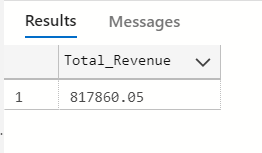
**PIZZA SALES SQL QUERIES**

**A. KPI’s**

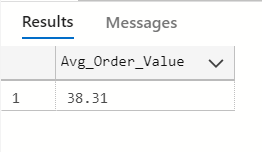
**1.** **Total Revenue**

SELECT CAST(SUM([total\_price]) AS DECIMAL(10,2)) AS Total\_Revenue FROM [dbo].[Pizza\_Sales]



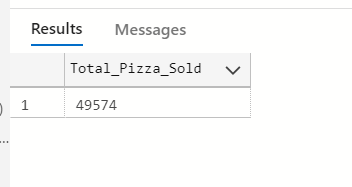
**2. Average Order Value**

SELECT CAST(CAST(SUM([total\_price]) AS DECIMAL(10,2)) / CAST(COUNT(DISTINCT [order\_id]) AS DECIMAL(10,2)) AS DECIMAL(10,2)) AS Avg\_Order\_Value FROM [dbo].[Pizza\_Sales]

****

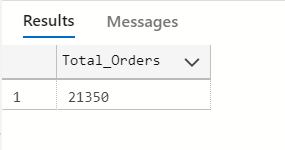
**3. Total Pizzas Sold**

SELECT SUM([quantity]) AS Total\_Pizza\_Sold FROM [dbo].[Pizza\_Sales]

****

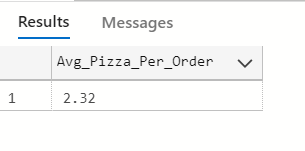
**4. Total Orders**

SELECT COUNT(DISTINCT [order\_id]) AS Total\_Orders FROM [dbo].[Pizza\_Sales]



**5. Average Pizza’s Per Order**

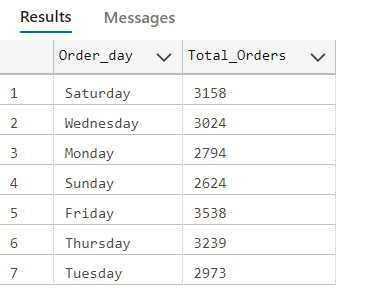
SELECT CAST(CAST(SUM([quantity]) AS DECIMAL(10,2)) / CAST(COUNT(DISTINCT [order\_id]) AS DECIMAL(10,2)) AS DECIMAL(10,2)) AS Avg\_Pizza\_Per\_Order FROM [dbo].[Pizza\_Sales]

****

**B. Daily Trend for Total Orders**

SELECT DATENAME(DW, [order\_date]) AS Order\_day, COUNT(DISTINCT [order\_id]) AS Total\_Orders FROM [dbo].[Pizza\_Sales]

GROUP BY DATENAME(DW, [order\_date])



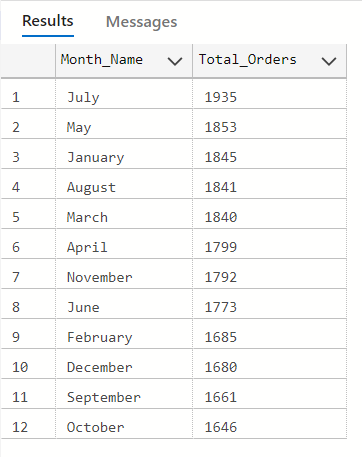
**C. Monthly Trend for Orders**

SELECT DATENAME(MONTH, [order\_date]) AS Month\_Name, COUNT(DISTINCT [order\_id]) AS Total\_Orders

FROM [dbo].[Pizza\_Sales]

GROUP BY DATENAME(MONTH, [order\_date])

ORDER BY Total\_Orders DESC

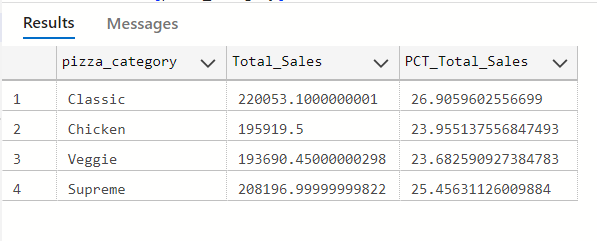


**D. % of Sales by Pizza Category**

SELECT [pizza\_category], SUM([total\_price]) AS Total\_Sales, SUM([total\_price]) \* 100 / (SELECT SUM([total\_price]) FROM [dbo].[Pizza\_Sales]) AS PCT\_Total\_Sales

FROM [dbo].[Pizza\_Sales]

GROUP BY [pizza\_category]



--USING FILTER

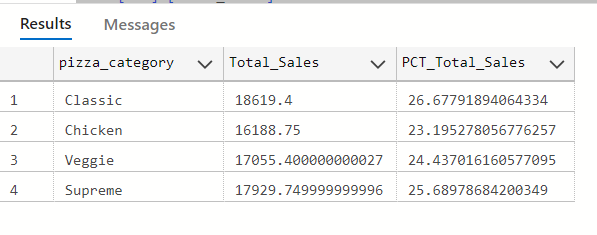
SELECT [pizza\_category], SUM([total\_price]) AS Total\_Sales, SUM([total\_price]) \* 100 /

(SELECT SUM([total\_price]) FROM [dbo].[Pizza\_Sales] WHERE MONTH([order\_date]) = 1) AS PCT\_Total\_Sales

FROM [dbo].[Pizza\_Sales]

WHERE MONTH([order\_date]) = 1

GROUP BY [pizza\_category]



