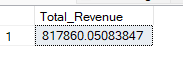
**Pizza Sales SQL Queries**

**KPI’s**

1. **Total Revenue**

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



1. **Average Order Value**

select sum(total\_price) / count(distinct order\_id) as Avg\_Order\_value from pizza\_sales



1. **Total Pizza Sold**

select sum(quantity) as Total\_Pizza\_Sold from pizza\_sales



1. **Total Orders**

select COUNT(distinct order\_id) as Total\_Orders from pizza\_sales



1. **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

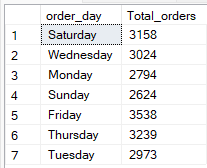


**FOR CHARTS**

1. **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)

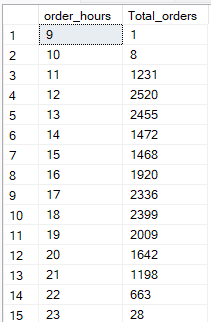


1. **Hourly Trend for total orders**

SELECT DATEPART(HOUR, order\_time) as order\_hours, COUNT(DISTINCT order\_id) as Total\_orders from pizza\_sales

GROUP BY DATEPART(HOUR, order\_time)

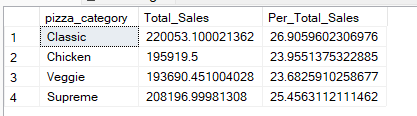
ORDER BY DATEPART(HOUR, order\_time)



1. **Percentage of sales by pizza category**

SELECT pizza\_category, SUM(total\_price) as Total\_Sales, SUM(total\_price) \* 100 / (SELECT SUM(total\_price) from pizza\_sales) as Per\_Total\_Sales from pizza\_sales

GROUP BY pizza\_category



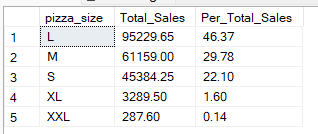
1. **Percentage of sales by pizza size**

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 WHERE DATEPART(quarter, order\_date) = 1) as decimal(10,2)) as Per\_Total\_Sales from pizza\_sales

WHERE DATEPART(quarter, order\_date) = 1

GROUP BY pizza\_size

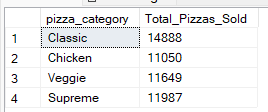
ORDER BY Per\_Total\_Sales DESC



1. **Total Pizzas sold by pizza category**

SELECT pizza\_category, sum(quantity) as Total\_Pizzas\_Sold FROM pizza\_sales

GROUP BY pizza\_category

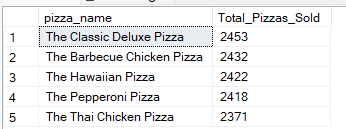


1. **Top 5 best sellers by Total Pizzas sold**

SELECT TOP 5 pizza\_name, sum(quantity) as Total\_Pizzas\_Sold FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY sum(quantity) DESC



1. **Bottom 5 worst sellers by Total Pizzas sold**

SELECT TOP 5 pizza\_name, sum(quantity) as Total\_Pizzas\_Sold FROM pizza\_sales

WHERE MONTH(order\_date ) = 8

GROUP BY pizza\_name

ORDER BY sum(quantity) ASC

