**PIZZA SALES SQL QUERIES:**

1. **KPI’s:**
2. **Total Revenue:**

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

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1. **Average Order Value:**

SELECT SUM(total\_price) / COUNT(DISTINCT order\_id) AS Avg\_Order\_Value FROM pizza\_sales

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1. **Total Pizzas Sold:**

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

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1. **Total Order:**

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

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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

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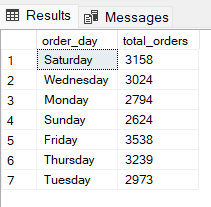
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1. **Daily Trend for Total Orders:**

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. **Monthly Trend for Total Orders:**

SELECT DATENAME(MONTH, order\_date) AS Month\_Name, COUNT(DISTINCT order\_id)

AS Total\_Orders

FROM pizza\_sales

GROUP BY DATENAME(MONTH, order\_date)

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1. **% of Sales by Pizza Category:**

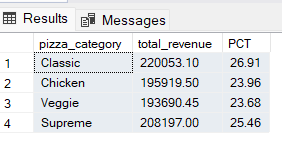
SELECT pizza\_category, CAST(SUM(total\_price) AS DECIMAL(10,2)) AS total\_revenue,

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



1. **% of Sales by Pizza Size:**

SELECT pizza\_size, CAST(SUM(total\_price) AS DECIMAL(10,2)) AS total\_revenue,

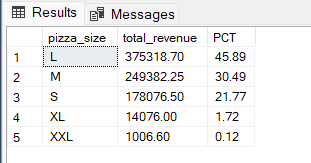
CAST(SUM(total\_price) \* 100 / (SELECT SUM(total\_price) FROM pizza\_sales)

AS DECIMAL(10,2)) AS PCT

FROM pizza\_sales

GROUP BY pizza\_size

ORDER BY pizza\_size



1. **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

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1. **Top 5 Pizzas by Revenue:**

SELECT Top 5 pizza\_name, SUM(total\_price) AS Total\_Revenue

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_Revenue DESC

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1. **Bottom 5 Pizzas by Revenue:**

SELECT Top 5 pizza\_name, SUM(total\_price) AS Total\_Revenue

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_Revenue ASC

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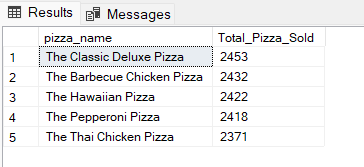
1. **Top 5 Pizzas by Quantity:**

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

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_Pizza\_sold DESC



1. **Bottom 5 Pizza by Quantity:**

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

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_Pizza\_sold ASC

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1. **Top 5 Pizza by Total Order:**

SELECT Top 5 pizza\_name, COUNT(DISTINCT order\_id) AS Total\_Orders

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_Orders DESC

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1. **Bottom 5 Pizzas by Total Orders:**

SELECT Top 5 pizza\_name, COUNT(DISTINCT order\_id) AS Total\_Orders

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_Orders ASC

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