Pizza Sales SQL Queries

<mark>A.   KPI's</mark>

1.Total Revenue

SELECT sum(total_price) as Total_Revenue from pizza_sales

Total_Revenue
817860.049999993

<mark>2. AVERAGE ORDER VALUE</mark>

 SELECT SUM(total_price) / COUNT(DISTINCT order_id) as Average_Order_Value FROM pizza_sales

Average_Order_Value
38.307262295081635

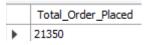### <mark>3. Total Pizza Sold</mark>

SELECT SUM(quantity) AS Total_Pizza_Sold FROM pizza_sales;

Total_Pizza_Sold
49574

<mark>4. Total Order Placed</mark>

SELECT COUNT(DISTINCT order_id) AS Total_Order_Placed FROM pizza_sales;

Total_Order_Placed
21350

<mark>5. Average Pizza Per Order</mark>

select round(sum(quantity) / count(distinct order_id) ,2) as Average_Pizza_Per_Order from pizza_sales

Avg_Pizza_Per_Order
2.32

B. Daily Trend for Total Orders

select dayname(order_date) as Order_day , count(distinct order_id) as Total_Orders from pizza_sales

group by dayname(order_date) order by total_orders desc;

Order_day	Total_Orders
Friday	3538
Thursday	3239
Saturday	3158
Wednesday	3024
Tuesday	2973
Monday	2794
Sunday	2624

C. Monthly Trend for Orders

select monthname(order_date) as Month_Name , count(distinct order_id) as Total_Orders from pizza_sales

group by monthname(order_date)

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

D. % of Sales by Category

select pizza_category , round(sum(total_price),2) as Revenue , round(sum(total_price) *100 / (select sum(total_price) from pizza_sales),2) as pct from pizza_sales group by pizza_category

pizza_category	Revenue	pct
Classic	220053.1	26.91
Veggie	193690.45	23.68
Supreme	208197	25.46
Chicken	195919.5	23.96

E.   % of Sales by Pizza Size

select pizza_size , round(sum(total_price),2) as Revenue , round(sum(total_price) *100 / (select sum(total_price) from pizza_sales),2) as pct from pizza_sales group by pizza_size order by pizza_size

pizza_size	Revenue	pct
L	375318.7	45.89
M	249382.25	30.49
S	178076.5	21.77
XL	14076	1.72
XXL	1006.6	0.12

F.   Total Pizzas sold by category.

select pizza_category , sum(quantity) as Total_Pizzas_Sold from pizza_sales group by pizza_category order by Total_Pizzas_Sold Desc

pizza_category	Total_Pizzas_Sold
Classic	14888
Supreme	11987
Veggie	11649
Chicken	11050

G.   Top 5 Pizzas by Revenue

select pizza_name , sum(total_price) as Total_Revenue from pizza_sales group by pizza_name order by Total_Revenue desc limit 5

pizza_name	Total_Revenue
The Thai Chicken Pizza	43434.25
The Barbecue Chicken Pizza	42768
The California Chicken Pizza	41409.5
The Classic Deluxe Pizza	38180.5
The Spicy Italian Pizza	34831.25

H.   Bottom 5 Pizzas by Revenue

select pizza_name , sum(total_price) as Total_Revenue from pizza_sales group by pizza_name order by Total_Revenue asc limit 5

pizza_name	Total_Revenue
The Brie Carre Pizza	11588.4999999999
The Green Garden Pizza	13955.75
The Spinach Supreme Pizza	15277.75
The Mediterranean Pizza	15360.5
The Spinach Pesto Pizza	15596

I. Top 5 Pizzas by Quantity

select pizza_name , sum(quantity) as Total_Pizza_Sold from pizza_sales group by pizza_name order by Total_Pizza_Sold desc limit 5

pizza_name	Total_Pizza_Sold
The Classic Deluxe Pizza	2453
The Barbecue Chicken Pizza	2432
The Hawaiian Pizza	2422
The Pepperoni Pizza	2418
The Thai Chicken Pizza	2371

J. Bottom 5 Pizzas by Qunatity

select pizza_name , sum(quantity) as Total_Pizza_Sold from pizza_sales group by pizza_name order by Total_Pizza_Sold asc limit 5

pizza_name	Total_Pizza_Sold
The Brie Carre Pizza	490
The Mediterranean Pizza	934
The Calabrese Pizza	937
The Spinach Supreme Pizza	950
The Soppressata Pizza	961

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 Total_Orders desc limit 5

pizza_name	Total_Orders
The Classic Deluxe Pizza	2329
The Hawaiian Pizza	2280
The Pepperoni Pizza	2278
The Barbecue Chicken Pizza	2273
The Thai Chicken Pizza	2225

<mark>L.   Bottom 5 Pizzas by Total Orders</mark>

select pizza_name , count(distinct order_id) as Total_Orders from pizza_sales group by pizza_name order by Total_Orders asc limit 5

pizza_name	Total_Orders
The Brie Carre Pizza	480
The Mediterranean Pizza	912
The Calabrese Pizza	918
The Spinach Supreme Pizza	918
The Chicken Pesto Pizza	938