PIZZA SALES SQL QUERIES
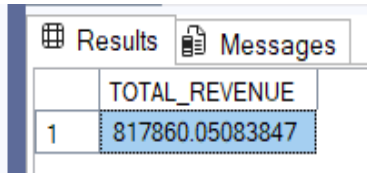
A. KPI's

1. TOTAL_Revenue :

SELECT SUM(total_price) AS TOTAL_REVENUE FROM   pizza_sales
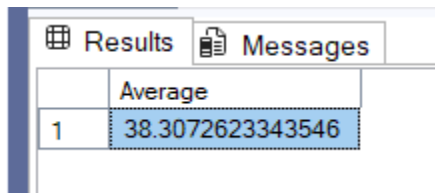
	TOTAL_REVENUE
1	817860.05083847

2. Avg_order_value :

 SELECT SUM(total_price) / COUNT(DISTINCT order_id) AS Average FROM pizza_sales
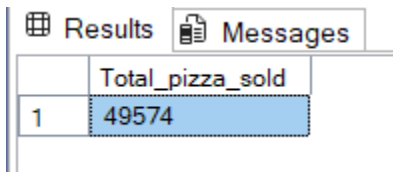
	Average
1	38.3072623343546

3. Total pizza sold :

SELECT   SUM(quantity) AS Total_pizza_sold FROM   pizza_sales

	Total_pizza_sold
1	49574

4 : Total order count :

SELECT COUNT(DISTINCT order_id) AS total_order_count FROM pizza_sales

	total_order_count
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_Pizza_per_order FROM pizza_sales

	Avg_Pizza_per_order
1	2.32

B . CHARTs

1. Daily trend for pizza order

SELECT DATENAME(DW , order_date) AS order_DAY, COUNT(DISTINCT order_id) AS total_order FROM pizza_sales GROUP BY DATENAME(DW , order_date)

	order_DAY	total_order
1	Saturday	3158
2	Wednesday	3024
3	Monday	2794
4	Sunday	2624
5	Friday	3538
6	Thursday	3239
7	Tuesday	2973

2 . Monthly trend for pizza order

SELECT DATENAME(Month , order_date) AS Month , COUNT(DISTINCT order_id) AS total_order FROM pizza_sales GROUP BY DATENAME(Month , order_date)

	Month	total_order
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

3. Percentage of sales grp by pizza_category

SELECT pizza_category , SUM(total_price) *100 / (SELECT SUM(total_price) FROM pizza_sales) AS PCT FROM pizza_sales group by pizza_category

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

4. Percentage of sales grp by pizza_size

SELECT pizza_size , SUM(total_price) *100 / (SELECT SUM(total_price) FROM pizza_sales) AS PCT FROM pizza_sales group by pizza_size

	pizza_size	PCT
1	L	45.8903330244889
2	XXL	0.123077294254725
3	M	30.492044420599
4	XL	1.72107684995364
5	S	21.7734684107037

5. ToP 5 BEST SELLER PIZZA

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

6. TOP 5 WORST SELLER PIZZA

SELECT TOP 5 pizza_name , CAST (SUM(total_price) AS DECIMAL(10, 2)) AS total_revenue FROM pizza_sales GROUP BY pizza_name ORDER BY total_revenue ASC

	pizza_name	total_revenue
1	The Brie Carre Pizza	11588.50
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

7 . Top 5 best seller pizza by quantity

SELECT TOP 5 pizza_name , SUM(quantity) AS total_quantity FROM pizza_sales GROUP BY pizza_name ORDER BY total_quantity desc

	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

8 . Top 5 worst seller pizza by quantity

SELECT TOP 5 pizza_name , SUM(quantity) AS total_quantity FROM pizza_sales GROUP BY pizza_name ORDER BY total_quantity

	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