

# PIZZA SALES SQL QUERIES

## A. KPI's

### 1. Total Revenue:

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

| Results |                 | Messages |  |
|---------|-----------------|----------|--|
|         | Total_Revenue   |          |  |
| 1       | 817860.05083847 |          |  |

### 2. Average Order Value

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

| Results |                  | Messages |  |
|---------|------------------|----------|--|
|         | Avg_order_Value  |          |  |
| 1       | 38.3072623343546 |          |  |

### 3. Total Pizzas Sold

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

| Results |                  | Messages |  |
|---------|------------------|----------|--|
|         | Total_pizza_sold |          |  |
| 1       | 49574            |          |  |

### 4. Total Orders

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

| 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 Avg_Pizzas_per_order  
FROM pizza_sales
```

| Results |                      | Messages |  |
|---------|----------------------|----------|--|
|         | 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)
```

Output:

|   | 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)
```

Output

|    | 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
```

### Output

|   | 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
```

### Output

|   | 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
```

### Output

|   | Results        | Messages            |
|---|----------------|---------------------|
|   | pizza_category | Total_Quantity_Sold |
| 1 | Classic        | 14888               |
| 2 | Supreme        | 11987               |
| 3 | Veggie         | 11649               |
| 4 | Chicken        | 11050               |

## 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
```

|   | Results                      | Messages      |
|---|------------------------------|---------------|
|   | 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
```

### Output

|   | 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
```

### Output

|   | pizza_name                | Total_Pizza_Sold |
|---|---------------------------|------------------|
| 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              |

## 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
```

| 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         |

## L. Borrom 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          |