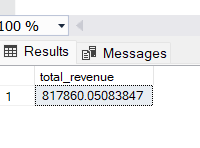
🍕 Pizza Sales Analysis Queries

**A) KPIs (Key Performance Indicators)**

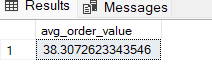
1. Total Revenue

select sum(total\_price) as total\_revenue from pizza\_sales



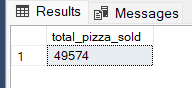
2. Average Order Value

select sum(total\_price) / count(distinct order\_id) as avg\_order\_value from pizza\_sales



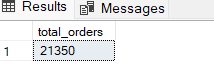
3. Total pizzas sold

select sum(quantity) as total\_pizza\_sold from pizza\_sales



4. Total count of orders placed

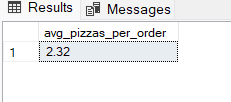
select count(distinct order\_id) as total\_orders from pizza\_sales



5. Average pizza 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



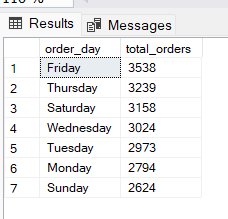
**B) Daily trends for order placed**

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



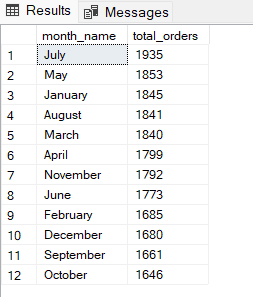
**C) Monthly order for trends**

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



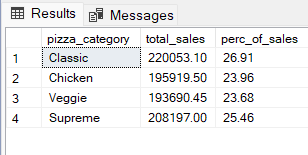
**D) % of sales by pizza category**

select pizza\_category, CAST(SUM(total\_price) as decimal(10,2)) as total\_sales, CAST(SUM(total\_price) \* 100 /

(select SUM(total\_price) from pizza\_sales) as decimal(10,2)) as perc\_of\_sales

from pizza\_sales

group by pizza\_category



**E) % of sales by pizza size**

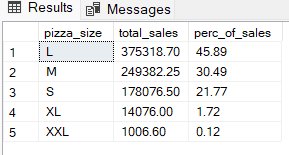
select pizza\_size, CAST(SUM(total\_price) as decimal(10,2)) as total\_sales, CAST(SUM(total\_price) \* 100 /

(select SUM(total\_price) from pizza\_sales) as decimal(10,2)) as perc\_of\_sales

from pizza\_sales

group by pizza\_size

order by pizza\_size

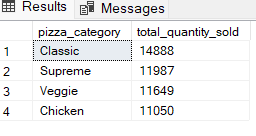


**F) Total Pizzas sold by Category**

select pizza\_category, SUM(quantity) as total\_quantity\_sold from pizza\_sales

group by pizza\_category

order by total\_quantity\_sold desc

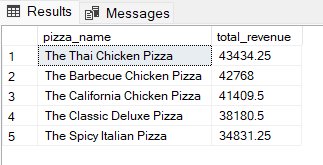


**G) Top 5 best sellers by revenue**

select top 5 pizza\_name, SUM(total\_price) as total\_revenue from pizza\_sales

group by pizza\_name

order by total\_revenue desc

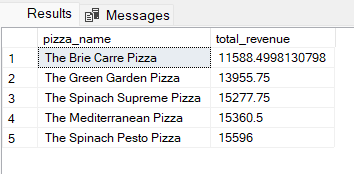


**H) Bottom 5 best sellers by revenue**

select top 5 pizza\_name, SUM(total\_price) as total\_revenue from pizza\_sales

group by pizza\_name

order by total\_revenue

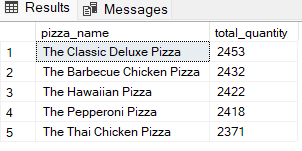


**I) Top 5 best sellers by quantity**

select top 5 pizza\_name, SUM(quantity) as total\_quantity from pizza\_sales

group by pizza\_name

order by total\_quantity desc

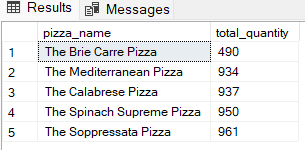


**J) Bottom 5 best sellers by quantity**

select top 5 pizza\_name, SUM(quantity) as total\_quantity from pizza\_sales

group by pizza\_name

order by total\_quantity

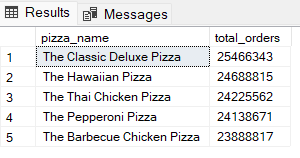


**K) Top 5 best sellers by total orders**

select top 5 pizza\_name, SUM(distinct order\_id) as total\_orders from pizza\_sales

group by pizza\_name

order by total\_orders desc



**L) Bottom 5 best sellers by total orders**

select top 5 pizza\_name, SUM(distinct order\_id) as total\_orders from pizza\_sales

group by pizza\_name

order by total\_orders

