PIZZA SALES QUERIES

KPI's

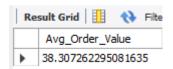
1. Total Revenue:

SELECT SUM(total_price) AS Total_Revenue FROM pizza_sales;



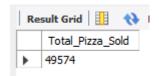
2. Average Order Value:

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



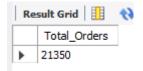
3. Total Pizzas Sold:

SELECT SUM(quantity) AS Total_Pizza_Sold FROM pizza_sales;



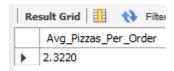
4. Total Orders:

SELECT COUNT(DISTINCT(order_id)) AS Total_Orders FROM pizza_sales;



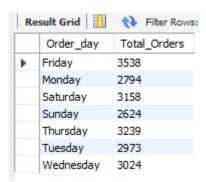
5. Average Pizzas Per Order:

SELECT SUM(quantity) / COUNT(DISTINCT(order_id)) AS Avg_Pizzas_Per_Order FROM pizza_sales;



Daily Trend for Total Orders

SELECT DAYNAME(STR_TO_DATE(order_date, '%d-%m-%Y')) AS Order_day,
COUNT(DISTINCT(order_id)) AS Total Orders FROM pizza sales GROUP BY Order_day; Output



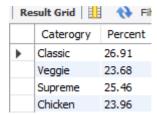
Monthly Trend for Total Orders

SELECT MONTHNAME(STR_TO_DATE(order_date, '%d-%m-%Y')) AS Month,
COUNT(DISTINCT(order_id)) AS Total_Orders FROM pizza_sales GROUP BY Month; Output



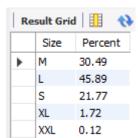
Percentage of Sales by Pizza Category

SELECT pizza_category AS Caterogry, ROUND((100*(SUM(total_price)) / (SELECT SUM(total_price) FROM pizza_sales)), 2) AS Percent FROM pizza_sales GROUP BY pizza_category;



Percentage of Sales by Pizza Size

SELECT pizza_size AS Size, ROUND((100 * (SUM(total_price)) / (SELECT SUM(total_price) FROM pizza_sales)), 2) AS Percent FROM pizza_sales GROUP BY Size;



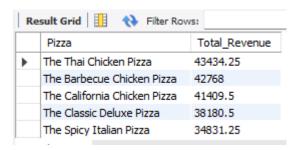
Total Pizza Sold by Pizza Catergory

SELECT pizza_category AS Category, SUM(quantity) AS Sold_Pizzas FROM pizza_sales GROUP BY Category;



Top 5 Best Sellers by Revenue, Total Quantity and Total Orders

SELECT pizza_name AS Pizza, SUM(total_price) AS Total_Revenue FROM pizza_sales GROUP BY Pizza ORDER BY Total_Revenue DESC LIMIT 5;



SELECT pizza_name AS Pizza, SUM(quantity) AS Total_Quantity FROM pizza_sales GROUP BY Pizza ORDER BY Total Quantity DESC LIMIT 5;



SELECT pizza_name AS Pizza, COUNT(DISTINCT (order_id)) AS Total_Order FROM pizza_sales GROUP BY Pizza ORDER BY Total_Order DESC LIMIT 5;

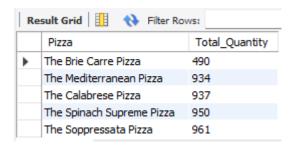


Bottom 5 Best Sellers by Revenue, Total Quantity and Total Orders

SELECT pizza_name AS Pizza, SUM(total_price) AS Total_Revenue FROM pizza_sales GROUP BY Pizza ORDER BY Total_Revenue ASC LIMIT 5;



SELECT pizza_name AS Pizza, SUM(quantity) AS Total_Quantity FROM pizza_sales GROUP BY Pizza ORDER BY Total_Quantity ASC LIMIT 5;



SELECT pizza_name AS Pizza, COUNT(DISTINCT(Order_id)) AS Total_Order FROM pizza_sales GROUP BY Pizza ORDER BY Total_Order ASC LIMIT 5;



Note: To apply pizza_category and pizza_size filters to the above queries:

Use WHERE clause, Example:

SELECT pizza_name AS Pizza, COUNT(DISTINCT(Order_id)) AS Total_Order FROM pizza_sales **WHERE pizza_category** = 'Classic' GROUP BY Pizza ORDER BY Total_Order ASC LIMIT 5;