

1. TOTAL REVENUE

```
SELECT
```

```
SUM(pizza_sales.total_price) as Total_Revenue
```

```
from dbo.pizza_sales
```

A screenshot of a SQL Server query results window. The window has a title bar with a zoom dropdown set to '100 %'. Below the title bar are two tabs: 'Results' (active) and 'Messages'. The 'Results' tab shows a single column named 'Total_Revenue' and a single row with the value '817860.05083847'.

	Total_Revenue
1	817860.05083847

2. AVERAGE ORDER VALUE

```
SELECT
```

```
CAST(SUM(pizza_sales.total_price) / COUNT(DISTINCT pizza_sales.order_id) AS DECIMAL(10,2))
```

```
AS Average_Order_Value
```

```
FROM dbo.pizza_sales
```

A screenshot of a SQL Server query results window. The window has a title bar with a zoom dropdown set to '100 %'. Below the title bar are two tabs: 'Results' (active) and 'Messages'. The 'Results' tab shows a single column named 'Average_Order_Value' and a single row with the value '38.31'.

	Average_Order_Value
1	38.31

3. TOTAL PIZZA SOLD

```
SELECT
```

```
SUM(pizza_sales.quantity)
```

```
AS Total_Pizza_Sold
```

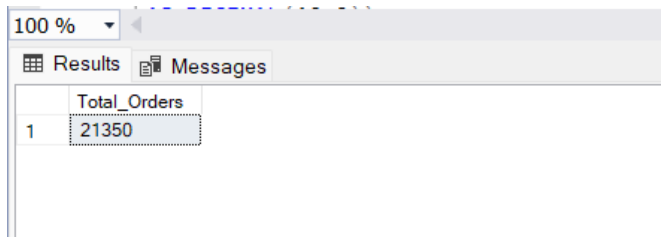
```
FROM dbo.pizza_sales
```

A screenshot of a SQL Server query results window. The window has a title bar with a zoom dropdown set to '100 %'. Below the title bar are two tabs: 'Results' (active) and 'Messages'. The 'Results' tab shows a single column named 'Total_Pizza_Sold' and a single row with the value '49574'.

	Total_Pizza_Sold
1	49574

4. Total Orders

```
SELECT  
  
COUNT(DISTINCT pizza_sales.order_id)  
  
AS Total_Orders  
  
FROM dbo.pizza_sales
```



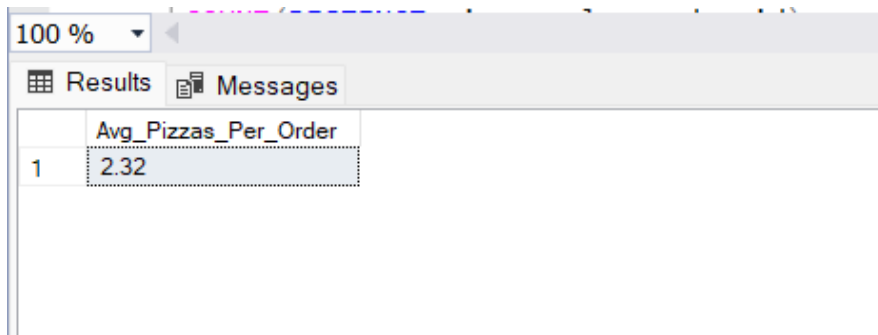
100 %

Results Messages

	Total_Orders
1	21350

5. AVERAGE PIZZA PER ORDER

```
SELECT  
  
CAST(  
  
CAST(SUM(pizza_sales.quantity)  
  
AS DECIMAL(10,2))  
  
/  
  
CAST(COUNT(DISTINCT pizza_sales.order_id)  
  
AS DECIMAL(10,2))  
  
AS DECIMAL(10,2))  
  
AS Avg_Pizzas_Per_Order  
  
FROM dbo.pizza_sales
```



