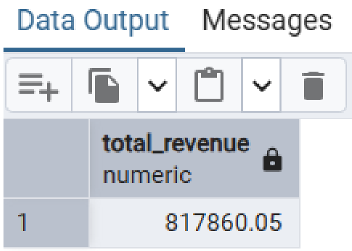
SALES QUERIES(PostgreSQL)

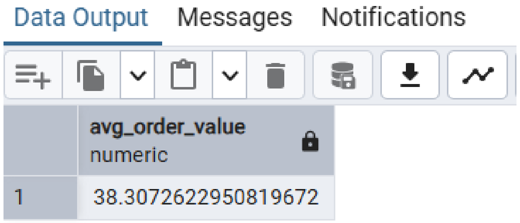
A. KPI's

1. **Total Revenue:** SELECT SUM(total_price) AS Total_Revenue FROM Pizza_Sales;



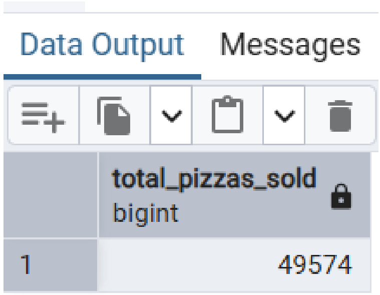
	total_revenue numeric
1	817860.05

2. **Average Order Value:** SELECT SUM(total_price) / COUNT(DISTINCT(order_id)) AS Avg_Order_Value FROM Pizza_Sales;



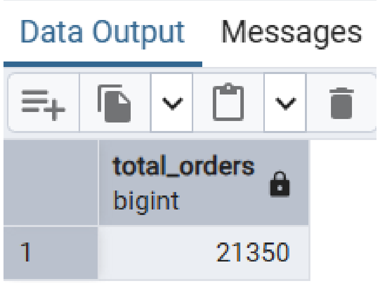
	avg_order_value numeric
1	38.3072622950819672

3. **Total Pizza Sold:** SELECT SUM (quantity) AS Total_pizzas_sold FROM Pizza_Sales;



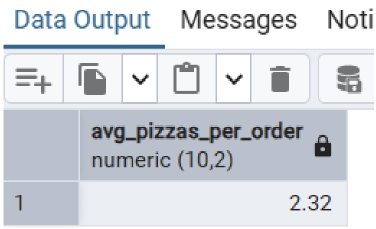
	total_pizzas_sold bigint
1	49574

4. **Total Orders:** SELECT COUNT(DISTINCT(order_id)) AS Total_Orders FROM Pizza_Sales;



	total_orders bigint
1	21350

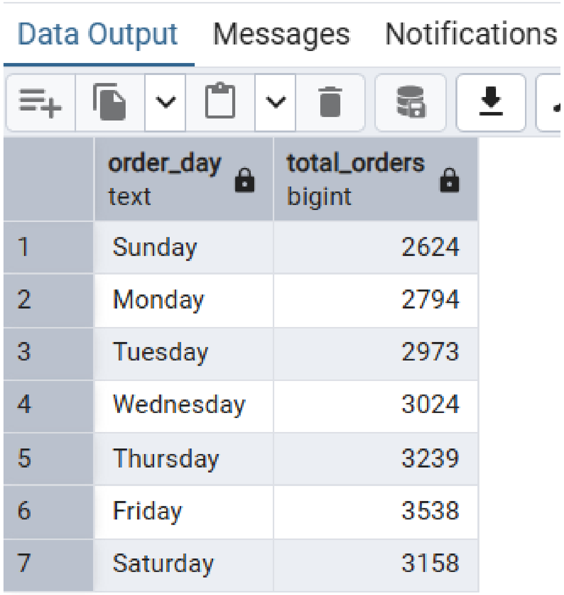
5. **Average Pizza Per Order:** SELECT CAST (CAST(SUM(quantity) AS NUMERIC(10,2))/ COUNT(DISTINCT(order_id)) AS NUMERIC(10,2)) AS Avg_Pizzas_Per_Order FROM Pizza_Sales;



	avg_pizzas_per_order numeric (10,2)
1	2.32

6. **Daily Trend:** SELECT TO_CHAR(order_date,'Day') AS order_day , COUNT(DISTINCT(order_id)) AS total_orders FROM Pizza_Sales

