**PIZZA SALES SQL QUERIES**

**A.KPI’S**

1. TOTAL REVENUE:

SELECT SUM(total\_price) AS Total\_Revenue from pizza\_sales

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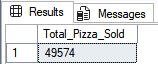
2. Average order value

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

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3. Total Pizza Sold

select sum(quantity) as Total\_Pizza\_Sold from pizza\_sales



4. Total Orders

select count(distinct order\_id)as Total\_Orders from pizza\_sales

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5. Average Pizza 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 pizza\_sales

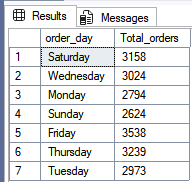
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6. Total Orders

SELECT DATENAME(DW,order\_date)as order\_day, COUNT(DISTINCT order\_id)as Total\_orders

from pizza\_sales

GROUP BY DATENAME(DW,order\_date)

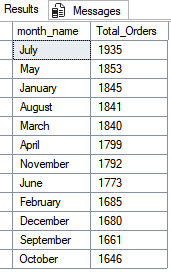


7.Hourly Trend For Total Orders

SELECT DATENAME(MONTH, order\_date)as month\_name, COUNT(DISTINCT order\_id)as Total\_Orders

FROM pizza\_sales GROUP BY DATENAME(MONTH,order\_date)

order by Total\_Orders DESC

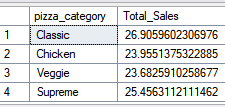


8. Percentage of Sales by Pizza Category

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

WHERE MONTH(order\_date)=1

GROUP BY pizza\_category



9. Total Pizza Sold by Pizza Category

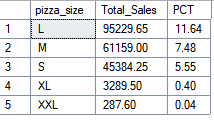
SELECT pizza\_size, CAST(SUM(total\_price) AS DECIMAL(10,2)) AS Total\_Sales, CAST(SUM(total\_price)\*100 / (SELECT SUM(total\_price) FROM pizza\_sales) AS DECIMAL(10,2)) AS PCT

FROM pizza\_sales

WHERE DATEPART(quarter, order\_date)=1

GROUP BY pizza\_size

ORDER BY PCT DESC

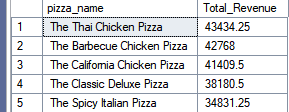


10. Top 5 Best Sellers by Revenue ,Total Quantity and Total Orders

SELECT TOP 5 pizza\_name, SUM(total\_price) AS Total\_Revenue FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_Revenue DESC



11. Bottom 5 Pizzas by Revenue

SELECT TOP 5 pizza\_name, SUM(total\_price) AS Total\_Revenue FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_Revenue asc

