

## PIZZA SALES SQL QUERIES FOR BUSINESS KPIs

## 1. Total Revenue

```
SELECT ROUND(SUM(total_price), 2) AS total_revenue FROM pizza_sales_data;
```

Result Grid	
	total_revenue
▶	817860.05

## 2. Revenue by Pizza Size

```
SELECT pizza_size, ROUND(SUM(total_price),2) AS revenue_by_pizza_size FROM  
pizza_sales_data  
GROUP BY pizza_size;
```

Result Grid		Filter Rows:
	pizza_size	revenue_by_pizza_size
▶	M	249382.25
	L	375318.7
	S	178076.5
	XL	14076
	XXL	1006.6

### 3. Revenue by Pizza Category

```
SELECT pizza_category, ROUND(SUM(total_price),2) AS revenue_by_pizza_category  
FROM pizza_sales_data  
GROUP BY pizza_category;
```

Result Grid		Filter Rows:
	pizza_category	revenue_by_pizza_category
▶	Classic	220053.1
	Veggie	193690.45
	Supreme	208197
	Chicken	195919.5

#### **4. Average Order Value**

```
SELECT ROUND(SUM(total_price)/COUNT(DISTINCT order_id),2) AS average_order_value FROM pizza_sales_data;
```

Result Grid	
	average_order_value
▶	38.31

## 5. Total Pizzas Sold

```
SELECT SUM(quantity) AS total_pizzas_sold FROM pizza_sales_data;
```

Result Grid	
	total_pizzas_sold
▶	49574

## 6. Sales Volume by Size

```
SELECT pizza_size, SUM(quantity) AS sales_volume_by_size FROM pizza_sales_data  
GROUP BY pizza_size;
```

Result Grid	
	Filter Rows:
pizza_size	sales_volume_by_size
▶	M 15635
	L 18956
	S 14403
	XL 552
	XXL 28

## 7. Sales Volume by Category

```
SELECT pizza_category, SUM(quantity) AS sales_volume_by_category FROM  
pizza_sales_data  
GROUP BY pizza_category;
```

Result Grid	
	Filter Rows:
pizza_category	sales_volume_by_category
▶	Classic 14888
	Veggie 11649
	Supreme 11987
	Chicken 11050

## 8. Total Orders

```
SELECT COUNT(DISTINCT order_id) AS total_orders FROM pizza_sales_data;
```

Result Grid	
	total_orders
▶	21350

## 9. Average Orders Per Day

```
SELECT ROUND(COUNT(DISTINCT order_id) / COUNT(DISTINCT order_date), 2) AS  
average_orders_per_day FROM pizza_sales_data;
```

Result Grid	
	average_orders_per_day
▶	59.64

## 10.Orders by Month

```
SELECT MONTHNAME(order_date) AS month, COUNT(DISTINCT order_id) AS orders
FROM pizza_sales_data GROUP BY MONTHNAME(order_date) ORDER BY orders
DESC;
```

	month	orders
▶	July	1935
	May	1853
	January	1845
	August	1841
	March	1840
	April	1799
	November	1792
	June	1773
	February	1685
	December	1680
	September	1661
	October	1646

## 11.Orders by Day

```
SELECT DAYNAME(order_date) AS day, COUNT(DISTINCT order_id) AS orders FROM
pizza_sales_data GROUP BY DAYNAME(order_date) ORDER BY orders DESC;
```

	day	orders
▶	Friday	3538
	Thursday	3239
	Saturday	3158
	Wednesday	3024
	Tuesday	2973
	Monday	2794
	Sunday	2624

## 12.Pizzas Per Order

```
SELECT ROUND(SUM(quantity)/COUNT(DISTINCT order_id),2) AS pizzas_per_order
FROM pizza_sales_data;
```

	pizzas_per_order
▶	2.32

### 13. Top-selling Pizzas by Revenue

```
SELECT pizza_name, ROUND(SUM(total_price), 2) AS revenue FROM pizza_sales_data
GROUP BY pizza_name
ORDER BY revenue DESC
LIMIT 5;
```

	pizza_name	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

### 14. Bottom-selling Pizzas by Revenue

```
SELECT pizza_name, ROUND(SUM(total_price), 2) AS revenue FROM pizza_sales_data
GROUP BY pizza_name
ORDER BY revenue ASC
LIMIT 5;
```

	pizza_name	revenue
▶	The Brie Carre Pizza	11588.5
	The Green Garden Pizza	13955.75
	The Spinach Supreme Pizza	15277.75
	The Mediterranean Pizza	15360.5
	The Spinach Pesto Pizza	15596

### 15. Top-selling Pizzas by Volume

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

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

### 16. Bottom-selling Pizzas by Volume

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

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