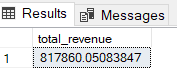
**PIZZA SALES QUERIES**

**A.KPI**

**1.Total revenue**

SELECT SUM(quantity\*unit\_price) AS Total\_revenue

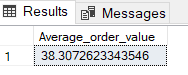
FROM pizza\_sales

****

**2. Average Order Value**

SELECT (SUM(quantity\*unit\_price)/COUNT(DISTINCT order\_id)) AS Average\_order\_value

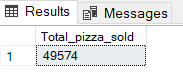
FROM pizza\_sales;



**3.Total Pizza Sold**

SELECT SUM(quantity) AS Total\_pizza\_sold

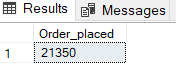
FROM pizza\_sales;

****

**4.Total Orders Placed**

SELECT COUNT(DISTINCT order\_id) AS Order\_placed

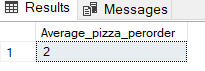
FROM pizza\_sales;

****

**5. Average Pizzas Per Order**

SELECT (SUM(quantity)/COUNT(DISTINCT order\_id) ) AS Average\_pizza\_perorder

FROM pizza\_sales;

****

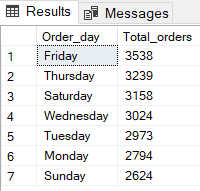
**B. Daily Trend for Total Orders**

SELECT DATENAME(w,order\_date) AS Order\_day,COUNT(DISTINCT order\_id) AS Total\_orders

FROM pizza\_sales

GROUP BY DATENAME(w,order\_date)

ORDER BY COUNT(DISTINCT order\_id) DESC;

****

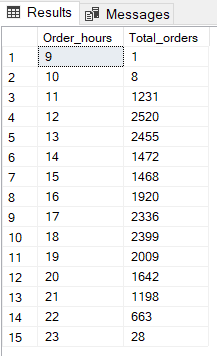
**C. Hourly Trend for Orders**

SELECT DATEPART(hh,order\_time) AS Order\_hours,COUNT(DISTINCT order\_id) AS Total\_orders

FROM pizza\_sales

GROUP BY DATEPART(hh,order\_time)

ORDER BY DATEPART(hh,order\_time);

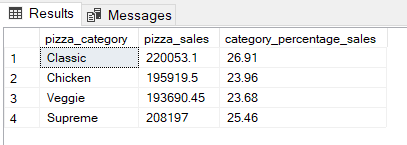
****

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

SELECT pizza\_category,ROUND(SUM(total\_price),2) AS pizza\_sales,ROUND(SUM(total\_price)\*100/(SELECT SUM(total\_price) FROM pizza\_sales),2) AS category\_percentage\_sales

FROM pizza\_sales

GROUP BY pizza\_category;

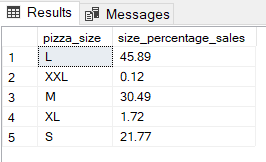


**E. % of Sales by Pizza Size**

SELECT pizza\_size,ROUND(SUM(total\_price)\*100/(SELECT SUM(total\_price) FROM pizza\_sales),2) AS size\_percentage\_sales

FROM pizza\_sales

GROUP BY pizza\_size;

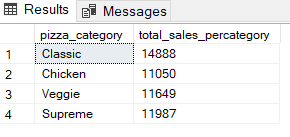


**F. Total Pizzas Sold by Pizza Category**

SELECT pizza\_category,SUM(quantity) AS total\_sales\_percategory

FROM pizza\_sales

GROUP BY pizza\_category;

****

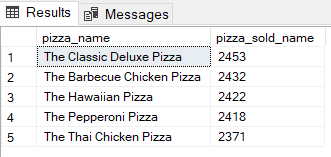
**G. Top 5 Best Sellers by Total Pizzas Sold**

SELECT TOP 5 pizza\_name,SUM(quantity) AS pizza\_sold\_name

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY SUM(quantity) DESC;



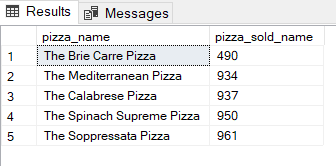
**H. Bottom 5 Best Sellers by Total Pizzas Sold**

SELECT TOP 5 pizza\_name,SUM(quantity) AS pizza\_sold\_name

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY SUM(quantity);

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