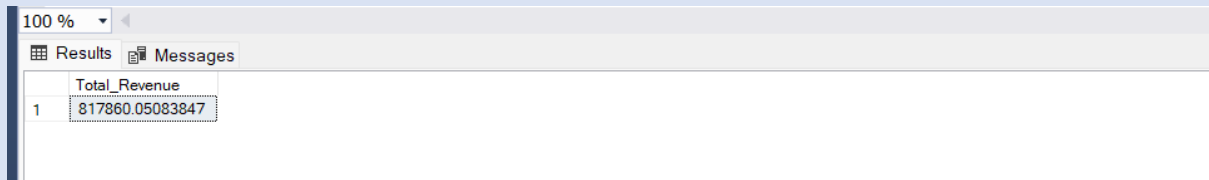


Pizza Sales SQL Queries

A. KPI's

1. Total Revenue

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

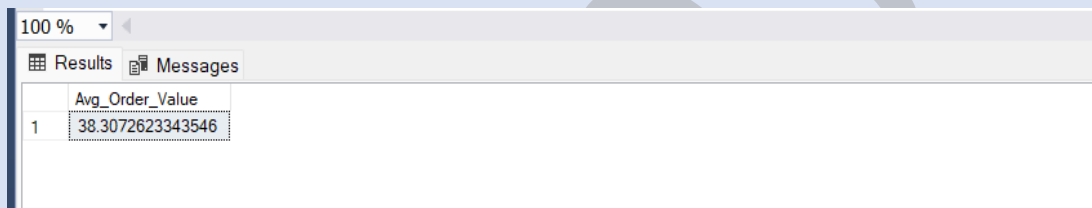


A screenshot of a SQL query results window. The window has a dropdown menu set to '100 %' and two tabs: 'Results' and 'Messages'. The 'Results' tab is active, showing a single row with the column 'Total_Revenue' and the value '817860.05083847'.

	Total_Revenue
1	817860.05083847

2. Average Order Value

```
SELECT SUM(total_price) / COUNT(DISTINCT Order_id) AS Avg_Order_Value FROM pizza_sales
```

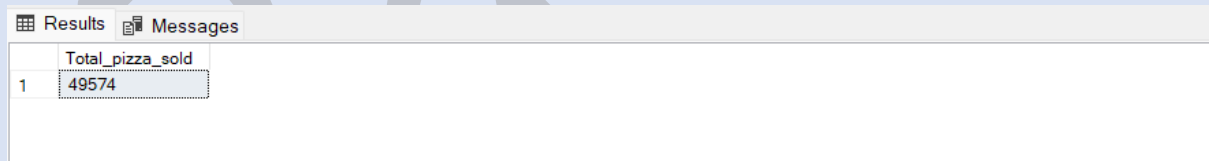


A screenshot of a SQL query results window. The window has a dropdown menu set to '100 %' and two tabs: 'Results' and 'Messages'. The 'Results' tab is active, showing a single row with the column 'Avg_Order_Value' and the value '38.3072623343546'.

	Avg_Order_Value
1	38.3072623343546

3. Total Pizza Sold

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

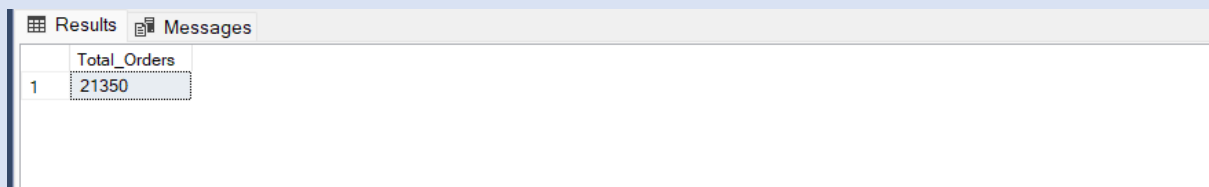


A screenshot of a SQL query results window. The window has two tabs: 'Results' and 'Messages'. The 'Results' tab is active, showing a single row with the column 'Total_pizza_sold' and the value '49574'.

	Total_pizza_sold
1	49574

4. Total Orders

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



A screenshot of a SQL query results window. The window has two tabs: 'Results' and 'Messages'. The 'Results' tab is active, showing a single row with the column 'Total_Orders' and the value '21350'.

	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
```

Results	Messages
Avg_Pizzas_per_order	
1 2.32	

B. 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)
```

Results	Messages
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

C. Monthly Trend for Orders

```
Select DATENAME(MONTH, order_date) AS Month_Name, COUNT(DISTINCT order_id) AS
Total_Orders
FROM pizza_sales
GROUP BY DATENAME(MONTH, order_date)
```

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

D. 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
```

	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

E. Percentage of Sales by Pizza Size

```
SELECT pizza_size, 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_size  
ORDER BY pizza_size
```

	pizza_size	total_revenue	PCT
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

F. 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
```

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

G. Top 5 Pizzas by Revenue

```
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

H. Bottom 5 Pizzas by Revenue

```
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

I. Top 5 Pizzas by Quantity

```
SELECT Top 5 pizza_name, SUM(quantity) AS Total_Pizza_Sold
FROM pizza_sales
GROUP BY pizza_name
ORDER BY Total_Pizza_Sold DESC
```

	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

J. Bottom 5 Pizzas by Quantity

```
SELECT TOP 5 pizza_name, SUM(quantity) AS Total_Pizza_Sold
FROM pizza_sales
GROUP BY pizza_name
ORDER BY Total_Pizza_Sold ASC
```

	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

K. Top 5 Pizzas by Total Orders

```
SELECT Top 5 pizza_name, COUNT(DISTINCT order_id) AS Total_Orders
FROM pizza_sales
GROUP BY pizza_name
ORDER BY Total_Orders DESC
```

	pizza_name	Total_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

L. Bottom 5 Pizzas by Total Orders

```
SELECT Top 5 pizza_name, COUNT(DISTINCT order_id) AS Total_Orders
FROM pizza_sales
GROUP BY pizza_name
ORDER BY Total_Orders ASC
```

	pizza_name	Total_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