**PIZZA SALES SQL QUERIES**

**A. KPI’s**

**1. Total Revenue:**

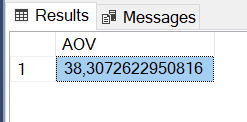
SELECT SUM(total\_price) AS Total\_Revenue FROM pizza\_sales;



**2. Average Order Value (AOV)**

SELECT (SUM(total\_price) / COUNT(DISTINCT order\_id)) AS AOV

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

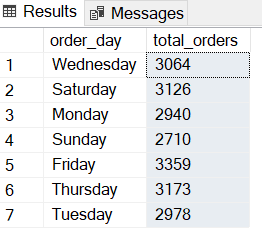
FROM pizza\_sales



**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)

***Output:*** 

**C. Monthly Trend for Orders**

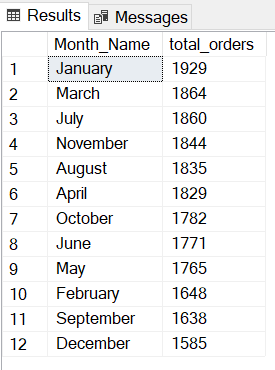
SELECT DATENAME(MONTH, order\_date) AS Month\_Name, COUNT( DISTINCT order\_id) as total\_orders

FROM pizza\_sales

GROUP BY DATENAME(MONTH, order\_date)

ORDER by total\_orders DESC

***Output***



**Hourly Trend for Orders:**

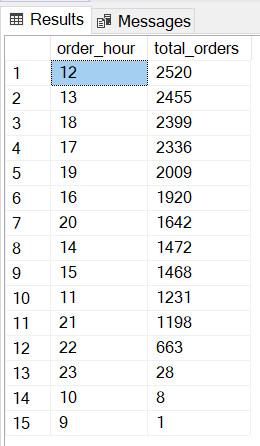
SELECT DATEPART(HOUR, order\_time) AS order\_hour, COUNT( DISTINCT order\_id) as total\_orders

FROM pizza\_sales

GROUP BY DATEPART(HOUR, order\_time)

ORDER by total\_orders DESC

***Output***



**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

FROM pizza\_sales

GROUP BY pizza\_category

***Output***

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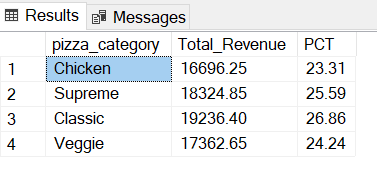
-- % of Sales by Pizza Category in a specific month like january

SELECT pizza\_category, CAST(SUM(total\_price) AS decimal(10,2)) AS Total\_Revenue ,CAST((SUM(total\_price)/(select SUM(total\_price) from pizza\_sales where MONTH(order\_date)=1) \*100) AS decimal(10,2)) as PCT

from pizza\_sales

WHERE MONTH(order\_date)=1

GROUP BY pizza\_category



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

SELECT pizza\_size, CAST(SUM(total\_price) AS DECIMAL(10,2)) as total\_revenue,

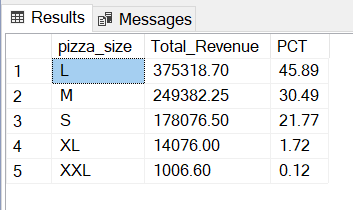
CAST(SUM(total\_price) \* 100 / (SELECT SUM(total\_price) from pizza\_sales) AS DECIMAL(10,2)) AS PCT

FROM pizza\_sales

GROUP BY pizza\_size

ORDER BY PCT DESC

***Output***



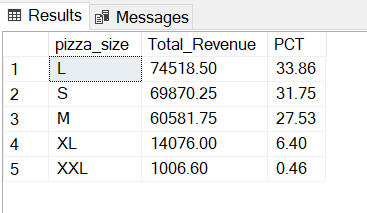
-- percentage of revenue for each pizza size in the "Classic" pizza category.

SELECT pizza\_size, CAST(SUM(total\_price) AS decimal(10,2)) AS Total\_Revenue, CAST((SUM(total\_price)/ (SELECT SUM(total\_price) FROM pizza\_sales WHERE pizza\_category='Classic' )\*100) AS DECIMAL(10,2)) as PCT

FROM pizza\_sales

WHERE pizza\_category='Classic'

GROUP BY pizza\_size



--Chicken

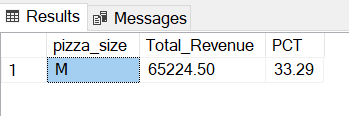
SELECT pizza\_size, CAST(SUM(total\_price) AS decimal(10,2)) AS Total\_Revenue, CAST((SUM(total\_price)/ (SELECT SUM(total\_price) FROM pizza\_sales WHERE pizza\_category='Chicken' )\*100) AS DECIMAL(10,2)) as PCT

FROM pizza\_sales

WHERE pizza\_category='Chicken'

GROUP BY pizza\_size

HAVING pizza\_size='M'



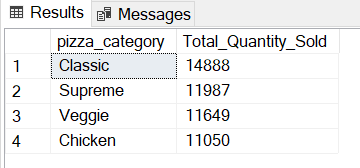
**F. Total Pizzas Sold by Pizza Category**

SELECT pizza\_category, SUM(quantity) as Total\_Quantity\_Sold

FROM pizza\_sales

GROUP BY pizza\_category

ORDER BY Total\_Quantity\_Sold DESC



-- Total Pizzas Sold by Pizza Category in February

SELECT pizza\_category, SUM(quantity) as Total\_Quantity\_Sold

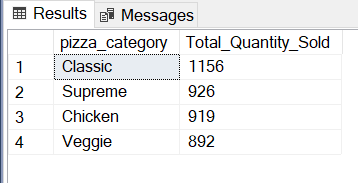
FROM pizza\_sales

WHERE MONTH(order\_date) = 2

GROUP BY pizza\_category

ORDER BY Total\_Quantity\_Sold DESC

***Output***



**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

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**H. Bottom 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 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

***Output***

****

**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

***Output***

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**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

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**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

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***So in this way we solved all our problem statements which are provided by the client for us and we haved selve dit in Ms SQL Server now we will be preparing our daschboardand we will be comparing pur result.***

***Now we will go a head and connect our power bi desktop to Ms SQL Server database***