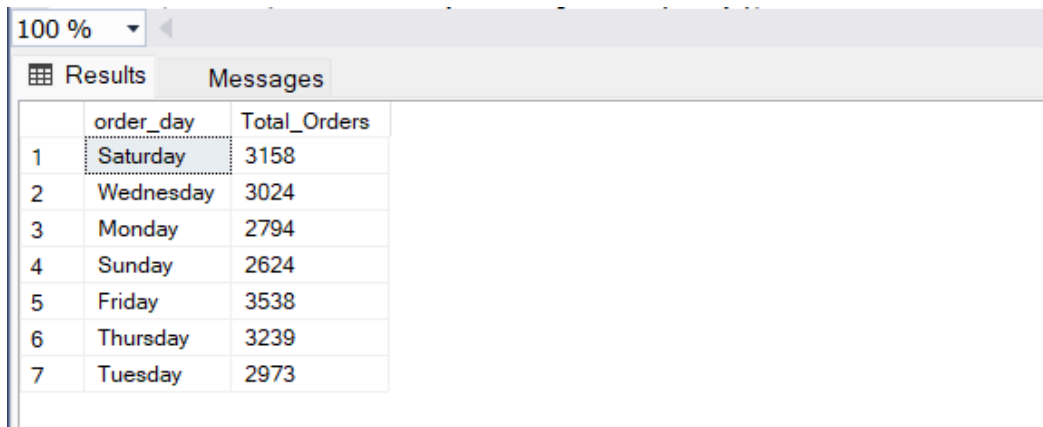
100 %

Results Messages

	Avg_Pizzas_Per_Order
1	2.32

6. DAILY TREND FOR TOTAL ORDERS

```
SELECT  
  
DATENAME(WEEKDAY,pizza_sales.order_date)  
  
AS order_day,  
  
COUNT(DISTINCT pizza_sales.order_id)  
  
AS Total_Orders  
  
FROM pizza_sales  
  
GROUP BY  
  
DATENAME(WEEKDAY,pizza_sales.order_date)
```



100 %

	order_day	Total_Orders
1	Saturday	3158
2	Wednesday	3024
3	Monday	2794
4	Sunday	2624
5	Friday	3538
6	Thursday	3239
7	Tuesday	2973

7. MONTHLY TREND FOR TOTAL ORDERS

```
SELECT  
  
DATENAME(MONTH,pizza_sales.order_date)  
  
AS order_month,  
  
COUNT(DISTINCT pizza_sales.order_id)  
  
AS Total_Orders  
  
FROM pizza_sales  
  
GROUP BY  
  
DATENAME(MONTH,pizza_sales.order_date)  
  
ORDER BY  
  
Total_Orders DESC
```

PIZZA SALES SQL QUERIES (KPI'S)

100 %

Results Messages

	order_month	Total_Orders
1	July	1935
2	May	1853
3	January	1845
4	August	1841
5	March	1840
6	April	1799
7	November	1792
8	June	1773
9	February	1685
10	December	1680
11	September	1661
12	October	1646

8. QUATERLY TREND FOR TOTAL ORDERS(Q1)

```

SELECT
    DATENAME(WEEKDAY,pizza_sales.order_date)
    AS order_day,
    COUNT(DISTINCT pizza_sales.order_id)
    AS Total_Orders
FROM pizza_sales
WHERE DATEPART(QUARTER,pizza_sales.order_date)=1
GROUP BY DATENAME(WEEKDAY,pizza_sales.order_date)
  
```

100 %

Results Messages

	order_day	Total_Orders
1	Saturday	766
2	Wednesday	711
3	Monday	743
4	Sunday	682
5	Friday	885
6	Thursday	796
7	Tuesday	787

9. PERCENTAGE OF SALES BY PIZZA CATEGORY

```

SELECT pizza_sales.pizza_category,
SUM(pizza_sales.total_price) AS Total_Sales,
CAST(SUM(pizza_sales.total_price)* 100
/
(SELECT SUM(pizza_sales.total_price) FROM dbo.pizza_sales) AS DECIMAL(10,2))
AS Per_of_Sales
FROM dbo.pizza_sales
GROUP BY pizza_sales.pizza_category

```

100 %

Results Messages

	pizza_category	Total_Sales	Per_of_Sales
1	Classic	220053.100021362	26.91
2	Chicken	195919.5	23.96
3	Veggie	193690.451004028	23.68
4	Supreme	208196.99981308	25.46

10. PERCENTAGE OF SALES BY PIZZA CATEGORY IN A MONTH(JANUARY)

```

SELECT pizza_sales.pizza_category,
SUM(pizza_sales.total_price) AS Total_Sales,
CAST(SUM(pizza_sales.total_price)* 100
/
(SELECT SUM(pizza_sales.total_price) FROM dbo.pizza_sales WHERE
MONTH(pizza_sales.order_date)=1) AS DECIMAL(10,2))
AS Per_of_Sales
FROM dbo.pizza_sales
WHERE MONTH(pizza_sales.order_date)=1
GROUP BY pizza_sales.pizza_category

