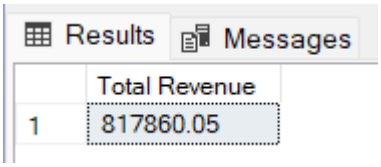
PIZZA SALES SQL QUERIES

A. KPIs

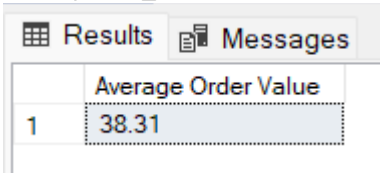
1. **Total Revenue:**

```
Select CAST(SUM(total_price)AS DECIMAL(10,2)) AS [Total Revenue]
From pizza_sales$
```



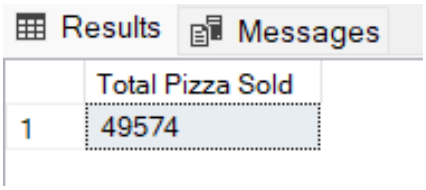
2. **Average Order Value:**

```
Select CAST(SUM(total_price)/Count(Distinct order_id) AS DECIMAL(10,2)) AS
[Average Order Value]
From pizza_sales$
```



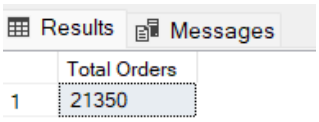
3. **Total Pizza Sold:**

```
SELECT SUM(quantity) AS [Total Pizza Sold]
FROM pizza_sales$
```



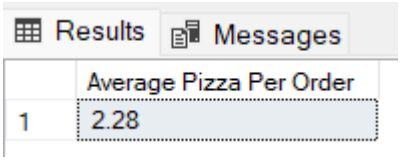
4. **Total Order Placed:**

```
SELECT COUNT(DISTINCT order_id) AS [Total Orders]
FROM pizza_sales$
```



5. **Average Pizza per Order:**

```
SELECT CAST(CAST(COUNT(pizza_id) AS DECIMAL(10,2))/CAST(COUNT(DISTINCT
order_id) AS DECIMAL(10,2)) AS DECIMAL(10,2)) AS [Average Pizza Per Order]
FROM pizza_sales$
```



Results Messages

	Average Pizza Per Order
1	2.28

B. TRENDs & CHARTs DATA

1. Percentage of Sales by Pizza Category

```
SELECT pizza_category, CAST(SUM(total_price) AS DECIMAL(10,2)) AS [Revenue],
CAST(((SUM(total_price)*100)/(SELECT SUM(total_price) FROM pizza_sales$)) AS
DECIMAL(10,2)) AS [Percentage of Total Sale]
FROM pizza_sales$
GROUP BY pizza_category
ORDER BY [Percentage of Total Sale] DESC
```

Results | Messages

	pizza_category	Revenue	Percentage of Total Sale
1	Classic	220053.10	26.91
2	Supreme	208197.00	25.46
3	Chicken	195919.50	23.96
4	Veggie	193690.45	23.68

2. Percentage of Sales by Pizza Size

```
SELECT pizza_size, CAST(SUM(total_price) AS DECIMAL(10,2)) AS [Revenue],
CAST(((SUM(total_price)*100)/(SELECT SUM(total_price) FROM pizza_sales$)) AS
DECIMAL(10,2)) AS [Percentage of Total Sale]
FROM pizza_sales$
GROUP BY pizza_size
ORDER BY [Percentage of Total Sale] DESC
```

Results | Messages

	pizza_size	Revenue	Percentage of Total Sale
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

3. Top Selling Pizza

```
SELECT TOP 10 pizza_name, SUM(quantity) AS [Total Pizza Sold],
CAST(SUM(total_price) AS DECIMAL(10,2)) AS [Revenue by Pizza Type],
CAST(((SUM(total_price)*100)/(SELECT SUM(total_price) FROM pizza_sales$)) AS
DECIMAL(10,2)) AS [Percentage of Total Sale]
FROM pizza_sales$
GROUP BY pizza_name
ORDER BY [Revenue by Pizza Type] DESC
```

