

Pizza Sales SQL Queries

A. KPI's

1. Total Revenue

```
USE pizza_sales_db;  
SELECT SUM(total_price)  
AS Total_Revenue  
FROM pizza_sales_sql
```

Total_Revenue
817860.049999993

2. Average Order Value

```
USE pizza_sales_db;  
SELECT SUM(total_price) / COUNT(DISTINCT order_id)  
FROM pizza_sales_sql;
```

Avg_Order_Value
38.307262295081635

3. Total Pizza's sold

```
SELECT SUM(quantity) AS Total_pizza_sold  
FROM pizza_sales_sql;
```

Total_pizza_sold
49574

4. Total Orders

```
SELECT COUNT(DISTINCT order_id) AS Total_Orders  
FROM pizza_sales_sql;
```

Total_Orders
21350

5. Average Pizzas Per Order

```
SELECT SUM(quantity) / COUNT(DISTINCT order_id) AS Average_Pizza_Per_Order  
FROM pizza_sales_sql;
```

Average_Pizza_Per_Order
2.3220

B. CHARTS

1. Daily Trend For Total Orders

-- Daily Trend

```
SELECT DAYNAME(order_date) AS Order_Day, COUNT(order_id) AS Total_Orders  
FROM pizza_sales_sql  
GROUP BY DAYNAME(order_date);
```

	Order_Day	Total_Orders
	Monday	2722
	Thursday	3258
	Sunday	2918
	Tuesday	2884
	Friday	2704
	Wednesday	2477
	Saturday	2624
	NULL	29033

2. Hourly Trend For Total Orders

-- Hourly Trend

```
SELECT HOUR(order_time) AS order_hours, COUNT(DISTINCT order_id)
FROM pizza_sales_sql
GROUP BY HOUR(order_time)
ORDER BY HOUR(order_time)
```

order_hours	COUNT(DISTINCT order_i...
9	1
10	8
11	1231
12	2520
13	2455
14	1472
15	1468
16	1920
17	2336
18	2399
19	2009
20	1642
21	1198
22	663
23	28

3. Percentage of Sales by Pizza Category

-- Percentage of Sales by Category

```
SELECT pizza_category, SUM(total_price) * 100 / (SELECT SUM(total_price) from
pizza_sales_sql) AS PCT_Total_Sales
FROM pizza_sales_sql
GROUP BY pizza_category
```

pizza_category	PCT_Total_Sales
Classic	26.9059602556699
Veggie	23.682590927384783
Supreme	25.45631126009884
Chicken	23.955137556847493

4. Percentage of Sales by Pizza Size

```
SELECT pizza_size, SUM(total_price) as Total_Sales, sum(total_price) * 100 /
(Select SUM(total_price) from pizza_sales_sql) AS PCT
from pizza_sales_sql
GROUP BY pizza_size
ORDER BY PCT
```

	pizza_size	Total_Sales	PCT
	XXL	1006.6000000000005	0.12307729176892906
	XL	14076	1.7210768517181052
	S	178076.49999999843	21.773468455880682
	M	249382.25	30.492044451859723
	L	375318.7000000087	45.8903329487743

5. Total Pizzas sold by pizza category

```
SELECT pizza_category, sum(quantity) AS Total_Pizzas_Sold
FROM pizza_sales_sql
GROUP BY pizza_category
```

	pizza_category	Total_Pizzas_So...	
	Classic	14888	
	Veggie	11649	
	Supreme	11987	
	Chicken	11050	

6. Top 5 Best Sellers by Total Pizzas Sold

```
SELECT pizza_name, sum(quantity) AS Total_Pizzas_Sold
FROM pizza_sales_sql
GROUP BY pizza_name
ORDER BY sum(quantity) DESC
LIMIT 5
```

	pizza_name	Total_Pizzas_So...	
	The Classic Deluxe Pizza	2453	
	The Barbecue Chicken Pizza	2432	
	The Hawaiian Pizza	2422	
	The Pepperoni Pizza	2418	
	The Thai Chicken Pizza	2371	

7. Bottom 5 Worst Sellers by Total Pizzas Sold

```
SELECT pizza_name, sum(quantity) AS Total_Pizzas_Sold  
FROM pizza_sales_sql  
GROUP BY pizza_name  
ORDER BY sum(quantity) ASC  
LIMIT 5
```

	pizza_name	Total_Pizzas_So...	
	The Brie Carre Pizza	490	
	The Mediterranean Pizza	934	
	The Calabrese Pizza	937	
	The Spinach Supreme Pizza	950	
	The Soppressata Pizza	961	