```

PIZZA SALES SQL QUERIES (KPI'S)

100 %

Results Messages

	pizza_category	Total_Sales	Per_of_Sales
1	Classic	18619.4000015259	26.68
2	Chicken	16188.75	23.20
3	Veggie	17055.4000778198	24.44
4	Supreme	17929.7499866486	25.69

11. PERCENTAGE OF SALES BY PIZZA SIZE

```

SELECT pizza_sales.pizza_size,
SUM(pizza_sales.total_price) AS total_sales,
CAST(SUM(pizza_sales.total_price)* 100
/
(SELECT SUM(pizza_sales.total_price) FROM dbo.pizza_sales) AS DECIMAL(10,2))
AS Per_Of_Sales
FROM dbo.pizza_sales
WHERE DATEPART(QUARTER,pizza_sales.order_date)=1
GROUP BY pizza_sales.pizza_size
ORDER BY total_sales DESC

```

100 %

Results Messages

	pizza_size	total_sales	Per_Of_Sales
1	L	95229.6502571106	11.64
2	M	61159	7.48
3	S	45384.2499523163	5.55
4	XL	3289.5	0.40
5	XXL	287.600006103516	0.04

12. TOTAL PIZZAS SOLD BY PIZZA CATEGORY

```

SELECT pizza_sales.pizza_name,
SUM(pizza_sales.total_price)
AS Total_Revenue
FROM pizza_sales
GROUP BY pizza_sales.pizza_name
ORDER BY Total_Revenue DESC

```

100 %

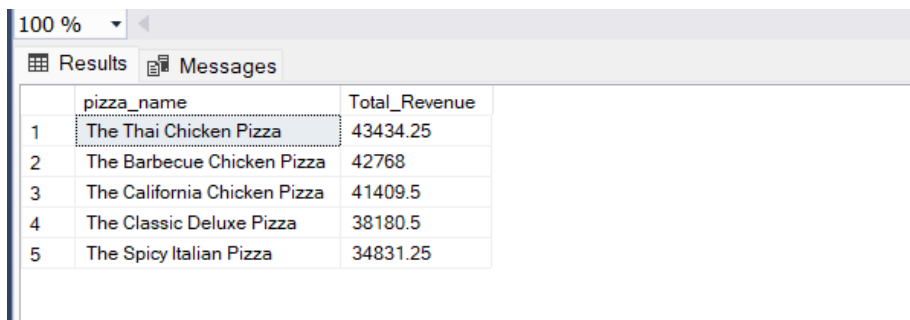
Results Messages

	pizza_name	Total_Revenue
1	The Thai Chicken Pizza	43434.25
2	The Barbecue Chicken Pizza	42768
3	The California Chicken Pizza	41409.5
4	The Classic Deluxe Pizza	38180.5
5	The Spicy Italian Pizza	34831.25
6	The Southwest Chicken Pizza	34705.75
7	The Italian Supreme Pizza	33476.75
8	The Hawaiian Pizza	32273.25
9	The Four Cheese Pizza	32265.7010040283
10	The Sicilian Pizza	30940.5
11	The Pepperoni Pizza	30161.75
12	The Greek Pizza	28454.1000213623
13	The Mexicana Pizza	26780.75
14	The Five Cheese Pizza	26066.5
15	The Pepper Salami Pizza	25529
16	The Italian Capocollo Pizza	25094
17	The Vegetables + Vegetables Pizza	24374.75
18	The Prosciutto and Arugula Pizza	24193.25
19	The Napolitana Pizza	24087
20	The Spinach and Feta Pizza	23271.25
21	The Big Meat Pizza	22968
22	The Pepperoni, Mushroom, and P...	18834.5
23	The Chicken Alfredo Pizza	16900.25
24	The Chicken Pesto Pizza	16701.75
25	The Soppressata Pizza	16425.75
26	The Italian Vegetables Pizza	16019.25
27	The Calabrese Pizza	15934.25
28	The Spinach Pesto Pizza	15596
29	The Mediterranean Pizza	15360.5
30	The Spinach Supreme Pizza	15277.75
31	The Green Garden Pizza	13955.75
32	The Brie Carre Pizza	11588.4998130798

13. TOP 5 BEST SELLERS BY TOTAL QUANTITY, REVENUE, TOTAL ORDERS

13.1 BY REVENUE

```
SELECT TOP 5 pizza_sales.pizza_name,  
SUM(pizza_sales.total_price)  
AS Total_Revenue  
FROM pizza_sales  
GROUP BY pizza_sales.pizza_name  
ORDER BY Total_Revenue DESC
```



