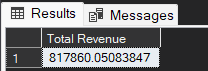
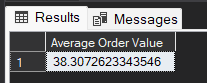
**PIZZA SALES SQL QUERIES**

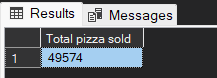
**KPI’s:  
1. Total Revenue:**

SELECT SUM(total\_price) AS [Total Revenue] FROM dbo.pizza\_sales;  
  
  
2. Average Order Value:

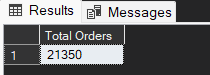
SELECT SUM(total\_price)/COUNT(DISTINCT order\_id) AS [Average Order Value] FROM dbo.pizza\_sales;

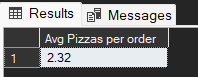


3. Total Pizzas Sold

SELECT SUM(quantity) AS [Total pizza sold] FROM pizza\_sales;  
  
  
4. Total Orders

SELECT COUNT(DISTINCT order\_id) AS [Total Orders] FROM pizza\_sales;

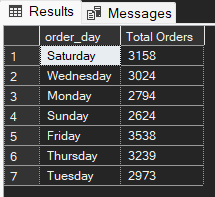
  
  
5. Average Pizzas Per Order

SELECT CAST(CAST(SUM(quantity) AS DECIMAL(10,2)) / CAST(COUNT(DISTINCT order\_id) AS DECIMAL(10,2)) AS DECIMAL(10,2)) AS [Avg Pizzas per order] FROM pizza\_sales;  


**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)

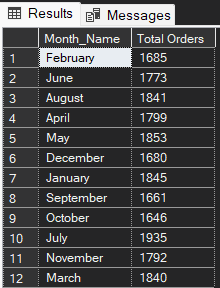
**Output:  
**

**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)

ORDER BY [Total Orders] DESC;  
**Output:**

  
  
  
  
  
**% of Sales by Pizza Category:**

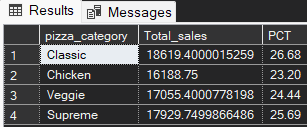
SELECT pizza\_category, SUM(total\_price) as [Total\_sales] , CAST(SUM(total\_price)\*100/

(SELECT SUM(total\_price) FROM pizza\_sales WHERE MONTH(order\_date) = 1) AS decimal(10,2)) AS PCT

FROM pizza\_sales

WHERE MONTH(order\_date) = 1

GROUP BY pizza\_category;

  
  
**% of Sales by Pizza Size:**SELECT pizza\_size, CAST(SUM(total\_price) AS decimal(10,2)) as [Total\_sales] , CAST(SUM(total\_price)\*100/

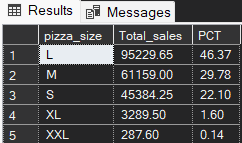
(SELECT SUM(total\_price) FROM pizza\_sales WHERE DATEPART(QUARTER,order\_date) = 1 ) AS decimal(10,2)) AS PCT

FROM pizza\_sales

WHERE DATEPART(QUARTER,order\_date) = 1

GROUP BY pizza\_size

ORDER BY PCT DESC;

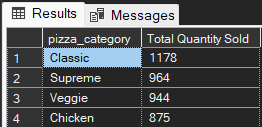
  
  
**Total Pizzas Sold by Pizza Category:**

SELECT pizza\_category, SUM(quantity) AS [Total Quantity Sold]

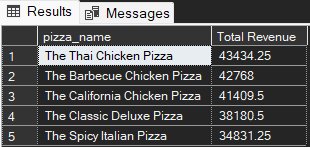
FROM pizza\_sales

WHERE MONTH(order\_date) = 2

GROUP BY pizza\_category

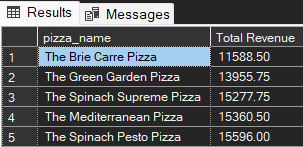
ORDER BY [Total Quantity Sold] DESC;  
  
  
  
  
  
**Top 5 Pizzas by Revenue:**SELECT TOP 5 pizza\_name, SUM(total\_price) AS [Total Revenue] FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY [Total Revenue] desc  
  
  
  
**Bottom 5 Pizzas by Revenue:**  
SELECT TOP 5 pizza\_name, CAST(SUM(total\_price) AS decimal(10,2)) AS [Total Revenue]

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY [Total Revenue] ASC  
  


**Top 5 Pizzas by Quantity**

SELECT TOP 5 pizza\_name, SUM(quantity) AS [Total Quantity]

FROM pizza\_sales

GROUP BY pizza\_name

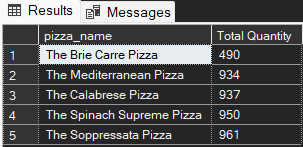
ORDER BY [Total Quantity] DESC;  
  


**Bottom 5 Pizzas by Quantity**

SELECT TOP 5 pizza\_name, SUM(quantity) AS [Total Quantity]

FROM pizza\_sales

GROUP BY pizza\_name

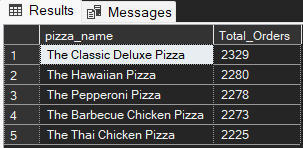
ORDER BY [Total Quantity] ASC;  
  


**Top 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 DESC;  
  
  
  
**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  
  
