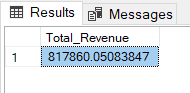
**PIZZA SALES SQL QUERIES**

1. KPI’s

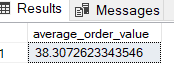
Total Revenue

SELECT SUM(total\_price) AS Total\_Revenue FROM pizza\_sales



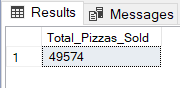
Average order value

SELECT SUM(total\_price) / COUNT(DISTINCT order\_id) AS average\_order\_value from pizza\_sales



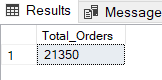
Total Pizzas sold

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



Total Orders Placed

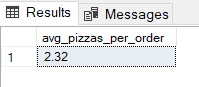
SELECT COUNT(DISTINCT order\_id) AS Total\_Orders FROM pizza\_sales;



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;



--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)

--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)

--Percentage of sales across categories

SELECT pizza\_category, SUM(total\_price)\*100/(SELECT SUM(total\_price) from pizza\_sales WHERE MONTH(order\_date) = 1) AS pct\_sales

from pizza\_sales

WHERE MONTH(order\_date) = 1

GROUP BY pizza\_category

--Percentage of sales across size

SELECT pizza\_size, SUM(total\_price) AS total\_sales, CAST(SUM(total\_price)\*100/(SELECT SUM(total\_price) from pizza\_sales ) AS decimal(10,2)) AS pct\_sales

from pizza\_sales

GROUP BY pizza\_size

ORDER BY pct\_sales DESC

--Pizzas sold by category

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

FROM pizza\_sales

GROUP BY pizza\_category

--top 5 best sellers

SELECT TOP 5 pizza\_name, SUM(quantity) as total\_pizzas\_sold

from pizza\_sales

GROUP BY pizza\_name

ORDER BY total\_pizzas\_sold DESC

--bottom 5 best sellers

SELECT TOP 5 pizza\_name, SUM(quantity) as total\_pizzas\_sold

from pizza\_sales

GROUP BY pizza\_name

ORDER BY total\_pizzas\_sold