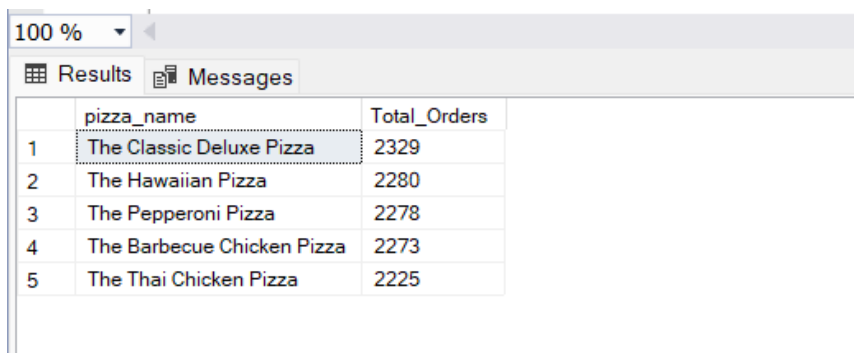
100 %

Results Messages

	pizza_name	Total_Revenue
1	The Thai Chicken Pizza	43434.25
2	The Barbecue Chicken Pizza	42768
3	The California Chicken Pizza	41409.5
4	The Classic Deluxe Pizza	38180.5
5	The Spicy Italian Pizza	34831.25

13.2. BY TOTTAL ORDERS

```
SELECT TOP 5 pizza_sales.pizza_name,  
COUNT(DISTINCT pizza_sales.order_id)  
AS Total_Orders  
FROM pizza_sales  
GROUP BY pizza_sales.pizza_name  
ORDER BY Total_Orders DESC
```



100 %

Results Messages

	pizza_name	Total_Orders
1	The Classic Deluxe Pizza	2329
2	The Hawaiian Pizza	2280
3	The Pepperoni Pizza	2278
4	The Barbecue Chicken Pizza	2273
5	The Thai Chicken Pizza	2225

13.3. BY TOTAL QUANTITY

```

SELECT TOP 5 pizza_sales.pizza_name,
SUM(pizza_sales.quantity)
AS Total_Quantity
FROM pizza_sales
GROUP BY pizza_sales.pizza_name
ORDER BY Total_Quantity DESC

```

100 %

Results Messages

	pizza_name	Total_Quantity
1	The Classic Deluxe Pizza	2453
2	The Barbecue Chicken Pizza	2432
3	The Hawaiian Pizza	2422
4	The Pepperoni Pizza	2418
5	The Thai Chicken Pizza	2371

14. BOTTOM 5 WORST SELLERS BY TOTAL QUANTITY, REVENUE, TOTAL ORDERS

14.1. BY REVENUE

```

SELECT TOP 5 pizza_sales.pizza_name,
SUM(pizza_sales.total_price)
AS Total_Revenue
FROM pizza_sales
GROUP BY pizza_sales.pizza_name
ORDER BY Total_Revenue ASC

```

100 %

Results Messages

	pizza_name	Total_Revenue
1	The Brie Carre Pizza	11588.4998130798
2	The Green Garden Pizza	13955.75
3	The Spinach Supreme Pizza	15277.75
4	The Mediterranean Pizza	15360.5
5	The Spinach Pesto Pizza	15596

14.2. BY TOTAL QUANTITY

```

SELECT TOP 5 pizza_sales.pizza_name,
SUM(pizza_sales.quantity)
AS Total_Quantity
FROM pizza_sales
GROUP BY pizza_sales.pizza_name
ORDER BY Total_Quantity ASC

```

100 %

Results Messages		
	pizza_name	Total_Quantity
1	The Brie Carre Pizza	490
2	The Mediterranean Pizza	934
3	The Calabrese Pizza	937
4	The Spinach Supreme Pizza	950
5	The Soppressata Pizza	961

14.3. BY TOTTAL ORDERS

```

SELECT TOP 5 pizza_sales.pizza_name,
COUNT(DISTINCT pizza_sales.order_id)
AS Total_Orders
FROM pizza_sales
GROUP BY pizza_sales.pizza_name
ORDER BY Total_Orders ASC

```

100 %

Results Messages		
	pizza_name	Total_Orders
1	The Brie Carre Pizza	480
2	The Mediterranean Pizza	912
3	The Spinach Supreme Pizza	918
4	The Calabrese Pizza	918
5	The Chicken Pesto Pizza	938