**PIZZA SALES SQL QUERIES**

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**A. KPI’s**

**1. Total Revenue:**

SELECTSUM(total\_price)ASTotal\_RevenueFROMpizza\_sales;



**2. Average Order Value**

SELECT(SUM(total\_price)/COUNT(DISTINCTorder\_id))ASAvg\_order\_ValueFROMpizza\_sales;



**3. Total Pizzas Sold**

SELECTSUM(quantity)ASTotal\_pizza\_soldFROMpizza\_sales;



**4. Total Orders**

SELECTCOUNT(DISTINCTorder\_id)ASTotal\_OrdersFROMpizza\_sales;



**5. Average Pizzas Per Order**

SELECTCAST(CAST(SUM(quantity)ASDECIMAL(10,2))/

CAST(COUNT(DISTINCTorder\_id)ASDECIMAL(10,2))ASDECIMAL(10,2))

ASAvg\_Pizzas\_per\_order

FROMpizza\_sales;



**B. Daily Trend for Total Orders**SELECTDATENAME(DW,order\_date)ASorder\_day,COUNT(DISTINCTorder\_id)AStotal\_orders

FROMpizza\_sales

GROUPBYDATENAME(DW,order\_date);

***Output:***

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**C. Hourly Trend for Orders**

SELECTDATEPART(HOUR,order\_time)asorder\_hours,COUNT(DISTINCTorder\_id)astotal\_orders

frompizza\_sales

groupbyDATEPART(HOUR,order\_time)

orderbyDATEPART(HOUR,order\_time);

***Output***

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**D. % of Sales by Pizza Category**

SELECTpizza\_category,CAST(SUM(total\_price)ASDECIMAL(10,2))astotal\_revenue,

CAST(SUM(total\_price)\* 100 /(SELECTSUM(total\_price)frompizza\_sales)ASDECIMAL(10,2))AS PCT

FROMpizza\_sales

GROUPBYpizza\_category;

***Output***

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

SELECTpizza\_size,CAST(SUM(total\_price)ASDECIMAL(10,2))astotal\_revenue,

CAST(SUM(total\_price)\* 100 /(SELECTSUM(total\_price)frompizza\_sales)ASDECIMAL(10,2))AS PCT

FROMpizza\_sales

GROUPBYpizza\_size

ORDERBYpizza\_size;

***Output***

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

SELECTpizza\_category,SUM(quantity)asTotal\_Quantity\_Sold

FROMpizza\_sales

WHEREMONTH(order\_date)= 2

GROUPBYpizza\_category

ORDERBYTotal\_Quantity\_SoldDESC;

***Output***

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**G. Top 5 Best Sellers by Total Pizzas Sold**

SELECTTop 5 pizza\_name,SUM(quantity)ASTotal\_Pizza\_Sold

FROMpizza\_sales

GROUPBYpizza\_name

ORDERBYTotal\_Pizza\_SoldDESC;

***Output***

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**H. Bottom 5 Best Sellers by Total Pizzas Sold**

SELECTTOP 5 pizza\_name,SUM(quantity)ASTotal\_Pizza\_Sold

FROMpizza\_sales

GROUPBYpizza\_name

ORDERBYTotal\_Pizza\_SoldASC;

***Output***

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***NOTE***

If you want to apply the Month, Quarter, Week filters to the above queries you can use WHERE clause. Follow some of below examples

SELECTDATENAME(DW,order\_date)ASorder\_day,COUNT(DISTINCTorder\_id)AStotal\_orders

FROMpizza\_sales

WHEREMONTH(order\_date)= 1

GROUPBYDATENAME(DW,order\_date);

*\*Here MONTH(order\_date) = 1 indicates that the output is for the month of January. MONTH(order\_date) = 4 indicates output for Month of April.*

SELECTDATENAME(DW,order\_date)ASorder\_day,COUNT(DISTINCTorder\_id)AStotal\_orders

FROMpizza\_sales

WHEREDATEPART(QUARTER,order\_date)= 1

GROUPBYDATENAME(DW,order\_date);

*\*Here DATEPART(QUARTER, order\_date) = 1 indicates that the output is for the Quarter 1. MONTH(order\_date) = 3 indicates output for Quarter 3.*