PIZZA SALES SQL QUERIES

A. KPI's

1. Total Revenue:

SELECT SUM(total_price) AS Total_Revenue FROM pizza_sales;

	Total_Revenue
1	817860.05083847

2. Average Order Value

SELECT (SUM(total_price) / COUNT(DISTINCT order_id)) AS Avg_order_Value FROM pizza_sales

	Avg_order_Value
1	38.3072623343546

3. Total Pizzas Sold

SELECT SUM(quantity) AS Total_pizza_sold FROM pizza_sales

	Total_pizza_sold
1	49574

4. Total Orders

SELECT COUNT(DISTINCT order_id) AS Total_Orders FROM pizza_sales
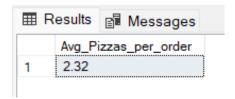
	Total_Orders
1	21350

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))

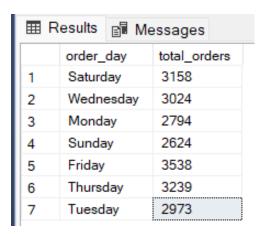AS Avg_Pizzas_per_order

FROM pizza_sales

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:

	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 TO_CHAR(order_date,'Month') as Month_Name, COUNT(DISTINCT order_id) as Total_Orders

from pizza_sales

GROUP BY TO_CHAR(order_date,'Month')

Output

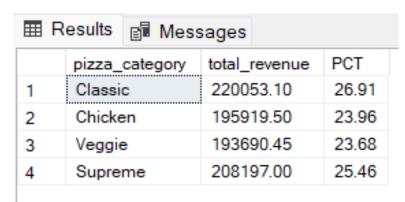|	Month_Name	Total_Orders
1	February	1685
2	June	1773
3	August	1841
4	April	1799
5	May	1853
6	December	1680
7	January	1845
8	September	1661
9	October	1646
10	July	1935
11	November	1792
12	March	1840

D. % 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

Results   Messages

	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

	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

Output

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

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

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

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

Output

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

Output

	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

NOTE

If you want to apply the pizza_category or pizza_size filters to the above queries you can use WHERE clause. Follow some of below examples

SELECT Top 5 pizza_name, COUNT(DISTINCT order_id) AS Total_Orders

FROM pizza_sales

WHERE pizza_category = 'Classic'

GROUP BY pizza_name

ORDER BY Total_Orders ASC