**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 Pizzas Sold**

**SELECT SUM(quantity) AS Total\_pizza\_sold FROM pizza\_sales**

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**4. Total Orders**

**SELECT COUNT(DISTINCT order\_id) AS Total\_Orders 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\_Pizzas\_per\_order**

**FROM pizza\_sales**

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**B. 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)**

***Output:***

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**C. 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)**

***Output***

****

**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**

***Output***

****

**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**

***Output***

****

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

**SELECT pizza\_category, SUM(quantity) as Total\_Quantity\_Sold**

**FROM pizza\_sales**

**WHERE MONTH(order\_date) = 2**

**GROUP BY pizza\_category**

**ORDER BY Total\_Quantity\_Sold DESC**

***Output***

****

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

**SELECT Top 5 pizza\_name, SUM(quantity) AS Total\_Pizza\_Sold**

**FROM pizza\_sales**

**GROUP BY pizza\_name**

**ORDER BY Total\_Pizza\_Sold DESC**

***Output***

****

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

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

**FROM pizza\_sales**

**GROUP BY pizza\_name**

**ORDER BY Total\_Pizza\_Sold ASC**

***Output***

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