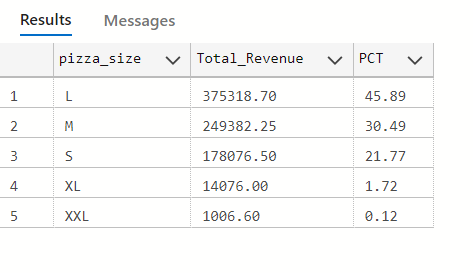
**E. % of Sales by Pizza Size**

SELECT [pizza\_size], CAST(SUM([total\_price])AS DECIMAL(10,2)) AS Total\_Revenue, CAST(SUM([total\_price]) \* 100 / (SELECT SUM([total\_price]) FROM [dbo].[Pizza\_Sales]) AS DECIMAL(10,2)) AS PCT

FROM [dbo].[Pizza\_Sales]

GROUP BY [pizza\_size]

ORDER BY [pizza\_size]



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

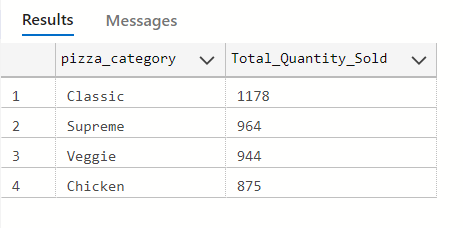
SELECT [pizza\_category], SUM([quantity]) AS Total\_Quantity\_Sold

FROM [dbo].[Pizza\_Sales]

WHERE MONTH([order\_date]) = 2

GROUP BY [pizza\_category]

ORDER BY Total\_Quantity\_Sold DESC



**G. Top 5 Pizzas by Revenue, Quantity and Total Orders**

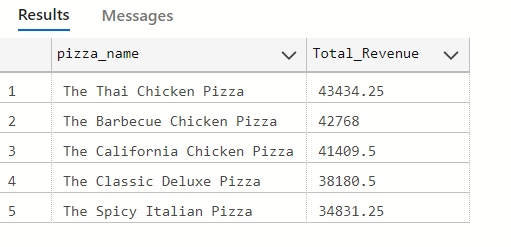
--By Revenue

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

FROM [dbo].[Pizza\_Sales]

GROUP BY [pizza\_name]

ORDER BY Total\_Revenue DESC



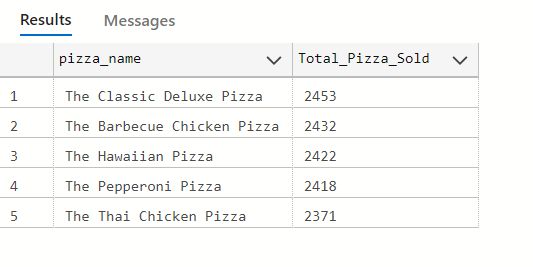
--By Quantity

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

FROM [dbo].[Pizza\_Sales]

GROUP BY [pizza\_name]

ORDER BY Total\_Pizza\_Sold DESC



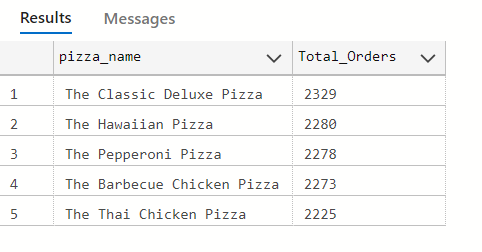
--By Total Orders

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

FROM [dbo].[Pizza\_Sales]

GROUP BY [pizza\_name]

ORDER BY Total\_Orders DESC



**H. Bottom 5 Pizzas by Revenue, Quantity and Total Orders**

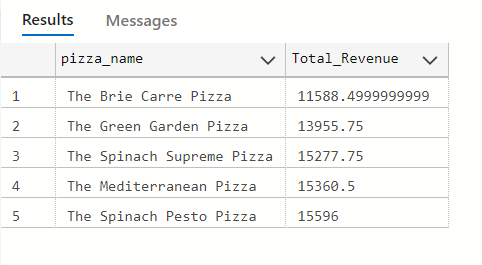
--By Revenue

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

FROM [dbo].[Pizza\_Sales]

GROUP BY [pizza\_name]

ORDER BY Total\_Revenue ASC



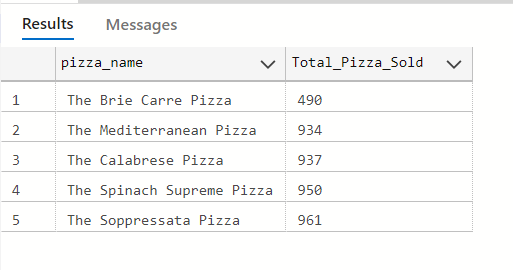
--By Quantity

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

FROM [dbo].[Pizza\_Sales]

GROUP BY [pizza\_name]

ORDER BY Total\_Pizza\_Sold ASC



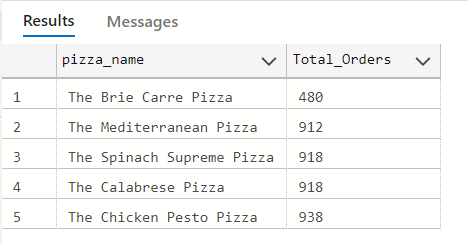
--By Total Orders

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

FROM [dbo].[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 the WHERE clause. Follow some of the below examples

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

FROM [dbo].[Pizza\_Sales]

WHERE [pizza\_category] = 'Classic'

GROUP BY [pizza\_name]

ORDER BY Total\_Orders ASC

