PIZZA SALES SQL QUERIES

A. KPI'S

1. Total Ordered Pizzas:

```sql
select
count(distinct order_id) as TotalOrderedPizzas
from pizza_sales;
```

	TotalOrderedPizzas
1	21350

2. Total Sold Pizzas:

```sql
select
sum(quantity) as TotalSoldPizzas
from pizza_sales;
```

	TotalSoldPizzas
1	49574

3. Total Revenue:

```sql
select
sum(total_price) as TotalRevenue
from pizza_sales;
```

	TotalRevenue
1	817860.05083847

4. Average order value:

```sql
select
(sum(total_price) / count(distinct order_id)) as
AverageOrderValue
from pizza_sales;
```

	AverageOrderValue
1	38.3072623343546

5. Average pizzas per order:

```sql
select
cast(cast(sum(quantity) as decimal(10,2)) /
```

```
cast(count(distinct order_id) as decimal(10,2)) as
decimal(10,2))
as AveragePizza_PerOrder
from pizza_sales;
```

	AveragePizza_PerOrder
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 Total Orders

```
select
datename(month,order_date) as order_month,
count(distinct order_id) as total_orders
from pizza_sales
group by datename(month,order_date);
```

	order_month	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 sales_percentage
from pizza_sales
group by pizza_category;
```

	pizza_category	total_revenue	sales_percentage
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 sales_percentage
from pizza_sales
group by pizza_size
order by sales_percentage desc;
```

	pizza_size	total_revenue	sales_percentage
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_Pizzas_Sold
from pizza_sales
group by pizza_category;
```

	pizza_category	Total_Pizzas_Sold
1	Classic	14888
2	Chicken	11050
3	Veggie	11649
4	Supreme	11987

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 sum(total_price) 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 sum(total_price) 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
```

```sql
order by sum(total_price) desc;
```

	pizza_name	Total_Pizza_Sold
1	The Thai Chicken Pizza	2371
2	The Barbecue Chicken Pizza	2432
3	The California Chicken Pizza	2370
4	The Classic Deluxe Pizza	2453
5	The Spicy Italian Pizza	1924

J. Bottom 5 Pizzas by Quantity

```sql
select top 5 pizza_name, sum(quantity) as
Total_Pizza_Sold
from pizza_sales
group by pizza_name
order by sum(total_price) asc;
```

	pizza_name	Total_Pizza_Sold
1	The Brie Carre Pizza	490
2	The Green Garden Pizza	997
3	The Spinach Supreme Pizza	950
4	The Mediterranean Pizza	934
5	The Spinach Pesto Pizza	970

K. Top 5 Pizzas by Total Orders

```sql
select top 5 pizza_name, count(distinct order_id) as
Total_Pizza_Sold
from pizza_sales
group by pizza_name
order by count(distinct order_id) desc;
```

	pizza_name	Total_Pizza_Sold
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

```sql
select top 5 pizza_name, count(distinct order_id) as
Total_Pizza_Sold
```

```sql
from pizza_sales
group by pizza_name
order by count(distinct order_id) asc;
```

	pizza_name	Total_Pizza_Sold
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