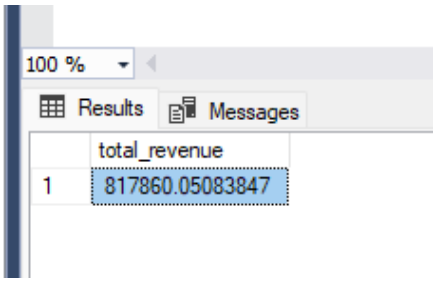
Pizza Sales SQL Queries

A. KPI's

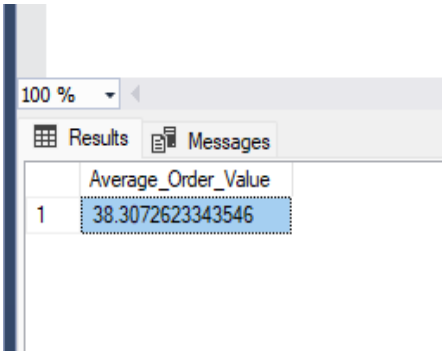
➢ Total Revenues:

```
SELECT SUM(total_price) AS total_revenue FROM
pizza_sales
```



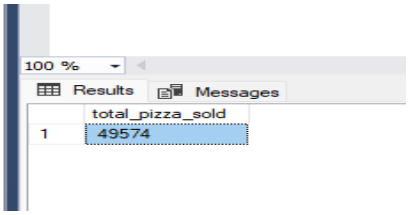
➢ Average Order Value:

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



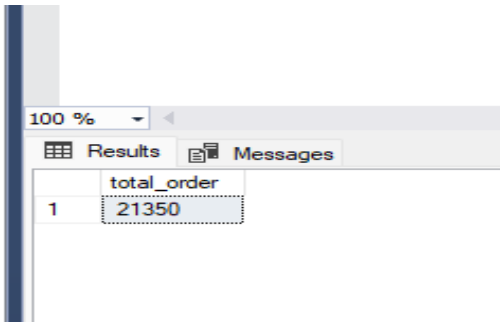
➢ Total Pizza Sold:

```
SELECT SUM(quantity) AS total_pizza_sold FROM
pizza_sales;
```



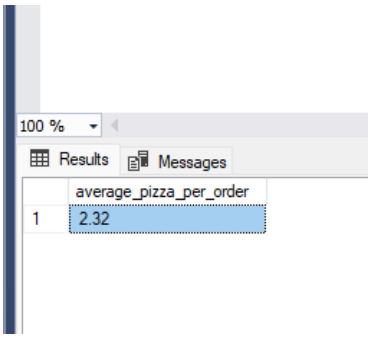
➢ Total Orders:

```
SELECT COUNT(DISTINCT order_id) AS total_order
FROM pizza_sales;
```



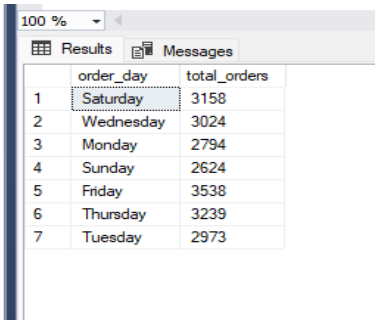
➢ Average pizza per order:

```
SELECT CAST(CAST(SUM(quantity) AS
DECIMAL(10,2)) / CAST(COUNT(DISTINCT order_id)
AS DECIMAL(10,2)) AS DECIMAL(10,2)) AS
average_pizza_per_order FROM pizza_sales;
```



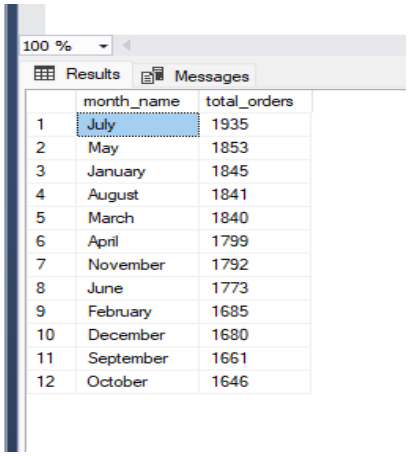
➢ Daily Trends for Total Orders:

```
SELECT DATENAME(DW, order_date) AS order_day,
COUNT (DISTINCT order_id) AS total_orders
FROM pizza_sales
GROUP BY DATENAME(DW,order_date);
```



