**Pizza sales SQL queries**

**KPI’s**

1. Total revenue:

SELECT sum(total\_price) as Total\_Revenue from pizza\_sales;

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1. Average order value:

SELECT sum(total\_price)/count(distinct order\_id) as Avg\_Order\_Value from pizza\_sales;



1. Total Pizzas sold:

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

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1. Total orders placed:

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

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1. 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\_Sold from pizza\_sales;

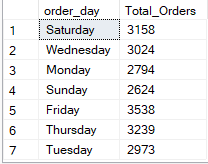
A close-up of a receipt

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Daily trend for 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);

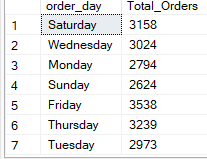


Hourly trend for orders:

SELECT DATEPART(hour,order\_time)as order\_hours, count(distinct order\_id) as Total\_Orders from pizza\_sales

group by DATEPART(hour,order\_time)

order by DATEPART(hour,order\_time);



Percentage of sales by pizza category :

SELECT pizza\_category, sum(total\_price)as total\_sales , sum(total\_price)\* 100/ (SELECT sum(total\_price) from pizza\_sales where MONTH(order\_date)=1 )

as PCT from pizza\_sales

where MONTH(order\_date)=1

GROUP BY pizza\_category;

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Percentage of sales by pizza size :

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 where DATEPART(quarter,order\_date)=1 )as decimal(10,2))

as PCT from pizza\_sales

where DATEPART(quarter,order\_date)=1

GROUP BY pizza\_size

order by PCT desc;

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Total no. of pizzas sold by pizza category:

SELECT pizza\_category, sum(quantity)as Total\_Pizza\_Sold

from pizza\_sales

group by pizza\_category;

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Top 5 best sellers by total pizzas sold:

SELECT top 5 pizza\_name, sum(quantity) as Total\_Pizzaa\_Sold

from pizza\_sales

group by pizza\_name

order by sum(quantity) desc;

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Bottom 5 best sellers by Total pizzas sold:

SELECT top 5 pizza\_name, sum(quantity) as Total\_Pizzaa\_Sold

from pizza\_sales

group by pizza\_name

order by sum(quantity);

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