

Pizza Sales SQL Queries

KPI's

1. Total Revenue –

```
select SUM(total_price) as total_revenue from pizza_sales
```

Results Messages	
total_revenue	
1	817860.05083847

2. Average Order Value –

```
select sum(total_price)/ COUNT(distinct order_id) as avg_order_value from pizza_sales
```

Results Messages	
avg_order_value	
1	38.3072623343546

3. Total no. of Pizzas sold –

```
select SUM(quantity) as total_pizza_sold from pizza_sales
```

Results Messages	
total_pizza_sold	
1	49574

4. Total no. of orders –

```
select count(distinct order_id) as total_orders from pizza_sales
```

Results Messages	
total_orders	
1	21350

5. Average Pizzas per Order –

```
select CAST(SUM(quantity) as decimal(10,2))/cast(count(distinct order_id) as decimal (10,2))  
as avg_pizzas_per_order from pizza_sales
```

Results Messages	
avg_pizzas_per_order	
1	2.3219672131147

Daily Trend for total orders

```
select DATENAME(DW,order_date) as order_day, COUNT(distinct order_id) as tot_orders
from pizza_sales group by DATENAME(DW,order_date)
```

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

Monthly Trend for total orders

```
select DATENAME(MONTH,order_date) as month_name, COUNT(distinct order_id) as tot_orders
from pizza_sales group by DATENAME(MONTH,order_date) order by tot_orders desc
```

	month_name	tot_orders
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

Percentage of Sales by Pizza Category

```
select pizza_category, SUM(total_price) as total_sales, sum(total_price)*100/ (select
sum(total_price) from pizza_sales) as percent_of_tot_sales
from pizza_sales group by pizza_category;
```

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

Percentage of Sales by Pizza Category *in January*

```
select pizza_category, SUM(total_price) as total_sales, sum(total_price)*100/ (select sum(total_price) from pizza_sales where MONTH(order_date)=1) as percent_of_tot_sales
from pizza_sales where MONTH(order_date)=1
group by pizza_category;
```

Results		Messages	
	pizza_category	total_sales	percent_of_tot_sales
1	Classic	18619.4000015259	26.6779189176038
2	Chicken	16188.75	23.1952780348435
3	Veggie	17055.4000778198	24.4370162489706
4	Supreme	17929.7499866486	25.6897867985821

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)) as
percent_of_tot_sales
from pizza_sales
group by pizza_size
order by percent_of_tot_sales desc;
```

Results		Messages	
	pizza_size	total_sales	percent_of_tot_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

Percentage of Sales by Pizza Size for 1st quarter of year

```
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 where
DATEPART(QUARTER,order_date)=1) as decimal (10,2)) as percent_of_tot_sales
from pizza_sales
where DATEPART(QUARTER,order_date)=1
group by pizza_size
order by percent_of_tot_sales desc;
```

Results		Messages	
	pizza_size	total_sales	percent_of_tot_sales
1	L	95229.65	46.37
2	M	61159.00	29.78
3	S	45384.25	22.10
4	XL	3289.50	1.60
5	XXL	287.60	0.14

Total Pizzas sold by Pizza Category

```
select pizza_category, count(distinct order_id) as total_orders
from pizza_sales
group by pizza_category order by total_orders desc
```

	pizza_category	total_orders
1	Classic	10859
2	Supreme	9085
3	Veggie	8941
4	Chicken	8536

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
```

	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

Bottom 5 Worst 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 asc
```

	pizza_name	total_revenue
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

Top 5 Pizzas by Revenue

```
select top 5 pizza_name , sum(quantity) as total_quantity from pizza_sales
group by pizza_name
order by total_quantity desc
```

	pizza_name	total_quantity
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

Bottom 5 Pizzas by Revenue

```
select top 5 pizza_name , sum(quantity) as total_quantity from pizza_sales
group by pizza_name
order by total_quantity asc
```

	pizza_name	total_quantity
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

Top 5 Pizzas by Quantity

```
select top 5 pizza_name , COUNT(distinct order_id) as tot_orders from pizza_sales
group by pizza_name
order by tot_orders desc
```

	pizza_name	tot_orders
1	The Classic Deluxe Pizza	2329
2	The Hawaiian Pizza	2280
3	The Pepperoni Pizza	2278
4	The Barbecue Chicken Pizza	2273
5	The Thai Chicken Pizza	2225

Bottom 5 Pizzas by Quantity

```
select top 5 pizza_name , COUNT(distinct order_id) as tot_orders from pizza_sales
group by pizza_name
order by tot_orders asc
```

	pizza_name	tot_orders
1	The Brie Carre Pizza	480
2	The Mediterranean Pizza	912
3	The Spinach Supreme Pizza	918
4	The Calabrese Pizza	918
5	The Chicken Pesto Pizza	938