

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:

Results Messages	
	Total_Revenue
1	817860.05

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:

Results Messages	
	Average_Order_Value
1	38.31

3. Total Pizzas Sold

`SELECT SUM(quantity) AS Total_Pizzas_Sold FROM pizza_sales`

OUTPUT:

Results Messages	
	Total_Pizzas_Sold
1	49574

4. Total Orders

SELECT COUNT(DISTINCT order_id) AS Total_Orders FROM pizza_sales

OUTPUT:

Results Messages	
	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 Average_Pizzas_Per_Order FROM pizza_sales

OUTPUT:

Results Messages	
	Average_Pizzas_Per_Order
1	2.32

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)

OUTPUT:

Results Messages		
	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:

Results Messages		
	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 Messages		
	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:

Results Messages		
	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
```

OUTPUT:

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 Messages		
	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
```

OUTPUT:

Results Messages		
	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:

Results Messages		
	Pizza_Name	Total_Quantity
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

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
```

OUTPUT:

 Results  Messages

	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