Pizza Sales SQL Query Report

A. KPI

1. Total Revenue:

```sql
-- Total Revenue:
SELECT ROUND(SUM(total_price),0) AS Total_Revenue
FROM [Pizza Project]..pizza_sales;
```
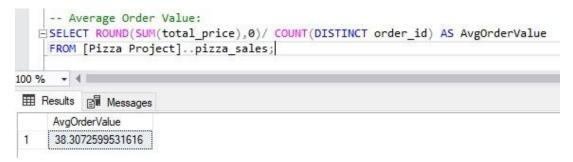
	Total_Revenue
1	817860

2. Average Order Value:

```sql
-- Average Order Value:
SELECT ROUND(SUM(total_price),0)/ COUNT(DISTINCT order_id) AS AvgOrderValue
FROM [Pizza Project]..pizza_sales;
```

	AvgOrderValue
1	38.3072599531616

3. Total Pizzas Sold

```sql
--Total Pizza Sold:
SELECT SUM(quantity) AS TotalPizzaSold
FROM [Pizza Project]..pizza_sales;
```

	TotalPizzaSold
1	49574

4. Total Orders

```
-- Total Order Placed:
SELECT COUNT(DISTINCT order_id) AS TotalOrder
FROM [Pizza Project]..pizza_sales;
```

100 %

Results | Messages

	TotalOrder
1	21350

5. Average Pizzas Per Order
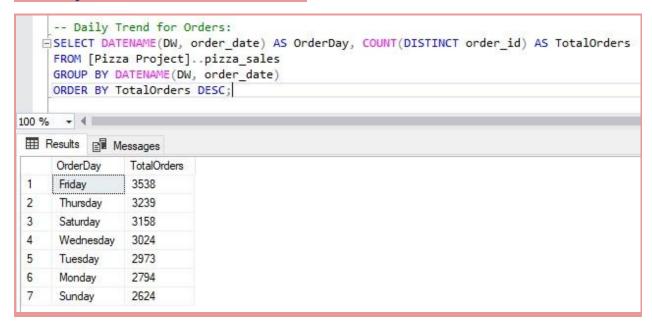
```
-- Average Pizza per Order:
SELECT SUM(quantity)/ COUNT(DISTINCT order_id) AS AvgPizzaPerOrder
FROM [Pizza Project]..pizza_sales;
--
```

100 %

Results | Messages

	AvgPizzaPerOrder
1	2

B. Daily Trend for Total Orders:

```
-- Daily Trend for Orders:
SELECT DATENAME(DW, order_date) AS OrderDay, COUNT(DISTINCT order_id) AS TotalOrders
FROM [Pizza Project]..pizza_sales
GROUP BY DATENAME(DW, order_date)
ORDER BY TotalOrders DESC;
```

100 %

Results | Messages

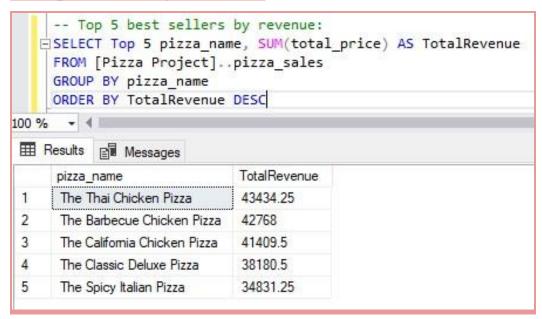|	OrderDay	TotalOrders
1	Friday	3538
2	Thursday	3239
3	Saturday	3158
4	Wednesday	3024
5	Tuesday	2973
6	Monday	2794
7	Sunday	2624

C. Monthly Trend for Orders

```sql
-- Monthly Trend for Orders:
SELECT DATENAME(MONTH, order_date) AS OrderMonth, COUNT(DISTINCT order_id) AS TotalOrders
FROM [Pizza Project]..pizza_sales
GROUP BY DATENAME(MONTH, order_date)
ORDER BY TotalOrders DESC;
```

	OrderMonth	TotalOrders
1	July	1935
2	May	1853
3	January	1845
4	August	1841
5	March	1840
6	April	1799
7	November	1792
8	June	1773
9	February	1685
10	December	1680
11	September	1661
12	October	1646

D. Sales by Pizza Category

```sql
-- Percentage of Sales by Pizza Category:
SELECT pizza_category,
SUM(total_price) AS TotalSales,
(SUM(total_price) * 100)/(SELECT SUM(total_price) FROM [Pizza Project]..pizza_sales) AS SalesPercentage
FROM [Pizza Project]..pizza_sales
GROUP BY pizza_category;
```

	pizza_category	TotalSales	SalesPercentage
1	Classic	220053.100021362	26.9059602306976
2	Chicken	195919.5	23.9551375322885
3	Veggie	193690.451004028	23.6825910258677
4	Supreme	208196.99981308	25.4563112111462

E. Sales by Pizza Size

```sql
-- Percentage of Sales by Pizza Size:
SELECT pizza_size,
SUM(total_price) AS TotalSales,
(SUM(total_price) * 100)/(SELECT SUM(total_price) FROM [Pizza Project]..pizza_sales) AS SalesPercentage
FROM [Pizza Project]..pizza_sales
GROUP BY pizza_size
ORDER BY SalesPercentage DESC;
```

	pizza_size	TotalSales	SalesPercentage
1	L	375318.701004028	45.8903330244889
2	M	249382.25	30.492044420599
3	S	178076.49981308	21.7734684107037
4	XL	14076	1.72107684995364
5	XXL	1006.6000213623	0.123077294254725

F. Top 5 Pizzas by Revenue:

```sql
-- Top 5 best sellers by revenue:
SELECT Top 5 pizza_name, SUM(total_price) AS TotalRevenue
FROM [Pizza Project]..pizza_sales
GROUP BY pizza_name
ORDER BY TotalRevenue DESC
```

100 %

Results | **Messages**

	pizza_name	TotalRevenue
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

G. Bottom 5 Pizzas by Revenue:

```sql
--Bottom five Pizza sellers by revenue:
SELECT Top 5 pizza_name, SUM(total_price) AS TotalRevenue
FROM [Pizza Project]..pizza_sales
GROUP BY pizza_name
ORDER BY TotalRevenue ASC
```

100 %

Results | **Messages**

	pizza_name	TotalRevenue
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

H. Top 5 Pizzas by Quantity:

```sql
-- Top Five Pizza by Quantity
SELECT Top 5 pizza_name, SUM(quantity) AS Total_Pizza_Sold
FROM [Pizza Project]..pizza_sales
GROUP BY pizza_name
ORDER BY Total_Pizza_Sold DESC
```

100 %

Results | Messages

	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 Pizzas by Quantity:

```sql
-- Bottom Five Pizza by Quantity
SELECT TOP 5 pizza_name, SUM(quantity) AS Total_Pizza_Sold
FROM [Pizza Project]..pizza_sales
GROUP BY pizza_name
ORDER BY Total_Pizza_Sold ASC;
```

100 %

Results | 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