➢ Hourly Trends for Total 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)
ORDER BY total_orders DESC;
```



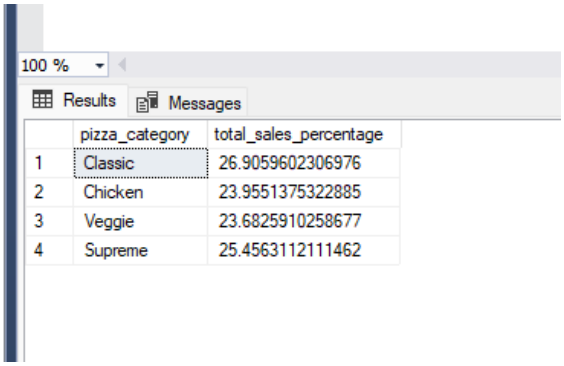
100 %

Results | Messages

	month_name	total_orders
1	July	1935
2	May	1853
3	January	1845
4	August	1841
5	March	1840
6	April	1799
7	November	1792
8	June	1773
9	February	1685
10	December	1680
11	September	1661
12	October	1646

➢ Percentage of sales by pizza category:

```
SELECT pizza_category , SUM(total_price) *100 /
(SELECT SUM(total_price) FROM pizza_sales) AS
total_sales_percentage
FROM pizza_sales
GROUP BY pizza_category;
```



100 %

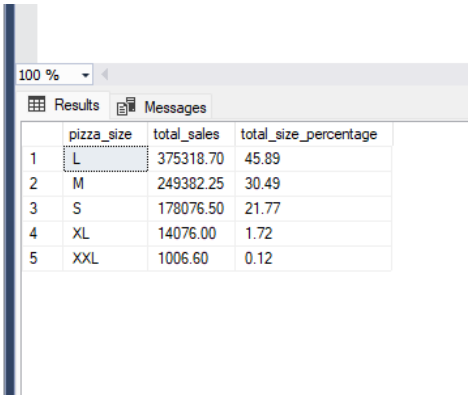
Results | Messages

	pizza_category	total_sales_percentage
1	Classic	26.9059602306976
2	Chicken	23.9551375322885
3	Veggie	23.6825910258677
4	Supreme	25.4563112111462

➢ Percentage of sales by pizza size:

```
SELECT 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 total_size_percentage
FROM pizza_sales
GROUP BY pizza_size
ORDER BY total_size_percentage DESC;
```



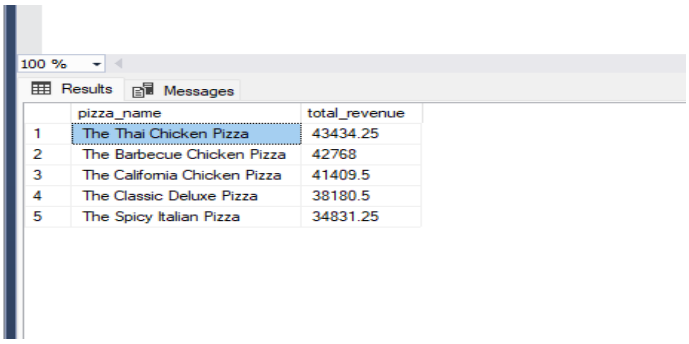
100 %

Results | Messages

	pizza_size	total_sales	total_size_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

- **Top 5 best sellers by revenue, total quality and total orders:**

```
 SELECT TOP 5 pizza_name,
SUM(total_price) AS total_revenue FROM
pizza_sales
GROUP BY pizza_name
ORDER BY total_revenue DESC;
```



100 %

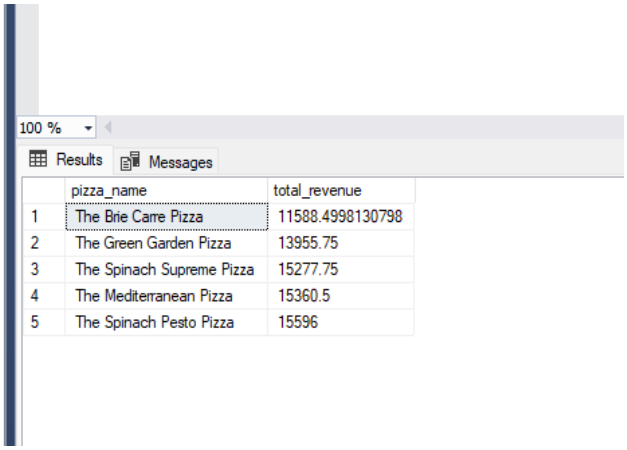
Results | Messages

	pizza_name	total_revenue
1	The Thai Chicken Pizza	43434.25
2	The Barbecue Chicken Pizza	42768
3	The Califomia Chicken Pizza	41409.5
4	The Classic Deluxe Pizza	38180.5
5	The Spicy Italian Pizza	34831.25

- **Bottom 5 best seller by revenue , total quantity and total orders:**

```
SELECT TOP 5 pizza_name , SUM(total_price) AS
total_revenue FROM pizza_sales
```

```
GROUP BY pizza_name
ORDER BY total_revenue ASC;
```



100 %

Results | Messages

	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