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’s Sold:

select sum(quantity)as total\_pizza\_sold from pizza\_sales ;



4.Total Order’s Placed

select count(distinct order\_id)as total\_orders\_placed from pizza\_sales ;



5.Average Pizza’s Per Order:

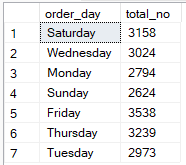
select sum(quantity)\*1.0/count(distinct order\_id)as avg\_pizza\_sold from pizza\_sales ;



B. Daily Trend For Total Orders

select datename(dw,order\_date)as order\_day, count(distinct order\_id)as total\_no from pizza\_sales

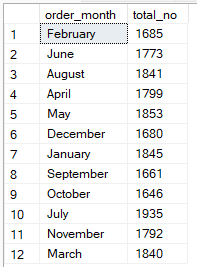
group by datename(dw,order\_date);



C. Monthly Trend For Total Orders

select datename(mm,order\_date)as order\_month, count(distinct order\_id)as total\_no from pizza\_sales

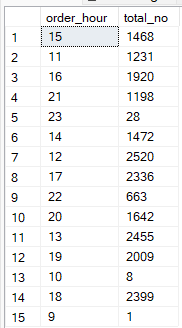
group by datename(mm,order\_date);



D. Hourly Trend For Total Orders

select datename(hh,order\_time)as order\_hour, count(distinct order\_id)as total\_no from pizza\_sales

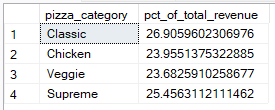
group by datename(hh,order\_time);



E. Percentage of Sales By Pizza Category

select pizza\_category,sum(total\_price)\*100/(select sum(total\_price) from pizza\_sales) as pct\_of\_total\_revenue from pizza\_sales

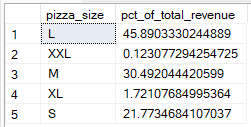
group by pizza\_category;



F. Percentage of Sales By Pizza Size

select pizza\_size,sum(total\_price)\*100/(select sum(total\_price) from pizza\_sales) as pct\_of\_total\_revenue from pizza\_sales

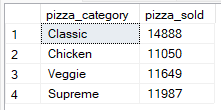
group by pizza\_size;



G. Total Pizza Sold By Pizza Category

select pizza\_category,sum(quantity)as pizza\_sold from pizza\_sales

group by pizza\_category

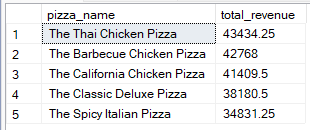


H.Top 5 Best Sellers by Revenue,Total Quantity,Total Orders

1.Revenue

select top 5 pizza\_name,sum(total\_price) as total\_revenue from pizza\_sales group by pizza\_name

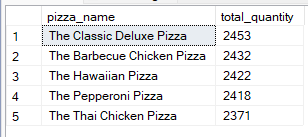
order by total\_revenue desc



2.Quantity

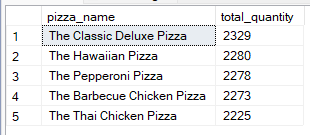
select top 5 pizza\_name,sum(quantity) as total\_quantity from pizza\_sales group by pizza\_name

order by total\_quantity desc



3.Orders

select top 5 pizza\_name,count(distinct order\_id) as total\_quantity from pizza\_sales group by pizza\_name

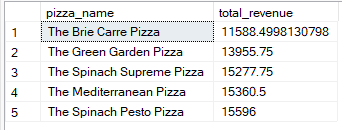
order by total\_quantity desc

H. Bottom 5 Worst Seller by Revenue,Total Quantity,Total Orders

1.Revenue

select top 5 pizza\_name,sum(total\_price) as total\_revenue from pizza\_sales group by pizza\_name

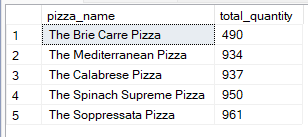
order by total\_revenue asc



2.Quantity

select top 5 pizza\_name,sum(quantity) as total\_quantity from pizza\_sales group by pizza\_name

order by total\_quantity asc



3.Orders

select top 5 pizza\_name,count(distinct order\_id) as total\_quantity from pizza\_sales group by pizza\_name

order by total\_quantity asc

