

PIZZA SALES SQL QUERIES

A. KPI's

1. Total Revenue

```
SELECT SUM(total_price) 'Total Revenue'  
FROM pizza_sales;
```

	Total Revenue
1	817860.05083847

2. Average Order Value

```
SELECT SUM(total_price)/COUNT(DISTINCT order_id)  
'Average Order Value'  
FROM pizza_sales;
```

	Average Order Value
1	38.3072623343546

3. Total Pizzas Sold

```
SELECT SUM(quantity) 'Total Pizzas Sold'  
FROM pizza_sales;
```

	Total Pizzas Sold
1	49574

4. Total Orders Placed:

```
SELECT COUNT(DISTINCT order_id) 'Total Orders Placed'  
FROM pizza_sales;
```

	Total Orders Placed
1	21350

5. Average Pizzas Per Order:

```
SELECT CAST(CAST(SUM(quantity) AS DECIMAL(10,2))/
COUNT(DISTINCT order_id) AS DECIMAL(10,2))
'Average Pizzas Per Order'
FROM pizza_sales
```

	Average Pizzas Per Order
1	2.32

B. 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)
```

	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 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

D. % of Sales By Pizza Category

```
SELECT pizza_category '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)) 'PCT'  
FROM pizza_sales  
GROUP BY pizza_category  
ORDER BY 'PCT' DESC
```

	Pizza Category	Total Revenue	PCT
1	Classic	220053.10	26.91
2	Supreme	208197.00	25.46
3	Chicken	195919.50	23.96
4	Veggie	193690.45	23.68

E. % of Sales By Pizza Size

```
SELECT pizza_size '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)) 'PCT'  
FROM pizza_sales  
GROUP BY pizza_size  
ORDER BY 'PCT' DESC
```

	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 Pizza Sold By Category

```
SELECT pizza_category, CAST(SUM(total_price) AS DECIMAL(10,2)) 'Total Quantity Sold'  
FROM pizza_sales  
GROUP BY pizza_category  
ORDER BY 'Total Quantity Sold' DESC
```

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

	pizza_category	Total Quantity Sold
1	Classic	220053.10
2	Supreme	208197.00
3	Chicken	195919.50
4	Veggie	193690.45

G. Top 5 Pizzas By Revenue

```
SELECT TOP 5 pizza_name, CAST(SUM(total_price) AS DECIMAL(10, 2))  
'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	42768.00
3	The California Chicken Pizza	41409.50
4	The Classic Deluxe Pizza	38180.50
5	The Spicy Italian Pizza	34831.25

H. Bottom 5 Pizzas By Revenue

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

	pizza_name	Total Revenue
1	The Brie Carré 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

I. Top 5 Pizzas By Quantity

```
SELECT TOP 5 pizza_name, CAST(SUM(quantity) AS DECIMAL(10, 2))  
'Total Quantity'  
FROM pizza_sales  
GROUP BY pizza_name  
ORDER BY 'Total Quantity' DESC
```

	pizza_name	Total Quantity
1	The Classic Deluxe Pizza	2453.00
2	The Barbecue Chicken Pizza	2432.00
3	The Hawaiian Pizza	2422.00
4	The Pepperoni Pizza	2418.00
5	The Thai Chicken Pizza	2371.00

J. Bottom 5 Pizzas By Quantity

```
SELECT TOP 5 pizza_name, CAST(SUM(quantity) AS DECIMAL(10, 2))  
'Total Quantity'  
FROM pizza_sales  
GROUP BY pizza_name  
ORDER BY 'Total Quantity' ASC
```

	pizza_name	Total Quantity
1	The Brie Carré Pizza	490.00
2	The Mediterranean Pizza	934.00
3	The Calabrese Pizza	937.00
4	The Spinach Supreme Pizza	950.00
5	The Soppressata Pizza	961.00

K. Top 5 Pizzas By Orders

```
SELECT TOP 5 pizza_name, COUNT(DISTINCT order_id)  
'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

L. Bottom 5 Pizzas By Orders

```
SELECT TOP 5 pizza_name, COUNT(DISTINCT order_id)
'Total Orders'
FROM pizza_sales
GROUP BY pizza_name
ORDER BY 'Total Orders' | ASC
```

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	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