Results			
	pizza_name	Total_Pizza_Sold	
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	



If you want to apply the Month, Quarter, Week filters to the above queries you can use WHERE clause. Follow some of below examples

```
SELECT DATENAME(DW, order_date) AS order_day, COUNT(DISTINCT order_id) AS total_orders
FROM pizza_sales
WHERE MONTH(order_date) = 1
GROUP BY DATENAME(DW, order_date)

*Here MONTH(order_date) = 1 indicates that the output is for the month of January. MONTH(order_date) = 4 indicates output for Month of April.

SELECT DATENAME(DW, order_date) AS order_day, COUNT(DISTINCT order_id) AS total_orders
FROM pizza_sales
WHERE DATEPART(QUARTER, order_date) = 1
GROUP BY DATENAME(DW, order_date)

*Here DATEPART(QUARTER, order_date) = 1 indicates that the output is for the Quarter 1. MONTH(order_date) = 3 indicates output for Quarter 3.
```