**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 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



**B. Daily Trend for Total Orders  
SELECT DAYNAME (STR\_TO\_DATE(order\_date, '%d-%m-%Y')) as order\_day,**

**Count (distinct order\_id) as total\_orders**

**from pizza\_sales**

**where Order\_date is not null**

**and str\_to\_date(order\_date,'%d-%m-%y') is not null**

**group by dayname(str\_to\_date(order\_date, '%d-%m-%y'));**

***Output:***

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**C. Hourly Trend for Orders**

SELECT HOUR( order\_time) as order\_hours,

COUNT(DISTINCT order\_id) as total\_orders

from pizza\_sales

group by HOUR (order\_time)

order by HOUR (order\_time);

***Output***

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**D. % 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

***Output***

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**E. % 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

***Output***

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**F. Total Pizzas Sold by Pizza Category**

SELECT pizza\_category,

SUM(quantity) as Total\_Quantity\_Sold

FROM pizza\_sales

GROUP BY pizza\_category

ORDER BY Total\_Quantity\_Sold DESC

***Output***

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**G. Top 5 Best Sellers by Total Pizzas Sold**

SELECT pizza\_name,

SUM(quantity) AS Total\_Pizza\_Sold

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_Pizza\_Sold DESC

Limit 5;

***Output***

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**H. Bottom 5 Best Sellers by Total Pizzas Sold**

SELECT TOP 5 pizza\_name,

SUM(quantity) AS Total\_Pizza\_Sold

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_Pizza\_Sold ASC

Limit 5;

***Output***

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***NOTE***

If you want to apply the Month, Quarter, Week filters to the above queries you can use WHERE clause. Follow some of below examples

SELECT DATENAME(DW, order\_date) AS order\_day, COUNT(DISTINCT order\_id) AS total\_orders

FROM pizza\_sales

WHERE MONTH(order\_date) = 1

GROUP BY DATENAME(DW, order\_date)

*\*Here MONTH(order\_date) = 1 indicates that the output is for the month of January. MONTH(order\_date) = 4 indicates output for Month of April.*