

PIZZA SALES



SQL QUERIES

A. KPI's

1. Total Revenue:

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

Total_Revenue
817860.0508384705

2. Average Order Value:

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

Avg_order_Value
38.30726233435459

3. Total Pizzas Sold:

```
SELECT SUM(quantity) AS Total_pizza_sold  
FROM pizza_sales;
```

Total_pizza_sold
49574

4. Total Orders:

```
4 SELECT COUNT(DISTINCT order_id) AS Total_Orders FROM pizza_sales;
5
```

Total_Orders	
21350	

5. Average Pizzas Per Order:

```
7 SELECT SUM(quantity) / COUNT(DISTINCT order_id)
8 AS Avg_Pizzas_per_order
9 FROM pizza_sales;
```

Avg_Pizzas_per_order	
2.3220	

B. Daily Trend for Total Orders:

```
5 SELECT DAYNAME(order_date) AS order_day,
6        COUNT(DISTINCT order_id) AS total_orders
7 FROM pizza_sales
8 GROUP BY order_day;
```

	order_day	total_orders	
1	Friday	3359	
2	Monday	2940	
3	Saturday	3126	
4	Sunday	2710	
5	Thursday	3173	
6	Tuesday	2978	
7	Wednesday	3064	

C. Hourly Trend for Orders

```
1 SELECT HOUR(order_time) as order_hours, count(DISTINCT order_id) as total_orders
2 from pizzasall.pizza_sales
3 GROUP by order_hours;
```

	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

```
1 SELECT pizza_category, sum(total_price) as Total_revenue, round (sum(total_price)*100/ (SELECT sum(total_price)
2 FROM pizzasall.pizza_sales),2)as PCT
3 from pizzasall.pizza_sales
4 GROUP by pizza_category;
```

	pizza_category	Total_revenue	PCT	
1	Classic	220053.1000213623	26.91	
2	Veggie	193690.45100402832	23.68	
3	Supreme	208196.99981307983	25.46	
4	Chicken	195919.5	23.96	

E. % of Sales by Pizza Size

```
23 SELECT pizza_size, sum(total_price) as total_revenue , round (sum(total_price)*100 / (SELECT sum(total_price)
24 from pizzasall.pizza_sales),2)as PCT
25 from pizzasall.pizza_sales
26 GROUP BY pizza_size
27 order by PCT DESC;
```

	pizza_size	total_revenue	PCT
1	L	375318.7010040283	45.89
2	M	249382.25	30.49
3	S	178076.49981307983	21.77
4	XL	14076	1.72
5	XXL	1006.6000213623047	0.12

F. Total Pizzas Sold by Pizza Category

```
29
30 SELECT pizza_category , sum(quantity) as Total_sold
31 from pizzasall.pizza_sales
32 GROUP by pizza_category;
```

pizza_category	Total_sold
Classic	14888
Veggie	11649
Supreme	11987
Chicken	11050

G. Top 5 Best Sellers by Total Pizzas Sold

```
14  
15 SELECT pizza_name, sum(quantity) as Total_sold  
16 from pizzasall.pizza_sales  
17 GROUP by pizza_name  
18 order by Total_sold DESC LIMIT 5;  
19
```

	pizza_name	Total_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

```
9  
10 SELECT pizza_name, sum(quantity) as Total_sold  
11 from pizzasall.pizza_sales  
12 GROUP by pizza_name  
13 order by Total_sold ASC LIMIT 5;  
14
```

	pizza_name	Total_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