

## 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. Average Order Value

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

	Average_Order_Value
1	38.3072623343546

3. Total Pizzas Sold

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

	Total_Pizzas_Sold
1	49574

4. Total Orders Placed

```
SELECT COUNT(DISTINCT order_id) AS 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)) /  
CAST(COUNT(DISTINCT order_id) AS DECIMAL(10,2)) AS DECIMAL(10,2))  
AS 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 Week_Day, COUNT(DISTINCT order_id) AS
```

```
Total_Orders
FROM pizza_sales
GROUP BY DATENAME(DW, order_date)
```

	Week_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 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)
```

	Month_Name	Total_Orders
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

### Order by total orders in descending

```
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, 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 PCT_Total_Sales
FROM pizza_sales
GROUP BY pizza_category
```

	pizza_category	Total_Sales	PCT_Total_Sales
1	Classic	220053.10	26.91
2	Chicken	195919.50	23.96
3	Veggie	193690.45	23.68
4	Supreme	208197.00	25.46

## Filter by order date in the month of January

```
SELECT pizza_category, CAST(SUM(total_price) AS DECIMAL(10,2)) AS  
Total_Sales,  
CAST(SUM(total_price) * 100 / (SELECT SUM(total_price) FROM pizza_sales  
WHERE MONTH(order_date) = 1)AS DECIMAL(10,2)) AS PCT_Total_Sales  
FROM pizza_sales  
WHERE MONTH(order_date) = 1  
GROUP BY pizza_category
```

	pizza_category	Total_Sales	PCT_Total_Sales
1	Classic	18619.40	26.68
2	Chicken	16188.75	23.20
3	Veggie	17055.40	24.44
4	Supreme	17929.75	25.69

## E. % 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 PCT_Total_Sales  
FROM pizza_sales  
GROUP BY pizza_size  
ORDER BY total_sales DESC
```

	pizza_size	Total_Sales	PCT_Total_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

### Filter by order date in first 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  
PCT_Total_Sales  
FROM pizza_sales  
WHERE DATEPART(quarter, order_date) = 1  
GROUP BY pizza_size  
ORDER BY total_sales DESC
```

	pizza_size	Total_Sales	PCT_Total_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

### F. Total Pizzas Sold by Pizza Category

```
SELECT pizza_category, SUM(quantity) AS Total_Quantity_Sold FROM  
pizza_sales  
GROUP BY pizza_category  
ORDER BY Total_Quantity_Sold DESC
```

	pizza_category	Total_Quantity_Sold
1	Classic	14888
2	Supreme	11987
3	Veggie	11649
4	Chicken	11050

### G. Top 5 Pizzas by Revenue

```
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

## H. Bottom 5 Pizzas by Revenue

```
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 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

## I. Top 5 Pizzas by Quantity

```
SELECT TOP 5 pizza_name, SUM(quantity) AS Total_Quantity_Sold FROM
pizza_sales
GROUP BY pizza_name
ORDER BY Total_Quantity_Sold DESC
```

	pizza_name	Total_Quantity_Sold
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

## J. Bottom 5 Pizzas by Quantity

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

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

## K. Top 5 Pizzas by Total Orders

```
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

## L. Bottom 5 Pizzas by Total Orders

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