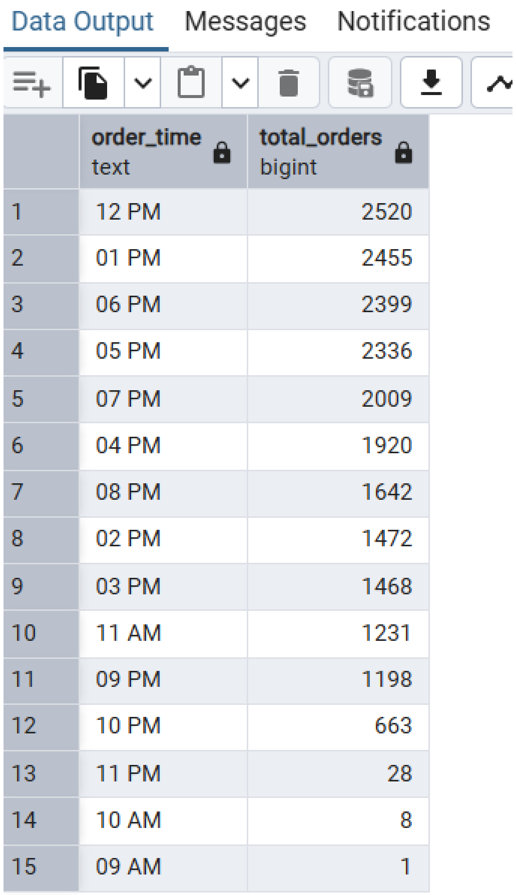
```
GROUP BY TO_CHAR(order_date,'Day'), TO_CHAR(order_date,'D')
ORDER BY TO_CHAR(order_date,'D');
```



	order_day text	total_orders bigint
1	Sunday	2624
2	Monday	2794
3	Tuesday	2973
4	Wednesday	3024
5	Thursday	3239
6	Friday	3538
7	Saturday	3158

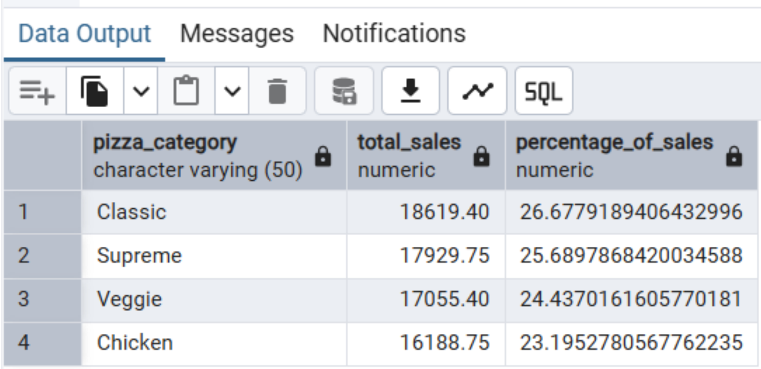
7. **Hourly Trend:** SELECT TO_CHAR(order_time,'HH12 AM') AS order_Time , COUNT(DISTINCT(order_id)) AS total_orders

```
FROM Pizza_Sales
GROUP BY TO_CHAR(order_time,'HH12 AM')
ORDER BY total_orders DESC;
```



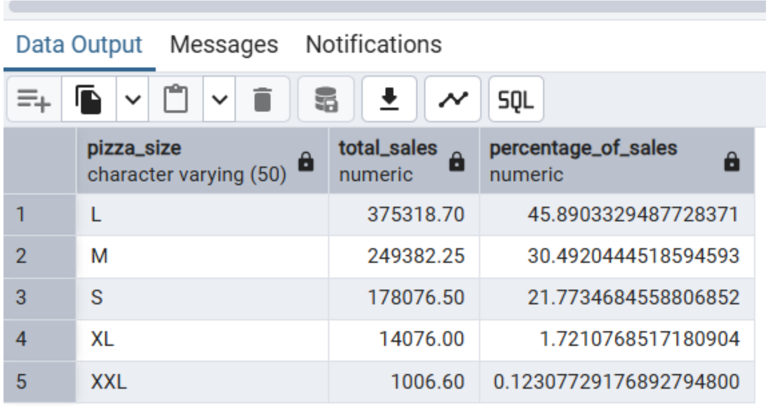
	order_time text	total_orders bigint
1	12 PM	2520
2	01 PM	2455
3	06 PM	2399
4	05 PM	2336
5	07 PM	2009
6	04 PM	1920
7	08 PM	1642
8	02 PM	1472
9	03 PM	1468
10	11 AM	1231
11	09 PM	1198
12	10 PM	663
13	11 PM	28
14	10 AM	8
15	09 AM	1

8. **Percentage of Sales by Pizza Category (eg: Month=1)** SELECT pizza_category,SUM(total_price) AS total_sales, SUM(total_price)*100 / (SELECT SUM(total_price) FROM Pizza_sales WHERE
EXTRACT(Month From order_date)=1) AS Percentage_of_sales
FROM Pizza_Sales
WHERE
EXTRACT(MONTH FROM order_date)=1
GROUP BY pizza_category
ORDER BY Percentage_of_sales DESC;



