# Pizza Sales Project SQL Queries

#### Over-viewing the data

SELECT \* FROM pizza sales

### **KPI's Requirement:**

#### 1. Total Revenue

SELECT CAST(SUM(total\_price) AS DECIMAL(10,2)) AS Total\_Revenue FROM pizza\_sales

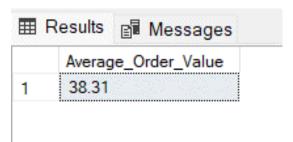
#### **OUTPUT**:



### 2. Average Order Value

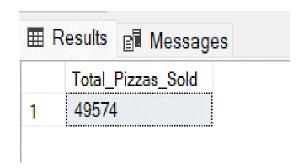
SELECT CAST(SUM(total\_price) / COUNT(DISTINCT order\_id) AS DECIMAL(10,2)) AS Average\_Order\_Value FROM pizza\_sales

### *OUTPUT*:



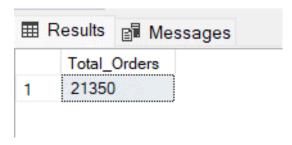
#### 3. Total Pizzas Sold

SELECT SUM(quantity) AS Total\_Pizzas\_Sold FROM pizza\_sales OUTPUT:



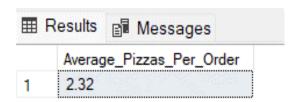
#### 4. Total Orders

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



### 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 Average\_Pizzas\_Per\_Order FROM pizza\_sales *OUTPUT*:



### **Business Insights Report:**

### 1. Daily Trend for Total Orders

SELECT DATENAME(DW,order\_date) AS Day, COUNT(DISTINCT order\_id) AS Total\_Orders FROM pizza\_sales GROUP BY DATENAME(DW,order\_date), DATEPART(DW,order\_date) ORDER BY DATEPART(DW,order\_date)

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

### 2. Monthly Trend for Total Orders

SELECT DATENAME(MONTH, order\_date) as MONTH, COUNT(DISTINCT order\_id) as Total\_Orders FROM pizza\_sales
GROUP BY DATENAME(MONTH, order\_date),
DATEPART(MONTH, order\_date) ORDER BY
DATEPART(MONTH, order\_date)

### *OUTPUT:*

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

### 3. Percentage of Sales by Pizza Category

SELECT pizza\_category AS Pizza\_Category, CAST(SUM(total\_price) AS DECIMAL(10,2)) AS Total\_Sales, CAST(SUM(total\_price) \* 100 /(SELECT SUM(total\_price) FROM pizza\_sales) AS DECIMAL(10,2)) AS

Percentage\_of\_Sales FROM pizza\_sales GROUP BY pizza\_category ORDER BY Percentage of Sales

#### *OUTPUT:*

	Pizza_Category	Total_Sales	Percentage_of_Sales
1	Veggie	193690.45	23.68
2	Chicken	195919.50	23.96
3	Supreme	208197.00	25.46
4	Classic	220053.10	26.91

### 4. Percentage of Sales by Pizza Size

SELECT pizza\_size AS Pizza\_Size,CAST(SUM(total\_price) AS DECIMAL(10,2)) AS Total\_Sales, CAST(SUM(total\_price) \* 100 / (SELECT SUM(total\_price) FROM pizza\_sales) AS DECIMAL(10,2)) AS Percentage\_of\_Sales FROM pizza\_sales GROUP BY pizza size ORDER BY Percentage of Sales DESC

#### *OUTPUT*:

	Pizza_Size	Total_Sales	Percentage_of_Sales
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

### 5. Total Pizzas Sold by Pizza Category

SELECT pizza\_category AS Pizza\_Category, SUM(quantity) as Total\_Pizzas\_Sold FROM pizza\_sales GROUP BY pizza category ORDER BY Total Pizzas Sold DESC

### **OUTPUT**:

■ Results		ssages
	Pizza_Category	Total_Pizzas_Sold
1	Classic	14888
2	Supreme	11987
3	Veggie	11649
4	Chicken	11050

### 6. Top 5 Pizzas by Total Revenue

SELECT TOP 5 pizza\_name as Pizza\_Name, CAST(SUM(total\_price) AS DECIMAL(10,2)) AS Total\_Revenue FROM pizza\_sales GROUP BY pizza\_name ORDER BY Total\_Revenue DESC

#### *OUTPUT:*

	Pizza_Name	Total_Revenue
1	The Thai Chicken Pizza	43434.25
2	The Barbecue Chicken Pizza	42768.00
3	The California Chicken Pizza	41409.50
4	The Classic Deluxe Pizza	38180.50
5	The Spicy Italian Pizza	34831.25

**Top 5 Pizzas by Total Quantity** 

SELECT TOP 5 pizza\_name as Pizza\_Name, SUM(quantity) AS Total\_Quantity FROM pizza\_sales GROUP BY pizza\_name ORDER BY Total\_Quantity DESC

■ Results Messages		
	Pizza_Name	Total_Quantity
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

**Top 5 Pizzas by Total Orders** 

SELECT TOP 5 pizza\_name as Pizza\_Name, COUNT(DISTINCT order\_id) as Total\_Orders FROM pizza\_sales GROUP BY pizza\_name ORDER BY Total\_Orders DESC

#### *OUTPUT*:

■ Results		
	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

### 7. Bottom 5 Pizzas by Total Revenue

SELECT TOP 5 pizza\_name as Pizza\_Name, CAST(SUM(total\_price) AS DECIMAL(10,2)) AS Total\_Revenue FROM pizza\_sales GROUP BY pizza\_name ORDER BY Total\_Revenue

	Pizza_Name	Total_Revenue
1	The Brie Carre Pizza	11588.50
2	The Green Garden Pizza	13955.75
3	The Spinach Supreme Pizza	15277.75
4	The Mediterranean Pizza	15360.50
5	The Spinach Pesto Pizza	15596.00

### **Bottom 5 Pizzas by Total Quantity**

SELECT TOP 5 pizza\_name as Pizza\_Name, SUM(quantity) AS Total\_Quantity FROM pizza\_sales GROUP BY pizza\_name ORDER BY Total\_Quantity

#### *OUTPUT*:



### **Bottom 5 Pizzas by Total Orders**

SELECT TOP 5 pizza\_name as Pizza\_Name, COUNT(DISTINCT order\_id) as Total\_Orders FROM pizza\_sales GROUP BY pizza\_name ORDER BY Total Orders

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	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