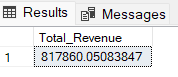
**Pizza Sales Queries**

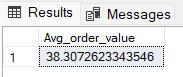
1. KPI’s
2. Total Revenue.

select Sum(total\_price) As Total\_Revenue from pizza\_sales;



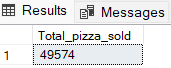
2. Average\_order\_value

select Sum(total\_price) / Count(Distinct order\_id) as Avg\_order\_value from pizza\_sales;



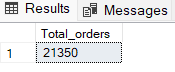
3. Total Pizzas Sold

select Sum(quantity)As Total\_pizza\_sold from pizza\_sales;



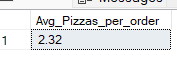
4. Total Orders

select Count(Distinct order\_id) as Total\_orders from pizza\_sales;



5. Average Pizzas per order

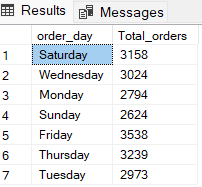
select Cast(Cast(Sum(quantity) As decimal (10,2)) / Cast(Count(Distinct order\_id) As decimal (10, 2)) As decimal (10,2)) As Avg\_Pizzas\_per\_order from pizza\_sales;



1. Daily and Monthly Trend

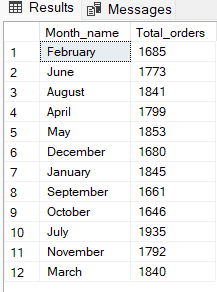
6. Daily Trend for Total Orders

select DATENAME(DW, order\_date) as order\_day, Count(Distinct order\_id) as Total\_orders from pizza\_sales Group By DATENAME(DW, order\_date);



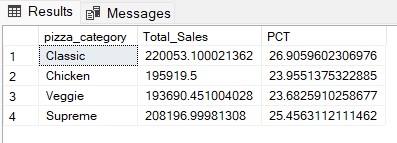
7. Monthly Trend for Total Orders

select DATENAME(MONTH, order\_date) as Month\_name, Count(Distinct order\_id) from pizza\_sales Group By DATENAME(MONTH, order\_date);



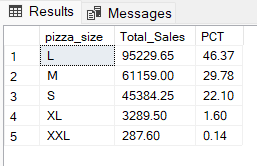
8. Percentage of sales % by Pizza Category

select pizza\_category,sum(total\_price) as Total\_Sales,Sum(total\_price)\*100 / (Select Sum(total\_price) From pizza\_sales Where Month(order\_date) = 1) As PCT From pizza\_sales Where Month(order\_date) = 1 Group By pizza\_category;



9. Percentage of Sales by Pizza Size

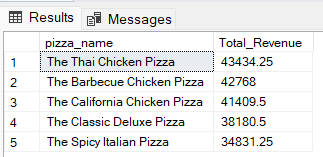
select pizza\_size,Cast(sum(total\_price)AS Decimal (10, 2)) as Total\_Sales, Cast(Sum(total\_price)\*100 / (Select Sum(total\_price) From pizza\_sales Where Datepart (quarter, order\_date) = 1) As Decimal (10, 2)) As PCT From pizza\_sales Where Datepart (quarter, order\_date) = 1 Group By pizza\_size Order By PCT Desc;



C . Best and worst seller in terms of Revenue, Quantity, Orders

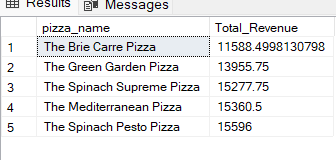
a. Top 5 Best sellers by Revenue

select Top 5 pizza\_name, Sum(total\_price) As Total\_Revenue From pizza\_sales Group By pizza\_name Order By Total\_Revenue Desc;



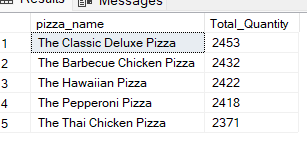
b. Bottom 5 sellers by Revenue

select Top 5 pizza\_name, Sum(total\_price) As Total\_Revenue From pizza\_sales Group By pizza\_name Order By Total\_Revenue Asc;



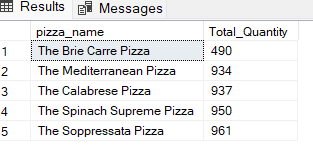
c. Top 5 Best sellers by Quantity

select Top 5 pizza\_name, Sum(quantity) As Total\_Quantity From pizza\_sales Group By pizza\_name Order By Total\_Quantity DESC ;



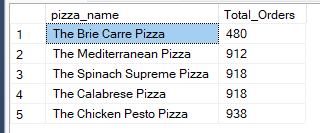
d. Bottom 5 sellers by Quantity

select Top 5 pizza\_name, Sum(quantity) As Total\_Quantity From pizza\_sales Group By pizza\_name Order By Total\_Quantity ASC ;



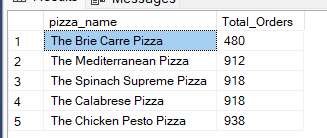
e. Bottom 5 sellers by Orders

select Top 5 pizza\_name, Count(Distinct order\_id) As Total\_Orders From pizza\_sales Group By pizza\_name Order By Total\_Orders ASC ;



f. Tor 5 best sellers by 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 ;



Overall Summary.

This document contains SQL queries used to analyze pizza sales data by evaluating key performance indicators (KPIs). The queries cover:

* **Total Sales Performance:** Includes total revenue, average order value, total pizzas sold, and total orders.
* **Order Trends:** Analyzes daily and monthly order trends to identify patterns.
* **Sales Distribution:** Evaluates sales percentages by pizza category and size.
* **Best & Worst Sellers:** Identifies the top and bottom-selling pizzas based on revenue, quantity, and total orders.

These queries provide insights into overall sales performance, customer preferences, and business trends, aiding in better decision-making for pizza sales optimization.