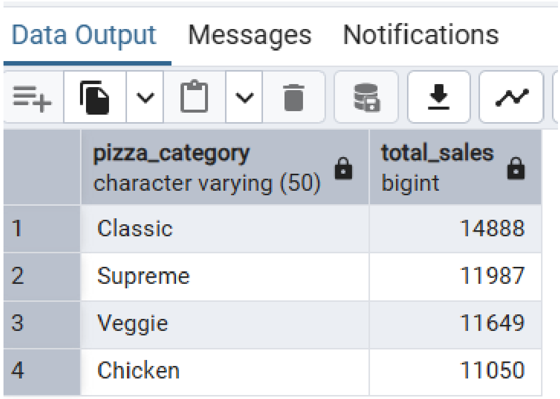
	pizza_category character varying (50)	total_sales numeric	percentage_of_sales numeric
1	Classic	18619.40	26.6779189406432996
2	Supreme	17929.75	25.6897868420034588
3	Veggie	17055.40	24.4370161605770181
4	Chicken	16188.75	23.1952780567762235

9. **Percentage Of Sale by Pizza Size:** SELECT pizza_size,SUM(total_price) AS total_sales, SUM(total_price)*100 / (SELECT SUM(total_price) FROM Pizza_sales) AS Percentage_of_sales
FROM Pizza_Sales
GROUP BY pizza_size
ORDER BY Percentage_of_sales DESC;



	pizza_size character varying (50)	total_sales numeric	percentage_of_sales numeric
1	L	375318.70	45.8903329487728371
2	M	249382.25	30.4920444518594593
3	S	178076.50	21.7734684558806852
4	XL	14076.00	1.7210768517180904
5	XXL	1006.60	0.12307729176892794800

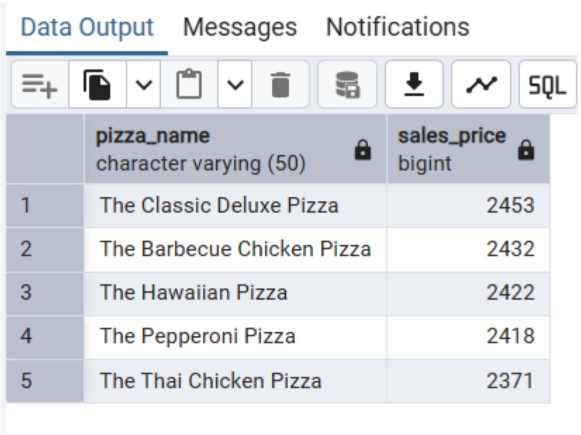
10. **Total Pizza Sold Category Wise:** SELECT pizza_category, SUM(quantity) AS Total_sales FROM Pizza_Sales
GROUP BY pizza_category
ORDER BY Total_sales DESC;



	pizza_category character varying (50)	total_sales bigint
1	Classic	14888
2	Supreme	11987
3	Veggie	11649
4	Chicken	11050

11. Top 5 Seller:

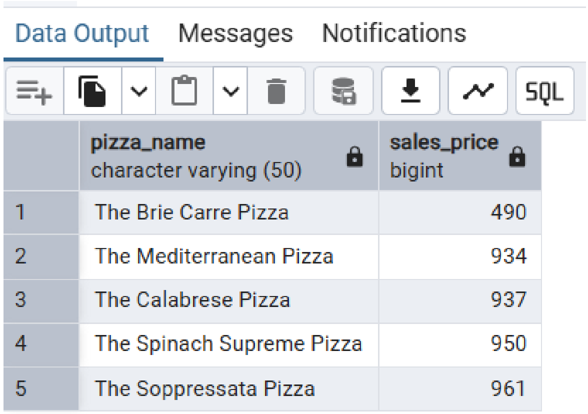
```
SELECT pizza_name , SUM(quantity) AS Sales_price FROM Pizza_Sales
GROUP BY pizza_name
ORDER BY Sales_price DESC
LIMIT 5;
```



	pizza_name character varying (50)	sales_price bigint
1	The Classic Deluxe Pizza	2453
2	The Barbecue Chicken Pizza	2432
3	The Hawaiian Pizza	2422
4	The Pepperoni Pizza	2418
5	The Thai Chicken Pizza	2371

12. Worst 5 Seller :

```
SELECT pizza_name , SUM(quantity) AS Sales_price FROM Pizza_Sales
GROUP BY pizza_name
ORDER BY Sales_price DESC
LIMIT 5;
```



	pizza_name character varying (50)	sales_price bigint
1	The Brie Carre Pizza	490
2	The Mediterranean Pizza	934
3	The Calabrese Pizza	937
4	The Spinach Supreme Pizza	950
5	The Soppressata Pizza	961