

PIZZA SALES SQL QUERIES

A. KPI's

1. Total Revenue:

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

Total_Revenue
817860.049999993

2. Average Order Value:

```
SELECT SUM(total_price) / COUNT(DISTINCT order_id) as Avg_Order_Value from pizza_sales
```

Avg_Order_Value
38.307262295081635

3. Total Pizzas Sold:

```
SELECT SUM(quantity) as Total_Pizza_Sold from pizza_sales
```

Total_Pizza_Sold
49574

4. Total Orders Placed:

```
SELECT COUNT(DISTINCT order_id) as Total_orders from pizza_sales
```

Total_orders
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
```

Avg_pizzas_per_order
2.32

B. Hourly Trend for Total Pizzas Sold

```
HOUR(order_time) AS order_hour,  
SUM(quantity) AS Total_pizzas_sold  
FROM  
pizza_sales  
GROUP BY  
HOUR(order_time)  
ORDER BY  
HOUR(order_time);
```

	order_hour	Total_pizzas_s...	
	9	4	
	10	18	
	11	2728	
	12	6776	
	13	6413	
	14	3613	
	15	3216	
	16	4239	
	17	5211	
	18	5417	
	19	4406	
	20	3534	
	21	2545	
	22	1386	
	23	68	

C. % 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
percentage_of_total_sales
FROM
pizza_sales
GROUP BY
pizza_category;
```

	pizza_category	Total_sales	percentage_of_total_sales	
	Classic	220053.10000000001	26.9059602556699	
	Veggie	193690.450000000298	23.682590927384783	
	Supreme	208196.99999999822	25.45631126009884	
	Chicken	195919.5	23.955137556847493	

D. % of Sales by Pizza Sales

```
SELECT
pizza_size,
SUM(total_price) AS Total_sales,
CAST(SUM(total_price) * 100 / (SELECT SUM(total_price) FROM pizza_sales) AS
DECIMAL(10,2)) AS percentage_of_total_sales
FROM
pizza_sales
GROUP BY
pizza_size;
```

pizza_size	Total_sales	percentage_of_total_sales	
M	249382.25	30.49	
L	375318.70000000087	45.89	
S	178076.49999999843	21.77	
XL	14076	1.72	
XXL	1006.6000000000005	0.12	

E. Top 5 Pizzas by Revenue

```
SELECT
pizza_name,
SUM(total_price) AS Total_Revenue FROM pizza_sales
GROUP BY
pizza_name
ORDER BY
Total_Revenue DESC
LIMIT 5;
```

pizza_name	Total_Revenue	
The Thai Chicken Pizza	43434.25	
The Barbecue Chicken Pizza	42768	
The California Chicken Pizza	41409.5	
The Classic Deluxe Pizza	38180.5	
The Spicy Italian Pizza	34831.25	

F. Bottom 5 Pizzas by Revenue

```
SELECT
pizza_name,
SUM(total_price) AS Total_Revenue FROM pizza_sales
GROUP BY
pizza_name
ORDER BY
Total_Revenue ASC
LIMIT 5;
```

pizza_name	Total_Revenue	
The Brie Carre Pizza	11588.499999999999	
The Green Garden Pizza	13955.75	
The Spinach Supreme Pizza	15277.75	
The Mediterranean Pizza	15360.5	
The Spinach Pesto Pizza	15596	

G. Top 5 Pizzas by Quantity

```
SELECT
pizza_name,
SUM(quantity) AS Total_Quantity FROM pizza_sales
GROUP BY
pizza_name
ORDER BY
Total_Quantity DESC
LIMIT 5;
```

pizza_name	Total_Quantity	
The Classic Deluxe Pizza	2453	
The Barbecue Chicken Pizza	2432	
The Hawaiian Pizza	2422	
The Pepperoni Pizza	2418	
The Thai Chicken Pizza	2371	

H. Bottom 5 Pizzas by Quantity

```
SELECT
pizza_name,
SUM(quantity) AS Total_Quantity FROM pizza_sales
GROUP BY
pizza_name
ORDER BY
Total_Quantity ASC
LIMIT 5;
```

pizza_name	Total_Quantity	
The Brie Carre Pizza	490	
The Mediterranean Pizza	934	
The Calabrese Pizza	937	
The Spinach Supreme Pizza	950	
The Soppressata Pizza	961	

I. Top 5 Pizzas by Total Orders

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

pizza_name	Total_Orders	
The Classic Deluxe Pizza	2329	
The Hawaiian Pizza	2280	
The Pepperoni Pizza	2278	
The Barbecue Chicken Pizza	2273	
The Thai Chicken Pizza	2225	

J. Bottom 5 Pizzas by Total Orders

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

pizza_name	Total_Orders	
The Brie Carre Pizza	480	
The Mediterranean Pizza	912	
The Spinach Supreme Pizza	918	
The Calabrese Pizza	918	
The Chicken Pesto Pizza	938	