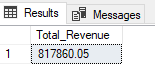
PIZZA SALES SQL QUERIES

1) KPI’s

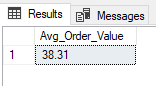
**1.Total Revenue**

select ROUND(SUM(total\_price),2)as Total\_Revenue from pizza\_sales;



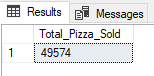
**2. Average Order Value**

select ROUND(SUM(total\_price) / COUNT(DISTINCT order\_id),2)as Avg\_Order\_Value from pizza\_sales;



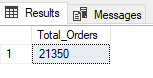
**3. Total Pizza Sold**

select SUM(quantity)as Total\_Pizza\_Sold from pizza\_sales;



**4. Total Orders**

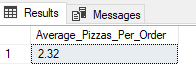
select COUNT(DISTINCT order\_id)as Total\_Orders from pizza\_sales;



**5. Average Pizza’s Per Order**

select CAST(CAST(SUM(quantity) as DECIMAL(10,2)) /

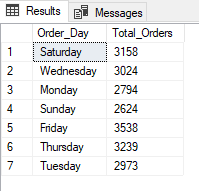
CAST(COUNT(DISTINCT order\_id)as DECIMAL(10,2))as DECIMAL(10,2))as Average\_Pizzas\_Per\_Order from pizza\_sales;



2) CHARTS

**1. 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);

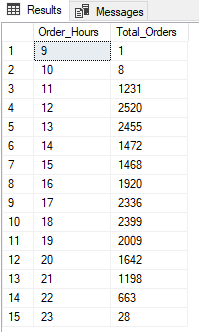


**2. Hourly Trend for Orders**

select DATEPART(HOUR,order\_time)as Order\_Hours,COUNT(DISTINCT order\_id)as Total\_Orders from pizza\_sales

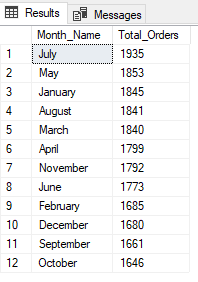
group by DATEPART(HOUR,order\_time)

order by DATEPART(HOUR,order\_time);



**2. 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;



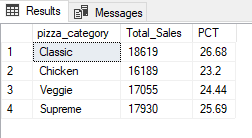
**3. Percentage of Sales by Pizza Category (For January)**

select pizza\_category, ROUND(SUM(total\_price),0)as Total\_Sales, ROUND(SUM(total\_price) \* 100 / (select SUM(total\_price) from pizza\_sales where MONTH(order\_date) = 1),2)as PCT

from pizza\_sales

where MONTH(order\_date) = 1

group by pizza\_category;



**4. Percentage of Sales by Pizza Size (For First Quarter)**

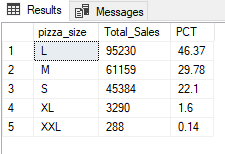
select pizza\_size, ROUND(SUM(total\_price),0)as Total\_Sales, ROUND(SUM(total\_price) \* 100 / (select SUM(total\_price) from pizza\_sales where DATEPART(QUARTER, order\_date) = 1),2)as PCT

from pizza\_sales

where DATEPART(QUARTER, order\_date) = 1

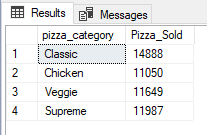
group by pizza\_size

order by PCT DESC;



**5. Total Pizzas Sold by Pizza Category**

select pizza\_category, SUM(quantity)as Pizza\_Sold from pizza\_sales group by pizza\_category;



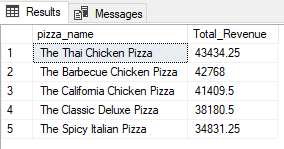
**6. Top 5 Best Sellers by Revenue, Total Quantity and Total Orders**

**i) by total revenue**

select TOP 5 pizza\_name, SUM(total\_price)as Total\_Revenue from pizza\_sales

group by pizza\_name

order by Total\_Revenue DESC;

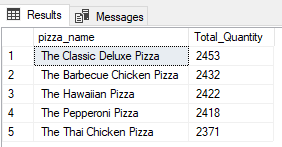


**ii) by total quantity**

select TOP 5 pizza\_name, SUM(quantity)as Total\_Quantity from pizza\_sales

group by pizza\_name

order by Total\_Quantity DESC;

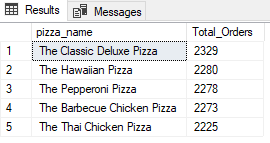


**iii) by total orders**

select TOP 5 pizza\_name, COUNT(DISTINCT order\_id)as Total\_Orders from pizza\_sales

group by pizza\_name

order by Total\_Orders DESC;



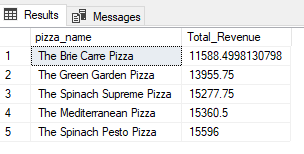
**7. Bottom 5 Sellers by Revenue, Total Quantity and Total Orders**

**i) by total revenue**

select TOP 5 pizza\_name, SUM(total\_price)as Total\_Revenue from pizza\_sales

group by pizza\_name

order by Total\_Revenue ASC;

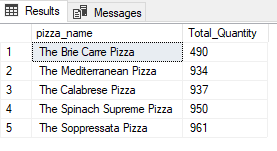


**ii) by total quantity**

select TOP 5 pizza\_name, SUM(quantity)as Total\_Quantity from pizza\_sales

group by pizza\_name

order by Total\_Quantity ASC;

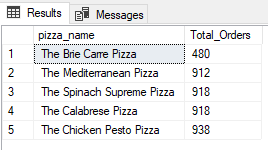


**iii) by total orders**

select TOP 5 pizza\_name, COUNT(DISTINCT order\_id)as Total\_Orders from pizza\_sales

group by pizza\_name

order by Total\_Orders ASC;



NOTE

If you want to apply the pizza\_category or pizza\_size filters to the above queries you can use WHERE clause.

SELECT Top 5 pizza\_name, COUNT(DISTINCT order\_id) AS Total\_Orders

FROM pizza\_sales

WHERE pizza\_category = 'Classic'

GROUP BY pizza\_name

ORDER BY Total\_Orders ASC