

PIZZA SALES SQL QUERIES

-- KPI's Requirement

-- Total Revenue: The sum of the total price of all pizza orders

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

	Total_Revenue
1	817860.05083847

-- Average Order by Value: The average amount spent per order, calculated by dividing the total revenue by the total number of orders

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

	Avg_Order_Value
1	38.3072623343546

-- Total Pizzas Sold: The sum of the quantities of all pizzas sold

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

	Total_Pizza_Sold
1	49574

-- Total Orders: The total number of orders placed

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

	Total_orders
1	21350

-- Average Pizzas per Order: The average number of pizzas sold per order, calculated by dividing the total number of pizzas sold by the total number of orders

```
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_Order
```

```
FROM pizza_sales
```

	Avg_Pizza_Order
1	2.32

=====

-- CHARTS REQUIREMENT

-- 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

-- Monthly Trend 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
```

	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) AS total_sales,  
       SUM(total_price) * 100 / (SELECT sum(total_price)  
                                FROM pizza_sales) AS  
perc_of_sales  
FROM pizza_sales  
GROUP BY pizza_category
```

	pizza_category	total_sales	perc_of_sales
1	Classic	220053.100021362	26.9059602306976
2	Chicken	195919.5	23.9551375322885
3	Veggie	193690.451004028	23.6825910258677
4	Supreme	208196.99981308	25.4563112111462

-- filtering for january

```
SELECT pizza_category,
       SUM(total_price) AS total_sales,
       SUM(total_price) * 100 / (SELECT sum(total_price)
                                FROM pizza_sales
                                WHERE MONTH(order_date)
= 1) AS perc_of_sales
FROM pizza_sales
WHERE MONTH(order_date) = 1 -- (filtering for january)
GROUP BY pizza_category
```

	pizza_category	total_sales	perc_of_sales
1	Classic	18619.4000015259	26.6779189176038
2	Chicken	16188.75	23.1952780348435
3	Veggie	17055.4000778198	24.4370162489706
4	Supreme	17929.7499866486	25.6897867985821

-- 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) AS
perc_of_sales
FROM pizza_sales
GROUP BY pizza_size
ORDER BY perc_of_sales DESC
```

	pizza_size	total_sales	perc_of_sales
1	L	375318.701004028	45.8903330244889
2	M	249382.25	30.492044420599
3	S	178076.49981308	21.7734684107037
4	XL	14076	1.72107684995364
5	XXL	1006.6000213623	0.123077294254725

--refining decimals

```
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 perc_of_sales
FROM pizza_sales
GROUP BY pizza_size
ORDER BY perc_of_sales DESC
```

	pizza_size	total_sales	perc_of_sales
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

--for 1st quarter

```
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
                                     WHERE DATEPART(quarter, order_date)=1) AS decimal(10,2)) AS perc_of_sales
FROM pizza_sales
WHERE DATEPART(quarter, order_date) = 1
GROUP BY pizza_size
ORDER BY perc_of_sales DESC
```

	pizza_size	total_sales	perc_of_sales
1	L	95229.65	46.37
2	M	61159.00	29.78
3	S	45384.25	22.10
4	XL	3289.50	1.60
5	XXL	287.60	0.14

-- Top & Worst 5 Sellers 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 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

```
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 Carré 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

```
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

```
SELECT TOP 5 pizza_name,
            SUM(quantity) as total_quantity
FROM pizza_sales
GROUP BY pizza_name
ORDER BY total_quantity ASC
```

	pizza_name	total_quantity
1	The Brie Carré Pizza	490
2	The Mediterranean Pizza	934
3	The Calabrese Pizza	937
4	The Spinach Supreme Pizza	950
5	The Soppresata Pizza	961

```
SELECT TOP 5 pizza_name,
            COUNT(DISTINCT order_id) as total_orders
FROM pizza_sales
GROUP BY pizza_name
ORDER BY total_orders DESC
```

	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

```
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 Carré Pizza	480
2	The Mediterranean Pizza	912
3	The Spinach Supreme Pizza	918
4	The Calabrese Pizza	918
5	The Chicken Pesto Pizza	938