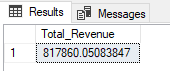
**PIZZA SALES SQL QUERIES**

**KPI’s**

**1. Total Revenue**

select sum(total\_price) as Total\_Revenue

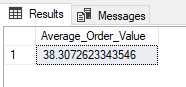
from pizza\_sales;



**2. Average Order Value**

select (sum(total\_price)/ count(distinct order\_id)) as Average\_Order\_Value

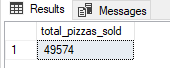
from pizza\_sales;

****

**3. Total Pizzas Sold**

select sum(quantity) as total\_pizzas\_sold

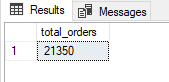
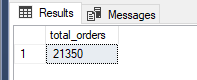
from pizza\_sales;

****

**4. Total Orders**

select count(distinct(order\_id)) as total\_orders

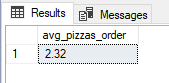
from pizza\_sales;

** **

**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\_order

FROM pizza\_sales;

****

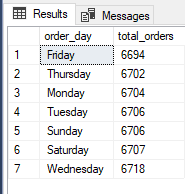
**6. Daily Trend for Orders**

select DATENAME(dw,order\_date) as order\_day, count(distinct order\_id) as total\_orders

from pizza\_sales

group by DATENAME(dw,order\_date)

order by total\_orders ASC;

****

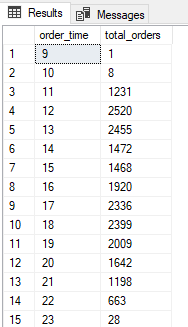
**7. Hourly Trend for Total orders**

select DATEPART(HOUR, order\_time) as order\_time, count(distinct order\_id) as total\_orders

from pizza\_sales

group by DATEPART(HOUR, order\_time)

order by DATEPART(HOUR, order\_time) ASC;

****

**8. Percentage of Sales by Pizza Category**

-- Percentage of Sales by Pizza Category

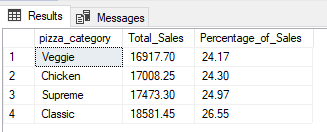
select pizza\_category, cast(sum(total\_price) as decimal(10,2)) as Total\_Sales,cast(sum(total\_price) \* 100 / (select sum(total\_price) from pizza\_sales where MONTH(order\_date) = 1) as decimal(10,2)) as Percentage\_of\_Sales

from pizza\_sales

where MONTH(order\_date) = 1

group by pizza\_category

order by Percentage\_of\_Sales;



//where MONTH(order\_date) = 1

This line is used to extract data from month of January, we can target any month by changing the number.

**9. Percentage of Sales by Pizza Size**

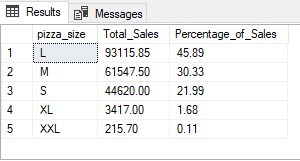
select pizza\_size, cast(sum(total\_price) as decimal(10,2)) as Total\_Sales,cast(sum(total\_price) \* 100 / (select sum(total\_price) from pizza\_sales where DATEPART(quarter, order\_date) =1) as decimal(10,2)) as Percentage\_of\_Sales

from pizza\_sales

where DATEPART(quarter, order\_date)=1

group by pizza\_size

order by Percentage\_of\_Sales desc;



// where DATEPART(quarter, order\_date)=1

Used for quarters

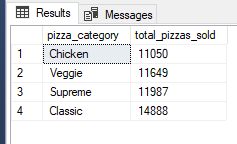
**10. Total pizza sold by pizza category**

select pizza\_category, sum(quantity) as total\_pizzas\_sold

from pizza\_sales

group by pizza\_category

order by total\_pizzas\_sold;



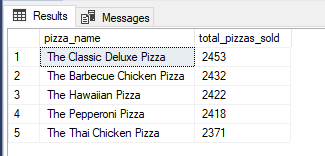
**11. Top 5 Best sellers by Total Pizzas Sold**

select top 5 pizza\_name, sum(quantity) as total\_pizzas\_sold

from pizza\_sales

group by pizza\_name

order by total\_pizzas\_sold desc;

****

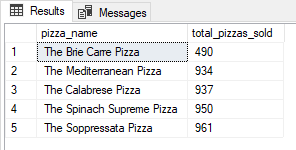
**11. Bottom 5 Worst sellers by Total Pizzas Sold**

select top 5 pizza\_name, sum(quantity) as total\_pizzas\_sold

from pizza\_sales

group by pizza\_name

order by total\_pizzas\_sold asc;

****