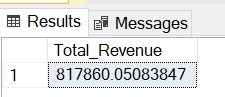
PIZZA SALES SQL QUERIES.

A) KPI’s

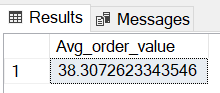
1) Total Revenue : The total amount that was made from the sales of the pizza.

Select Sum(total\_price) AS Total\_Revenue from [dbo].[pizza\_sales excel file]



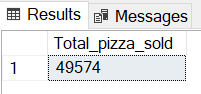
2) Average Order value: This will be calculated by the average amount spent per order, which will be the total revenue divided by the total number of orders( distinct order\_id).

Select Sum(total\_price) / Count(Distinct Order\_id) As Avg\_order\_value from [dbo].[pizza\_sales excel file]



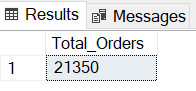
3) Total pizza sold: The sum of all the quantities sold.

Select Sum(quantity) As Total\_pizza\_sold from [dbo].[pizza\_sales excel file]



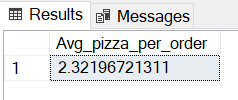
4) Total Orders: The total number of orders placed ( total distinct order\_id).

Select Count(distinct order\_id) AS Total\_Orders from [dbo].[pizza\_sales excel file]



5) Average pizza per order: This will be the total number of pizza sold divided by the total number of orders.

Select Cast(Sum(quantity)as Decimal(8,2)) / Cast(Count(distinct order\_id)as Decimal (8,2)) As Avg\_pizza\_per\_order from [dbo].[pizza\_sales excel file]



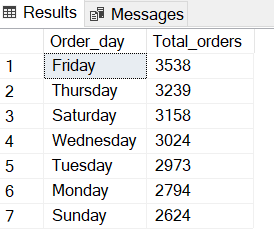
CHARTS REQUIREMENTS.

1) Daily trend for total orders: This chart will display the daily trend for daily orders over a specific time.

Select DATENAME(DW, order\_date) as Order\_day, Count(distinct Order\_id) as Total\_orders from [dbo].[pizza\_sales excel file]

Group By DATENAME(DW, order\_date)

Order by Total\_orders DESC

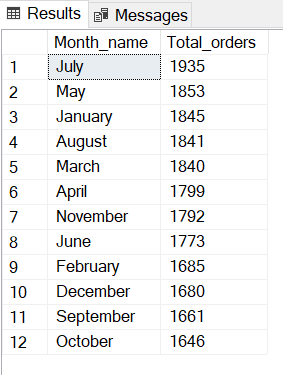


2) Monthly Trend for total orders: Thischart will show the total orders received for different months.

Select DATENAME(MONTH, order\_date) as Month\_name, Count(distinct Order\_id) as Total\_orders from [dbo].[pizza\_sales excel file]

Group By DATENAME(Month, order\_date)

Order by Total\_orders DESC

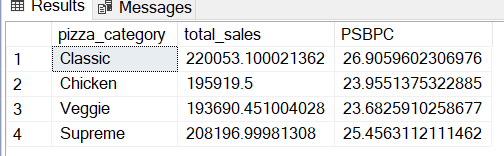


3) Percentage of sales by pizza category (PSBPC): Create a pie chart to show the different pizza categories and its distribution towards total sales.

Select pizza\_category ,Sum(total\_price) As total\_sales, Sum(total\_price) \* 100 / (select sum(total\_price) from [dbo].[pizza\_sales excel file]) as PSBPC from [dbo].[pizza\_sales excel file]

Group by pizza\_category

N:B - We have also calculated total sales of pizza by category.



4) Percentage of sales by pizza size: This is the %age of sales associated with the different pizza sizes. This will help us understand customers preferred size and how it relates to total revenue.

Select pizza\_size ,Sum(total\_price) As total\_sales, Sum(total\_price) \* 100 / (select sum(total\_price) from [dbo].[pizza\_sales excel file]) as PSBPS from [dbo].[pizza\_sales excel file]

Group by pizza\_size

Order by PSBPS DESC

