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 CAST(SUM(total\_price) / COUNT(DISTINCT order\_id) AS DECIMAL(10,2)) AS AVG\_ORDER\_VALUE

FROM pizza\_sales;

## 38.31

## 3. Total Pizzas Sold

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



## 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\_Pizza\_Per\_Order

FROM pizza\_sales;



## B. Daily Trend for Total Orders

--Daily Trend

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

FROM pizza\_sales

GROUP BY DATENAME(DW,order\_date);

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## C. Hourly Trend for Orders

--Hourly Trend

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);

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## D. % of Sales by Pizza Category

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## E. % of Sales by Pizza Size

--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 ) AS DECIMAL(10,2)) AS PCT

FROM pizza\_sales

GROUP BY pizza\_size

ORDER BY pizza\_size;

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## F. Total Pizzas Sold by Pizza Category

SELECT pizza\_category, SUM(quantity) AS Pizza\_Sold

FROM pizza\_sales

GROUP BY pizza\_category

ORDER BY Pizza\_Sold DESC;

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## 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;

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## 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;

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