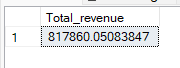
**PIZZA SALES SQL QUERIES**

**KPI’s**

**1. Total Revenue:**

SELECT SUM(total\_price) as Total\_revenue

FROM pizza\_sales



**2. Average Order Value**

SELECT SUM(total\_price)/COUNT(DISTINCT(order\_id)) as avg\_order\_value

FROM pizza\_sales



**3. Total Pizzas Sold**

SELECT SUM(quantity) as total\_sold

FROM pizza\_sales



**4. Total Orders**

SELECT COUNT(DISTINCT(order\_id)) as order\_count

FROM pizza\_sales



**5. Average Pizzas 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



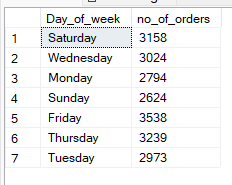
**Daily Trend For Total Orders**

SELECT DATENAME(DW,order\_date) as Day\_of\_week , COUNT(DISTINCT(order\_id)) as no\_of\_orders

FROM pizza\_sales

GROUP BY DATENAME(DW,order\_date)

***Output:***

******

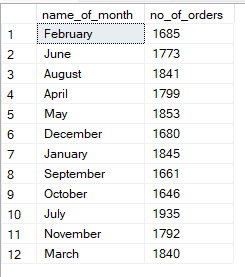
**Monthly Trend for Orders**

SELECT DATENAME(MONTH,order\_date) as name\_of\_month , COUNT(DISTINCT(order\_id)) as no\_of\_orders

FROM pizza\_sales

GROUP BY DATENAME(MONTH,order\_date)

***Output***

******

**Percent of Sales by Pizza Category**

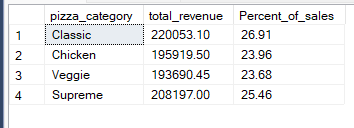
SELECT pizza\_category, CAST(SUM(total\_price) as DECIMAL(10,2)) as total\_revenue ,

CAST((SUM(total\_price) / (SELECT SUM(total\_price) FROM pizza\_sales)) \* 100 AS DECIMAL (10,2)) as Percent\_of\_sales

FROM pizza\_sales

GROUP BY pizza\_category

***Output***

******

**Percent of Sales by Pizza Size**

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

CAST((SUM(total\_price) / (SELECT SUM(total\_price) FROM pizza\_sales))

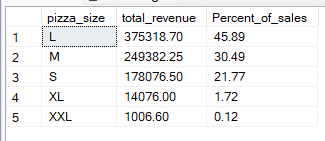
\* 100 AS DECIMAL (10,2)) as Percent\_of\_sales

FROM pizza\_sales

GROUP BY pizza\_size

ORDER BY Percent\_of\_sales DESC

***Output***

******

**Total Pizzas Sold by Pizza Category**

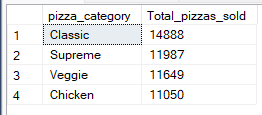
SELECT pizza\_category,SUM(quantity) as Total\_pizzas\_sold

FROM pizza\_sales

GROUP BY pizza\_category

ORDER BY Total\_pizzas\_sold DESC

***Output***

****

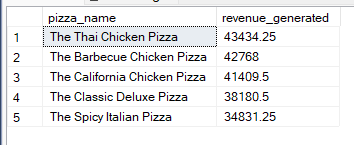
**Top 5 Pizzas by Revenue**

SELECT TOP 5 pizza\_name,SUM(total\_price) as revenue\_generated

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY revenue\_generated DESC

****

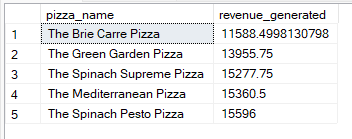
**Bottom 5 Pizzas by Revenue**

SELECT TOP 5 pizza\_name,SUM(total\_price) as revenue\_generated

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY revenue\_generated ASC

****

**Top 5 Pizzas by Quantity**

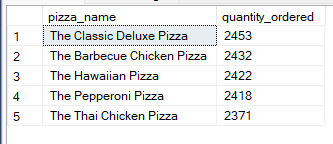
SELECT TOP 5 pizza\_name,SUM(quantity) as quantity\_ordered

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY quantity\_ordered DESC

***Output***

****

**Bottom 5 Pizzas by Quantity**

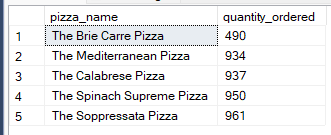
SELECT TOP 5 pizza\_name,SUM(quantity) as quantity\_ordered

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY quantity\_ordered ASC

***Output***

******

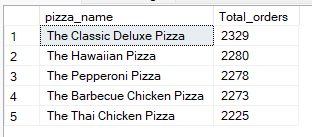
**Top 5 Pizzas by Total Orders**

SELECT TOP 5 pizza\_name,COUNT(DISTINCT order\_id) as Total\_orders

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_orders DESC

****

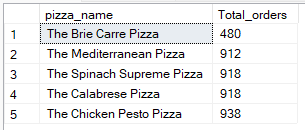
**Bottom 5 Pizzas by Total Orders**

SELECT TOP 5 pizza\_name,COUNT(DISTINCT order\_id) as Total\_orders

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_orders ASC

******

***NOTE***

If you want to apply the pizza\_category or pizza\_size filters to the above queries you can use WHERE clause. Example :-

SELECT TOP 5 pizza\_name,COUNT(DISTINCT order\_id) as Total\_orders, pizza\_category

FROM pizza\_sales

WHERE pizza\_category = 'Classic'

GROUP BY pizza\_name,pizza\_category

ORDER BY Total\_orders ASC