PIZZA SALES SQL QUERIES

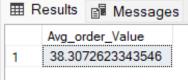
A. KPI's

1. Total Revenue:

```
SELECT SUM(total_price) AS Total_Revenue FROM pizza_sales;
Total_Revenue
    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
 Total_pizza_sold
     49574
```

4. Total Orders

SELECT COUNT(DISTINCT order_id) AS Total_Orders FROM pizza_sales Total_Orders 21350

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
 Avg_Pizzas_per_order
     2.32
 1
```

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:

■ Results		
	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)Output

Month_Name	Total_Orders
February	1685
June	1773
August	1841
April	1799
May	1853
December	1680
January	1845
September	1661
October	1646
July	1935
November	1792
March	1840
	February June August April May December January September October July November

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
```

Output

⊞ F	Results 🗐 Mess	sages	
	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

⊞ F	Results 🛅 Mes	sages
	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 California 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

	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

G.2. Top 5 Pizzas by Quantity

SELECT Top 5 pizza_name, SUM(quantity) AS Total_Pizza_Sold FROM pizza_sales GROUP BY pizza_name ORDER BY Total Pizza Sold DESC

Output

	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.2. Bottom 5 Pizzas by Quantity

SELECT TOP 5 pizza_name, SUM(quantity) AS Total_Pizza_Sold

FROM pizza_sales GROUP BY pizza_name ORDER BY Total_Pizza_Sold ASC

Output

⊞ R	lesults 🗐 Messages	
	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

G.3. 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

⊞	Results 🖺 Messages	
	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

H.3. Bottom 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

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
```