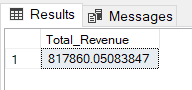
PIZZA SALES SQL QUERIES

1. KPI’s

1)Total Revenue:

SELECT SUM(total\_price) AS Total\_Revenue

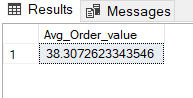
FROM pizza\_sales



2)Average order value:

SELECT SUM(total\_price) / COUNT(DISTINCT order\_id) AS Avg\_Order\_value

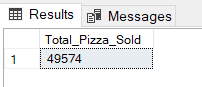
FROM pizza\_sales



3)Total Pizza Sold:

SELECT SUM(quantity) AS Total\_Pizza\_Sold

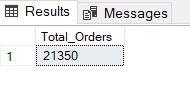
FROM pizza\_sales



4)Total Orders:

SELECT COUNT(DISTINCT order\_id) AS Total\_Orders

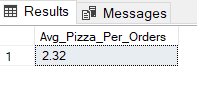
FROM pizza\_sales



5)Average Pizzas per Order:

SELECT CAST( CAST(SUM(quantity) AS DECIMAL(12,2)) / CAST(COUNT (DISTINCT order\_id) AS DECIMAL (10,2)) AS DECIMAL (10,2)) AS Avg\_Pizza\_Per\_Orders

FROM pizza\_sales

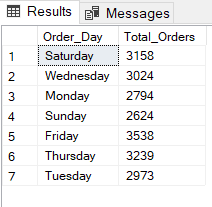


1. Daily Trend for Total Orders:

SELECT DATENAME( DW, order\_date) AS Order\_Day, COUNT(DISTINCT order\_id) AS Total\_Orders

FROM pizza\_sales

GROUP BY DATENAME( DW, order\_date)



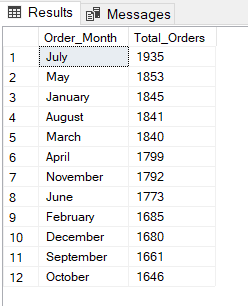
1. Monthly Trend for Total Orders:

SELECT DATENAME( MONTH, order\_date) AS Order\_Month, COUNT(DISTINCT order\_id) AS Total\_Orders

FROM pizza\_sales

GROUP BY DATENAME( MONTH, order\_date)

ORDER BY Total\_Orders desc

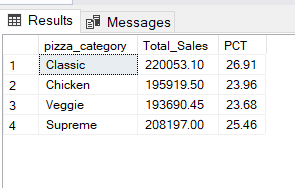


1. % of Sales by Pizza Category:

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) AS DECIMAL (10,2)) as PCT

FROM pizza\_sales GROUP BY pizza\_category



1. % of Sales by Pizza Size:

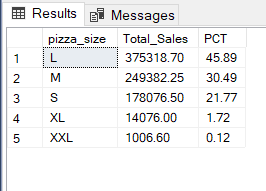
SELECT pizza\_size,CAST( SUM(total\_price) AS DECIMAL(10,2)) AS Total\_Sales,

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

FROM pizza\_sales

GROUP BY pizza\_size

ORDER BY PCT DESC



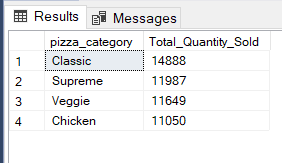
1. Total Pizzas Sold by Pizza Category:

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

FROM pizza\_sales

GROUP BY pizza\_category

ORDER BY Total\_Quantity\_Sold DESC



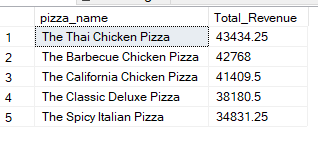
1. Top 5 Best Sellers by Revenue :

SELECT TOP 5 pizza\_name,SUM(total\_price) AS Total\_Revenue

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_Revenue DESC



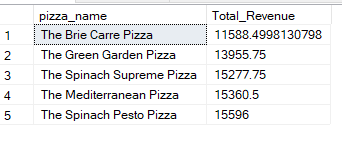
1. Bottom 5 Sellers by Revenue:

SELECT TOP 5 pizza\_name,SUM(total\_price) AS Total\_Revenue

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_Revenue ASC



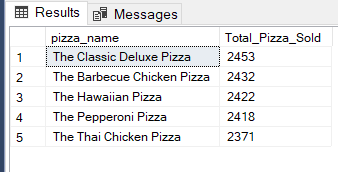
1. Top 5 Sellers by Quantity:

SELECT TOP 5 pizza\_name,SUM(quantity) AS Total\_Pizza\_Sold

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_Pizza\_Sold DESC



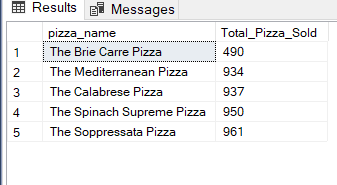
1. Bottom 5 Sellers by Quantity :

SELECT TOP 5 pizza\_name,SUM(quantity) AS Total\_Pizza\_Sold

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_Pizza\_Sold ASC



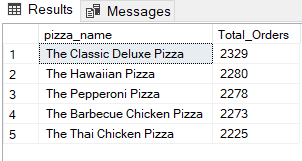
1. Top 5 Sellers by Total Orders:

SELECT TOP 5 pizza\_name,COUNT(DISTINCT order\_id) AS Total\_Orders

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_Orders DESC



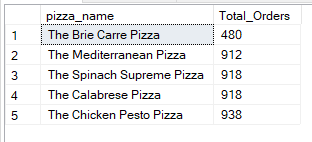
1. Bottom 5 Sellers by Total Orders:

SELECT TOP 5 pizza\_name,COUNT(DISTINCT order\_id) AS Total\_Orders

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_Orders ASC



NOTE:

If you want to apply the pizza\_category or pizza\_size filters to the above queries, you can use a WHERE clause. Follow some of the examples below

SELECT TOP 5 pizza\_name, COUNT(DISTINCT order\_id) AS Total\_Orders

FROM pizza\_sales

WHERE pizza\_category = 'Classic'

GROUP BY pizza\_name

ORDER BY Total\_Orders ASC

Which gives you the output below:

