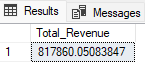
**SQL PROJECT - PIZZA SALES**

**A . KPI’s**

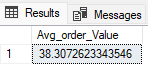
**1. Total Revenue:**

SELECT SUM(total\_price) AS Total\_Revenue FROM pizza\_sales

****

**2. Average Order Value**

SELECT (SUM(total\_price) / COUNT(DISTINCT order\_id)) AS Avg\_order\_Value FROM pizza\_sales



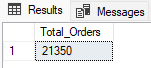
**3. Total Pizzas Sold**

SELECT SUM(quantity) AS Total\_pizza\_sold FROM pizza\_sales

****

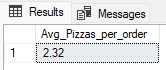
**4. Total Orders**

SELECT COUNT(DISTINCT order\_id) AS Total\_Orders FROM pizza\_sales

****

**5. Average 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 Avg\_Pizzas\_per\_order FROM pizza\_sales

****

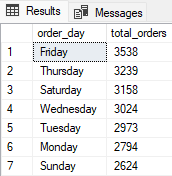
**B. Daily Trend for Total Orders**

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 BY total\_orders DESC

****

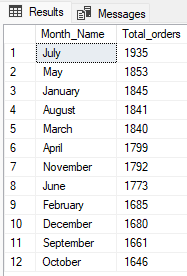
**C. Monthly Trend for Orders**

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

****

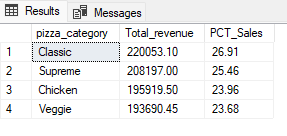
**D. % of Sales by Pizza Category**

SELECT 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)) AS PCT\_Sales

from pizza\_sales

GROUP BY pizza\_category

ORDER BY PCT\_Sales DESC

****

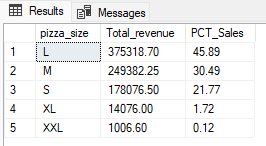
**E. % of Sales by Pizza Size**

SELECT 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)) AS PCT\_Sales

from pizza\_sales

GROUP BY pizza\_size

ORDER BY PCT\_Sales DESC

****

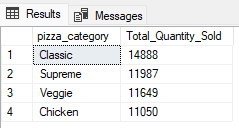
**F. Total Pizzas Sold by Pizza Category**

SELECT pizza\_category,sum(quantity) AS Total\_Quantity\_Sold

FROM pizza\_sales

GROUP BY pizza\_category

ORDER BY Total\_Quantity\_Sold DESC

****

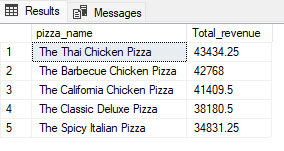
**G. Top 5 Pizzas by Revenue**

SELECT TOP 5 pizza\_name,sum(total\_price) AS Total\_revenue

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_revenue DESC

****

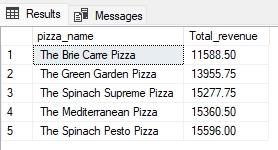
**H. Bottom 5 Pizzas by Revenue**

SELECT TOP 5 pizza\_name,CAST(sum(total\_price) AS DECIMAL(10,2)) AS Total\_revenue

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_revenue ASC

****

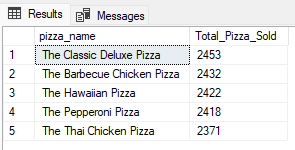
**I. Top 5 Pizzas by Quantity**

SELECT TOP 5 pizza\_name,sum(quantity) AS Total\_Pizza\_Sold

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_Pizza\_Sold DESC

****

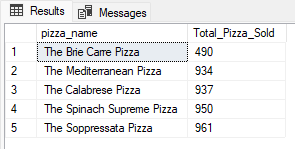
**J. Bottom 5 Pizzas by Quantity**

SELECT TOP 5 pizza\_name,sum(quantity) AS Total\_Pizza\_Sold

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_Pizza\_Sold ASC

****

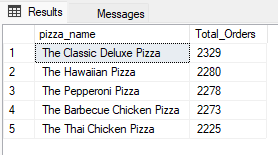
**K. Top 5 Pizzas by Total Orders**

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

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_Orders DESC

****

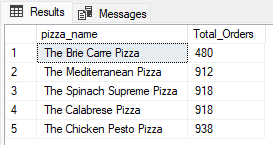
**L. Borrom 5 Pizzas by Total Orders**

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

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_Orders ASC

****