USE burger\_sales

-- KPIs

-- 1) Total Revenue

SELECT \*

FROM burgers

WHERE burger\_id = 'big\_meat\_s'

SELECT

round(SUM(quantity \* price), 2) AS [Total Revenue]

FROM order\_details AS o

JOIN burgers AS p

ON o.burger\_id = p.burger\_id

-- 2) Average Order Value

-- total order value/order count

SELECT

round(SUM(quantity \* price)/COUNT(DISTINCT order\_id), 2) AS [Average Order Value]

FROM order\_details AS o

JOIN burgers AS p

ON o.burger\_id = p.burger\_id

-- 3) Total Burgers Sold

SELECT

SUM(quantity) AS [Total Burgers Sold]

FROM order\_details;

-- 4) Total Orders

SELECT

COUNT(DISTINCT order\_id) AS [Total Orders]

FROM order\_details;

-- 5) Average Burger per Order

-- burgers sold/number of burgers

SELECT

SUM(quantity)/COUNT(DISTINCT order\_id) AS [Average Burgers Per Order]

FROM order\_details;

-- QUESTIONS TO ANSWER

-- 1) Daily Trends for Total Orders

SELECT

FORMAT( date, 'dddd') AS DayOfWeek

,COUNT(DISTINCT order\_id) AS total\_orders

FROM orders

GROUP BY FORMAT( date, 'dddd')

ORDER BY total\_orders DESC;

-- abbreviated day of week

SELECT

LEFT(FORMAT(date, 'dddd'), 3) AS AbbreviatedDayOfWeek,

COUNT(DISTINCT order\_id) AS total\_orders

FROM

orders

GROUP BY

FORMAT(date, 'dddd'),

LEFT(FORMAT(date, 'dddd'), 3)

ORDER BY

total\_orders DESC;

-- 2) Hourly Trend for Total Orders

SELECT

DATEPART(HOUR, time) AS [Hour]

,COUNT(DISTINCT order\_id) AS count

FROM orders

GROUP BY DATEPART(HOUR, time)

ORDER BY [Hour];

-- 3) Percentage of Sales by Burger Category

-- a: calculate total revenue per category

-- % sales calculated as (a:/total revenue) \* 100

SELECT

category

,SUM(quantity \* price) AS revenue

,round(SUM(quantity \* price) \* 100/(

SELECT SUM(quantity \* price)

FROM burgers AS p2

JOIN order\_details AS od2 ON od2.burger\_id = p2.burger\_id

), 2) AS percentage\_sales

FROM

burgers AS p

JOIN burger\_types AS pt ON p.burger\_type\_id = pt.burger\_type\_id

JOIN order\_details AS od ON od.burger\_id = p.burger\_id

GROUP BY category

ORDER BY percentage\_sales DESC;

-- 4) Percentage of Sales by Burger Size

SELECT

size

,SUM(quantity \* price) AS revenue

,round(SUM(quantity \* price) \* 100/(

SELECT SUM(quantity \* price)

FROM burgers AS p2

JOIN order\_details AS od2 ON od2.burger\_id = p2.burger\_id

), 2) AS percentage\_sales

FROM

burgers AS p

JOIN burger\_types AS pt ON p.burger\_type\_id = pt.burger\_type\_id

JOIN order\_details AS od ON od.burger\_id = p.burger\_id

GROUP BY size

ORDER BY percentage\_sales DESC;

-- 5) Total Burgers Sold by Burger Category

SELECT

category

,SUM(quantity) AS quantity\_sold

FROM

burgers AS p

JOIN burger\_types AS pt ON p.burger\_type\_id = pt.burger\_type\_id

JOIN order\_details AS od ON od.burger\_id = p.burger\_id

GROUP BY category

ORDER BY SUM(quantity) DESC;

-- 6) Top 5 Best Sellers by Total Burgers Sold

SELECT TOP 5

name

,SUM(quantity) AS total\_burgers\_sold

FROM

burgers AS p

JOIN burger\_types AS pt ON p.burger\_type\_id = pt.burger\_type\_id

JOIN order\_details AS od ON od.burger\_id = p.burger\_id

GROUP BY name

ORDER BY total\_burgers\_sold DESC;

-- 7) Bottom 5 Worst Sellers by Total Burgers Sold

SELECT TOP 5

name

,SUM(quantity) AS total\_burgers\_sold

FROM

burgers AS p

JOIN burger\_types AS pt ON p.burger\_type\_id = pt.burger\_type\_id

JOIN order\_details AS od ON od.burger\_id = p.burger\_id

GROUP BY name

ORDER BY total\_burgers\_sold ASC;

-- orders by categories and dates

select

category

,p.size

,pt.name

,o.date

,o.time

,COUNT(DISTINCT o.order\_id) as total\_orders

,SUM(price \* quantity) AS total\_sales

FROM

burgers AS p

JOIN burger\_types AS pt ON p.burger\_type\_id = pt.burger\_type\_id

JOIN order\_details AS od ON od.burger\_id = p.burger\_id

JOIN orders AS o ON o.order\_id = od.order\_id

GROUP BY category, o.date, p.size, pt.name,o.time;