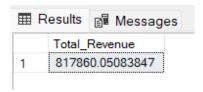
# **PIZZA SALES SQL QUERIES**

### A. KPI's

### 1. Total Revenue:

SELECT SUM(total\_price) AS Total\_Revenue FROM pizza\_sales;



### 2. Average Order Value

SELECT (SUM(total\_price) / COUNT(DISTINCT order\_id)) AS Avg\_order\_Value FROM pizza\_sales



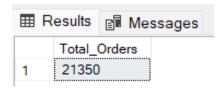
### 3. Total Pizzas Sold

SELECT SUM(quantity) AS Total\_pizza\_sold FROM pizza\_sales



### 4. Total Orders

SELECT COUNT(DISTINCT order\_id) AS Total\_Orders FROM pizza\_sales



### 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
```



## **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)
```

### **Output:**

⊞ Results				
	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. Hourly Trend 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**

⊞ Results			
	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

```
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
```

### <u>Output</u>

⊞ Results				
	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. % 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
```

### **Output**

⊞ Results				
	pizza_	size	total_revenue	PCT
1	L		375318.70	45.89
2	М		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
```

### **Output**

■ Results			
	pizza_category	Total_Quantity_Sold	
1	Classic	14888	
2	Supreme	11987	
3	Veggie	11649	
4	Chicken	11050	

## G. Top 5 Best Sellers by Total Pizzas Sold

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

### <u>Output</u>

	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 Best Sellers by Total Pizzas Sold

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

### **Output**

■ Results			
	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	