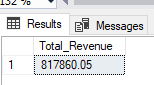
**PIZZA\_SALES SQL (SQL SERVER) QUERIES**

KPI’s

1. Total Revenue

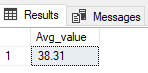
select round(SUM(total\_price),2) as Total\_Revenue from pizza\_sales;



2. AVERAGE ORDER VALUE

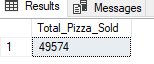
select round(SUM(total\_price) / COUNT(distinct order\_id),2)

as Avg\_value from pizza\_sales;



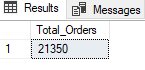
3. TOTAL PIZZA SOLD

select sum(quantity) as Total\_Pizza\_Sold from pizza\_sales



4. TOTAL ORDERS

select COUNT(distinct order\_id) as Total\_Orders from pizza\_sales

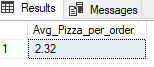


5. AVERAGE PIZZA PER ORDER

select cast(cast(SUM(quantity) as decimal (10,2)) /

cast(COUNT(distinct order\_id) as decimal (10,2))

as decimal (10,2)) as Avg\_Pizza\_per\_order from pizza\_sales

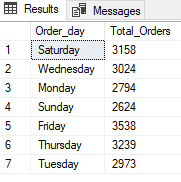


B. Chart Requirements

1. 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);

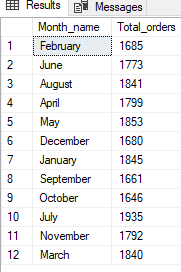


2. Monthly Trend for Total Orders

select DATENAME(month, order\_date) as Month\_name,

COUNT(distinct order\_id) as Total\_orders from pizza\_sales

group by DATENAME(month, order\_date);

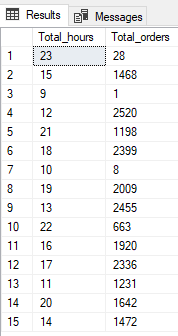


3. Hourly Trend for Total Orders

select DATEPART(HOUR, order\_time) as Total\_hours,

COUNT(distinct order\_id) as Total\_orders from pizza\_sales

group by DATEPART(HOUR, order\_time);



4. Percentage of Sales by Pizza Category

select pizza\_category, cast(sum(total\_price) as decimal (10,2)) as Total\_Sales,

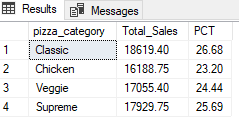
cast(SUM(total\_price) \* 100 /

(select SUM(total\_price) from pizza\_sales

where MONTH(order\_date) = 1) as decimal (10,2)) AS PCT from pizza\_sales

where MONTH(order\_date) = 1

group by pizza\_category;



5. Percentage of Sales by Pizza Size

select pizza\_size, CAST(SUM(total\_price) AS Decimal (10,2)) as Total\_Sales,

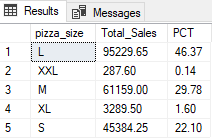
cast(SUM(total\_price) \* 100 /

(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

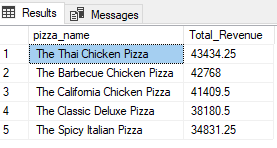
group by pizza\_size;



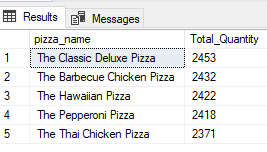
6. Top 5 Best Sellers by Revenue

select top 5 pizza\_name, SUM(total\_price) as Total\_Revenue

from pizza\_sales group by pizza\_name order by Total\_Revenue desc;



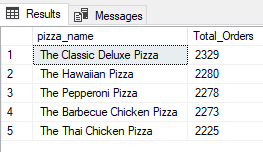
7. Top 5 Best Sellers by Total Quantity



select top 5 pizza\_name, SUM(quantity) as Total\_Quantity from

pizza\_sales group by pizza\_name order by Total\_Quantity desc;

8. Top 5 Best Sellers by Total Orders

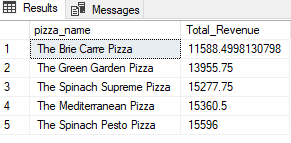


select top 5 pizza\_name, COUNT(distinct order\_id) as

Total\_Orders from pizza\_sales

group by pizza\_name order by Total\_Orders desc;

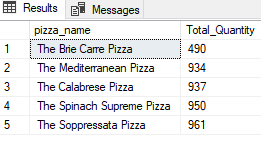
9. Bottom 5 Top Sellers by Revenue



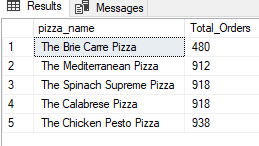
select top 5 pizza\_name, SUM(total\_price) as Total\_Revenue

from pizza\_sales group by pizza\_name order by Total\_Revenue asc;

10. Bottom 5 Sellers by Total Quantity



11. Bottom 5 Top Sellers 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;