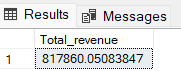
PIZZA SALES SQL QUERIES

**KPI’S**

1. TOTAL REVENUE

Select SUM(total\_price) AS Total\_revenue from pizza\_sales;



1. AVERAGE ORDER VALUE

SELECT SUM(total\_price) / COUNT(DISTINCT order\_id) AS Average\_order\_value FROM pizza\_sales;



1. TOTAL PIZZAS SOLD

SELECT SUM(quantity) AS Total\_Pizza\_Sold from pizza\_sales;



1. TOTAL ORDERS

SELECT COUNT(DISTINCT order\_id) AS Total\_Orders FROM pizza\_sales;



1. AVERAGE PRICES 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\_Pizzas\_per\_order FROM pizza\_sales

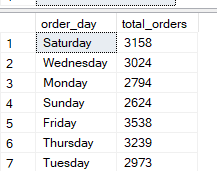


**B. Daily Trend for Total Orders**

SELECT DATENAME(DW, order\_date) AS order\_day, COUNT(DISTINCT order\_id) AS total\_orders

FROM pizza\_sales

GROUP BY DATENAME(DW, order\_date);



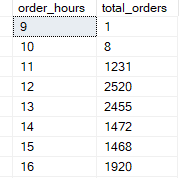
**HOURLY TRENDS FOR ORDERS**

SELECT DATEPART(HOUR ,order\_time) as order\_hours, COUNT(DISTINCT order\_id) AS total\_orders

FROM pizza\_sales

GROUP BY DATEPART(HOUR ,order\_time)

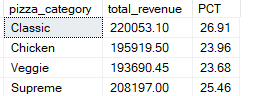
ORDER BY DATEPART(HOUR ,order\_time);

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**% of Sales by Pizza Category**

SELECT pizza\_category, SUM(total\_price) \*100 / (SELECT SUM(total\_price) FROM pizza\_sales ) FROM pizza\_sales as TOTAL\_SALES

GROUP BY pizza\_category;



**% of Sales by Pizza Size**

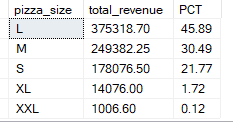
SELECT pizza\_size, CAST(SUM(total\_price) AS DECIMAL(10,2)) as total\_revenue,

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

FROM pizza\_sales

GROUP BY pizza\_size

ORDER BY pizza\_size



**Total Pizzas Sold by Pizza Category**

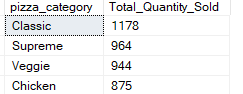
SELECT pizza\_category, SUM(quantity) as Total\_Quantity\_Sold

FROM pizza\_sales

WHERE MONTH(order\_date) = 2

GROUP BY pizza\_category

ORDER BY Total\_Quantity\_Sold DESC



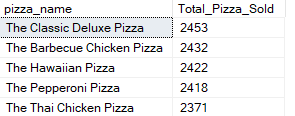
**Top 5 Best Sellers by Total Pizzas Sold**

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

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_Pizza\_Sold DESC



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

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

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_Pizza\_Sold ASC

