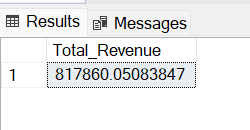
**PIZZA SALES SQL QUERIES**

**A. KPI’s**

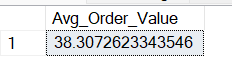
**1. Total Revenue:**

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

****

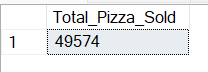
**2. Average Order Value:**

SELECT SUM(total\_price) / COUNT(DISTINCT order\_id) AS Avg\_Order\_Value FROM pizza\_sales;

****

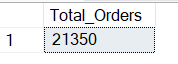
**3. Total Pizza Sold:**

SELECT SUM(quantity) AS Total\_Pizza\_Sold FROM pizza\_sales;

****

**4. Total Orders:**

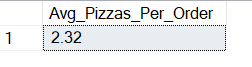
SELECT COUNT(DISTINCT order\_id) AS Total\_Orders FROM pizza\_sales;



**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\_Pizzas\_Per\_Order FROM pizza\_sales;

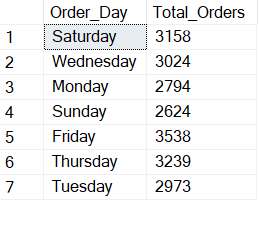


**B. DAILY TRENDS FOR TOTAL ORDERS**

SELECT DATENAME(DW, order\_date) AS Order\_Day , COUNT(DISTINCT order\_id) AS Total\_Orders

FROM pizza\_sales

GROUP BY DATENAME(DW, order\_date);

****

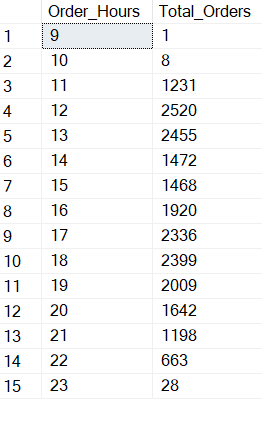
**C. HOURLY TRENDS FOR TOTAL ORDERS**

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);



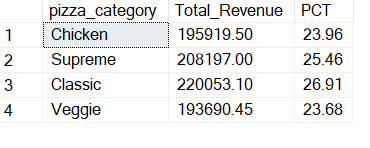
**D. % OF SALES BY PIZZA CATEGORY:**

SELECT pizza\_category, CAST(SUM(total\_price) AS DECIMAL (10,2)) AS Total\_Revenue,

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

FROM pizza\_sales

GROUP BY pizza\_category



**E. % OF SALES BY PIZZA SIZE:**

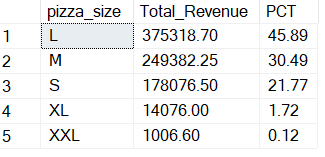
SELECT pizza\_size, CAST(SUM(total\_price)AS DECIMAL (10,2)) AS Total\_Revenue,

CAST(SUM(total\_price) \* 100 / (SELECT SUM(total\_price) from pizza\_sales) AS DECIMAL (10,2)) AS PCT

FROM pizza\_sales

GROUP BY pizza\_size

ORDER BY pizza\_size;

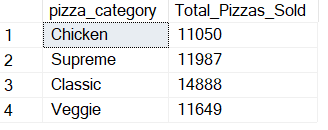


**F. TOTAL PIZZA SOLD BY PIZZA CATEGORY:**

SELECT pizza\_category, SUM(quantity) AS Total\_Pizzas\_Sold

FROM pizza\_sales

GROUP BY pizza\_category;



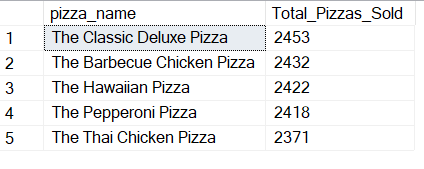
**G. TOP 5 BEST SELLERS BY TOTAL PIZZAS SOLD:**

SELECT TOP 5 pizza\_name, SUM(quantity) AS Total\_Pizzas\_Sold

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_Pizzas\_Sold DESC;



**H. BOTTOM 5 BEST SELLERS BY TOTAL PIZZAS SOLD:**

SELECT TOP 5 pizza\_name, SUM(quantity) AS Total\_Pizzas\_Sold

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_Pizzas\_Sold ASC;

