**PIZZA SALES SQL QUERIES**

**A. KPI’s**

**1. Total Revenue:**

select

format(round(SUM(total\_price)), 0) as Total\_Revenue

from

pizza\_sales\_updated;



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**2. Average Order Value**

select

round(sum(total\_price)/count(distinct order\_id),2) as Average\_Order\_Value

from

pizza\_sales\_updated;

A close up of a box

Description automatically generated

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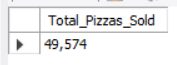
**3. Total Pizzas Sold**

select

format(sum(quantity), 0) as Total\_Pizzas\_Sold

from

pizza\_sales\_updated;



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**4. Total Orders**

select

format(count(distinct order\_id), 0) as Total\_Orders

from

pizza\_sales\_updated;

A screenshot of a computer

Description automatically generated

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**5. Average Pizzas Per Order**

select

round((sum(quantity) / count(distinct order\_id)), 2) as Average\_Pizzas\_Per\_Order

from

pizza\_sales\_updated;

A close up of a sign

Description automatically generated

**B. Daily Trend for Total Orders**select

dayname(order\_date) as Day,

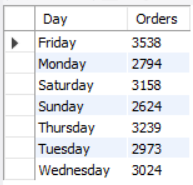
count(distinct order\_id) as Orders

from

pizza\_sales\_updated

group by

dayname(order\_date);



**C. Monthly Trend for Orders**

select

monthname(order\_date) as Month,

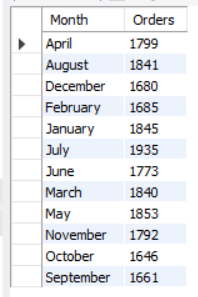
count(distinct order\_id) as Orders

from

pizza\_sales\_updated

group by

monthname(order\_date);



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

select

pizza\_category,

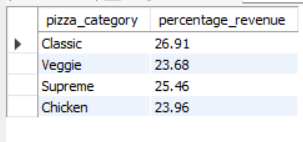
round(sum(total\_price)/(select sum(total\_price) from pizza\_sales\_updated)\*100,2) as percentage\_revenue

from

pizza\_sales\_updated

group by

pizza\_category

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

select

pizza\_size,

format(round(sum(total\_price)), 0) as revenue, round(sum(total\_price)/(select sum(total\_price) from pizza\_sales\_updated)\*100,2) as percentage\_revenue

from

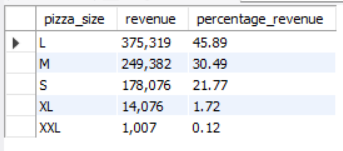
pizza\_sales\_updated

group by

pizza\_size

order by

2 desc

****

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

select

pizza\_category,

format(round(sum(quantity)), 0) as Pizzas\_Sold

from

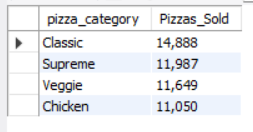
pizza\_sales\_updated

group by

pizza\_category

order by

2 desc;

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**G. Top 5 Pizzas by Revenue**

select

pizza\_name,

format(round(sum(total\_price)), 0) as Revenue

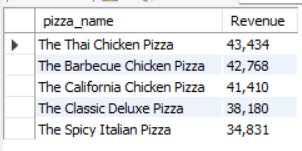
from

pizza\_sales\_updated

group by 1

order by 2 desc

limit 5;

****

**H. Bottom 5 Pizzas by Revenue**

select

pizza\_name,

format(round(sum(total\_price)), 0) as Revenue

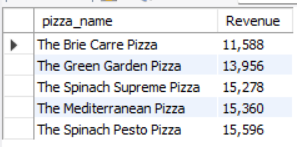
from

pizza\_sales\_updated

group by 1

order by 2

limit 5;

****

**I. Top 5 Pizzas by Quantity**

select

pizza\_name,

sum(quantity) as Quantity

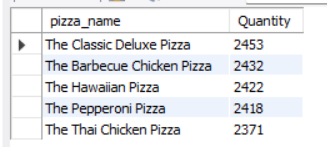
from

pizza\_sales\_updated

group by 1

order by 2 desc

limit 5;



**J. Bottom 5 Pizzas by Quantity**

select

pizza\_name,

sum(quantity) as Quantity

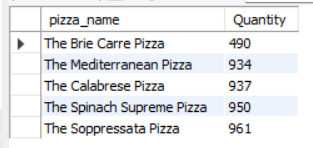
from

pizza\_sales\_updated

group by 1

order by 2

limit 5;

****

**K. Top 5 Pizzas by Total Orders**

select

pizza\_name,

count(distinct order\_id) as Orders

from

pizza\_sales\_updated

group by 1

order by 2 desc

limit 5;

**A screenshot of a computer menu

Description automatically generated**

**K. Bottom 5 Pizzas by Total Orders**

select

pizza\_name,

count(distinct order\_id) as Orders

from

pizza\_sales\_updated

group by 1

order by 2

limit 5;

