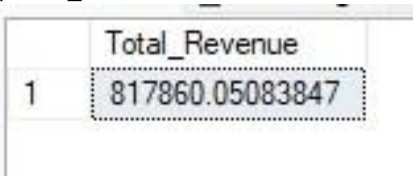
PIZZA SALES SQL QUERIES

A.KPI's

1.Total Revenue

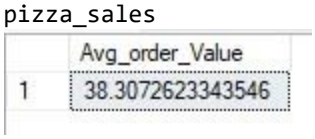
```
SELECT SUM(total_price) AS Total_Revenue FROM
pizza_sales
```



	Total_Revenue
1	817860.05083847

2.Average Order Value

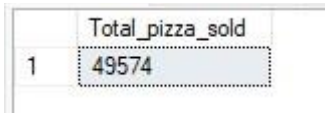
```
SELECT (SUM(total_price) / COUNT(DISTINCT order_id)) AS Avg_order_Value FROM
pizza_sales
```



	Avg_order_Value
1	38.3072623343546

3.Total Pizza Sold

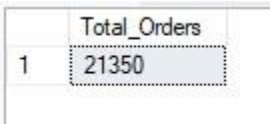
```
SELECT SUM(quantity) AS Total_pizza_sold FROM pizza_sales
```



	Total_pizza_sold
1	49574

4.Total Orders

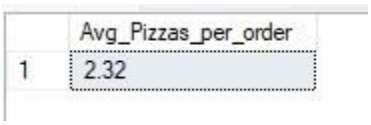
```
SELECT COUNT(DISTINCT order_id) AS Total_Orders FROM pizza_sales
```



	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
```



	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)
```

	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)
```

	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
```

	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
```

	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_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

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

1. Top 5 Pizzas by Orders in a Specific Category

```
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 DESC
```

	pizza_name	Total_Orders
1	The Classic Deluxe Pizza	2329
2	The Hawaiian Pizza	2280
3	The Pepperoni Pizza	2278
4	The Big Meat Pizza	1811
5	The Napolitana Pizza	1421

2. Revenue by Pizza Size for Veggie Category

```
SELECT pizza_size, SUM(total_price) AS Revenue
FROM pizza_sales
WHERE pizza_category = 'Veggie'
GROUP BY pizza_size
ORDER BY Revenue DESC
```

	pizza_size	Revenue
1	L	104202.701004028
2	M	57101
3	S	32386.75

3. Monthly Revenue for Large Pizzas

```sql
SELECT YEAR(order_date) AS Sales_Year, MONTH(order_date) AS Sales_Month,
       SUM(total_price) AS Monthly_Revenue
FROM pizza_sales
WHERE pizza_size = 'L'
GROUP BY YEAR(order_date), MONTH(order_date)
ORDER BY Sales_Year, Sales_Month
```

	Sales_Year	Sales_Month	Monthly_Revenue
1	2015	1	32399.4000778198
2	2015	2	30077.9000892639
3	2015	3	32752.3500900269
4	2015	4	30622.7000846863
5	2015	5	32970.500087738
6	2015	6	31493.8000793457
7	2015	7	33583.0500907898
8	2015	8	30267.9000701904
9	2015	9	29874.1000747681
10	2015	10	29338.6000900269
11	2015	11	32226.2000808716
12	2015	12	29712.200088501

4. Peak Order Hours for Supreme Category

```sql
SELECT DATEPART(HOUR, order_time) AS Order_Hour, COUNT(order_id) AS Orders
FROM pizza_sales
WHERE pizza_category = 'Supreme'
GROUP BY DATEPART(HOUR, order_time)
ORDER BY Orders DESC
```

	Order_Hour	Orders
1	12	1556
2	13	1495
3	18	1296
4	17	1220
5	19	1088
6	16	1010
7	14	841
8	20	818
9	15	797
10	11	667
11	21	613
12	22	351
13	23	21
14	10	3
15	9	1

Pizza Sales Analysis - SQL Project