Results Messages

	pizza_name	Total Pizza Sold	Revenue by Pizza Type	Percentage of Total Sale
1	The Thai Chicken Pizza	2371	43434.25	5.31
2	The Barbecue Chicken Pizza	2432	42768.00	5.23
3	The California Chicken Pizza	2370	41409.50	5.06
4	The Classic Deluxe Pizza	2453	38180.50	4.67
5	The Spicy Italian Pizza	1924	34831.25	4.26
6	The Southwest Chicken Pizza	1917	34705.75	4.24
7	The Italian Supreme Pizza	1884	33476.75	4.09
8	The Hawaiian Pizza	2422	32273.25	3.95
9	The Four Cheese Pizza	1902	32265.70	3.95
10	The Sicilian Pizza	1938	30940.50	3.78

4. Worst Selling Pizza

```
SELECT TOP 10 pizza_name, SUM(quantity) AS [Total Pizza Sold],
CAST(SUM(total_price) AS DECIMAL(10,2)) AS [Revenue by Pizza Type],
CAST(((SUM(total_price)*100)/(SELECT SUM(total_price) FROM pizza_sales$)) AS
DECIMAL(10,2)) AS [Percentage of Total Sale]
FROM pizza_sales$
GROUP BY pizza_name
ORDER BY [Revenue by Pizza Type]
```

Results Messages

	pizza_name	Total Pizza Sold	Revenue by Pizza Type	Percentage of Total Sale
1	The Brie Carre Pizza	490	11588.50	1.42
2	The Green Garden Pizza	997	13955.75	1.71
3	The Spinach Supreme Pizza	950	15277.75	1.87
4	The Mediterranean Pizza	934	15360.50	1.88
5	The Spinach Pesto Pizza	970	15596.00	1.91
6	The Calabrese Pizza	937	15934.25	1.95
7	The Italian Vegetables Pizza	981	16019.25	1.96
8	The Soppressata Pizza	961	16425.75	2.01
9	The Chicken Pesto Pizza	973	16701.75	2.04
10	The Chicken Alfredo Pizza	987	16900.25	2.07

5. Hourly Trend of Order vs Revenue

```
SELECT DATEPART(HOUR, order_time) AS [Order Hour], COUNT(DISTINCT order_id) AS
[Total Orders], CAST(SUM(total_price) AS DECIMAL(10,2)) AS [Revenue by Day]
FROM pizza_sales$
GROUP BY DATEPART(HOUR, order_time)
ORDER BY [Total Orders] DESC
```

Results | Messages

	Order Hour	Total Orders	Revenue by Hour
1	12	2520	111877.90
2	13	2455	106065.70
3	18	2399	89296.85
4	17	2336	86237.45
5	19	2009	72628.90
6	16	1920	70055.40
7	14	1472	59201.40
8	20	1642	58215.40
9	15	1468	52992.30
10	11	1231	44935.80
11	21	1198	42029.80
12	22	663	22815.15
13	23	28	1121.35
14	10	8	303.65
15	9	1	83.00

6. **Daily Trend of Order vs Revenue**

```
SELECT DATENAME(WEEKDAY, order_date) AS Weekday, COUNT(DISTINCT order_id) AS
[Total Order], CAST(SUM(total_price) AS DECIMAL(10,2)) AS [Revenue by Day]
FROM pizza_sales$
GROUP BY DATENAME(WEEKDAY, order_date)
ORDER BY [Total Order] DESC
```

By Order:

Results Messages

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

By Revenue:

Results Messages

	Weekday	Revenue by Day
1	Friday	136073.90
2	Thursday	123528.50
3	Saturday	123182.40
4	Wednesday	114408.40
5	Tuesday	114133.80
6	Monday	107329.55
7	Sunday	99203.50