PIZZA SALES SQL QUERIES

KPI'S

1.Total Revenue:

```
select sum(total_price)  AS Total_Revenue
from pizza_sales
```

Output

	Total_Revenue
1	817860.05083847

2.Average Order Value:

```
select sum(total_price)/count(DISTINCT order_id ) AS Avg_Order_Value
from pizza_sales
```

Output

	Avg_Order_Value
1	38.3072623343546

3.Total Pizzas Sold

```
Select sum(quantity) AS Total_pizza_sold FROM pizza_sales
```

Output

	Total_pizza_sold
1	49574

4.Total Orders

```
Select COUNT(DISTINCT order_id) AS Total_Orders FROM pizza_sales
```

Output

	Total_Orders
1	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
```

Output

	Avg_Pizzas_Per_Order
1	2.32

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

	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

Hourly Trends for Orders

```
Select DATEPART(HOUR ,order_time) AS order_hours, COUNT(DISTINCT order_id) AS
Total_Orders
from pizza_sales
GROUP BY DATEPART(HOUR ,order_time)
ORDER BY  DATEPART(HOUR ,order_time)
```

Output

	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

Percentage 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

	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

Percentage of Sales by Pizza Size

```
Select pizza_size,cast(sum(total_price) AS DECIMAL(10,2)) AS
Total_Sales,cast(sum(total_price)*100/(Select sum(total_price) from pizza_sales ) AS
DECIMAL(10,2))  Percentage_of_Total_Sales
from pizza_sales
GROUP BY pizza_size
ORDER BY Percentage_of_Total_Sales DESC
```

Output

	pizza_size	Total_Sales	Percentage_of_Total_Sales
1	L	375318.70	45.89
2	M	249382.25	30.49
3	S	178076.50	21.77
4	XL	14076.00	1.72
5	XXL	1006.60	0.12

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

	pizza_category	Total_Quantity_Sold
1	Classic	1178
2	Supreme	964
3	Veggie	944
4	Chicken	875

Top 5 Best Sellers by Total Pizzas Sold

```
select  TOP 5 pizza_name ,sum(total_price) AS Total_Revenue
 from pizza_sales
 GROUP BY pizza_name
 ORDER BY Total_Revenue DESC
```

Output

	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