Pizza Sales SQL Queries

1. KPIs:

1.Total Revenue:

SELECT SUM(total\_price) AS Total\_revenue from pizza\_sales:

A screenshot of a computer

Description automatically generated

2.Average order value:

SELECT (SUM(total\_price) / COUNT(DISTINCT order\_id)) AS Average\_order\_value from pizza\_sales

A screenshot of a computer

Description automatically generated

3.Total pizzas sold:

SELECT SUM(quantity) AS Total\_pizzas\_sold from pizza\_sales

A screenshot of a computer

Description automatically generated

4.Total orders:

SELECT COUNT(DISTINCT order\_id) AS Total\_orders from pizza\_sales

A screenshot of a computer

Description automatically generated

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 Average\_pizzas\_per\_order from pizza\_sales

A screenshot of a computer

Description automatically generated

1. Chart Requirments

1.Daily trend for total orders:

SELECT DATENAME(DW,order\_date) as order\_day , COUNT(DISTINCT order\_id) as NO\_of\_orders

from pizza\_sales

GROUP BY DATENAME(DW,order\_date)

A screenshot of a computer

Description automatically generated

2.Hourly trend for total orders:

SELECT DATEPART(HOUR,order\_time) as order\_hour , COUNT(DISTINCT order\_id) as NO\_of\_orders

from pizza\_sales

GROUP BY DATEPART(HOUR,order\_time)

ORDER BY DATEPART(HOUR,order\_time)

A black rectangular table with numbers

Description automatically generated

3.Sales percentage by pizza category:

SELECT pizza\_category ,

CAST (SUM(total\_price)\*100 / SUM(SUM(total\_price)) over() as DECIMAL(10,2))

as percentage\_of\_sales

from pizza\_sales

GROUP BY pizza\_category

A screenshot of a computer

Description automatically generated

4.Sales percentage by pizza size:

SELECT pizza\_size ,

CAST (SUM(total\_price)\*100 / SUM(SUM(total\_price)) over() as DECIMAL(10,2))

as percentage\_of\_sales

from pizza\_sales

GROUP BY pizza\_size

Order BY percentage\_of\_sales desc

A screenshot of a computer

Description automatically generated

5.Total pizzas sold by pizza category:

SELECT pizza\_category , SUM(quantity) as Total\_sold\_pizzas

from pizza\_sales

GROUP BY pizza\_category

ORDER BY Total\_sold\_pizzas desc

A screenshot of a computer

Description automatically generated

6.Top 5 best sellers by pizzas sold:

SELECT top 5 pizza\_name , SUM(quantity) as Total\_sold\_pizzas

from pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_sold\_pizzas desc

A screenshot of a computer

Description automatically generated

7.Bottom 5 worst sellers by pizzas sold:

SELECT top 5 pizza\_name , SUM(quantity) as Total\_sold\_pizzas

from pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_sold\_pizzas asc

A screenshot of a computer

Description automatically generated

Notes:

* Best selling days : Friday/Thursday
* Best selling hours : 12-01 PM and 04-08 PM
* Best selling pizza category : classic pizza
* Best selling pizza size : large size pizza
* Best sellers : Classic Deluxe & Barbecue Chicken pizzas
* Worst sellers : Mediterranean & Brie Caree pizzas