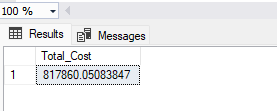
**PIZZA SALES PROJECT SQL QUERIES**

***KPIs***

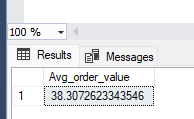
-- Total Revenue

Select SUM(total\_price) as Total\_Revenue from pizza\_sales;



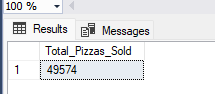
--Avg. Order Value

Select (SUM(total\_price)/COUNT(Distinct order\_id)) as Avg\_order\_value FROM pizza\_sales;



--Total Pizzas Sold

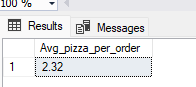
Select SUM(quantity) as Total\_Pizzas\_Sold from pizza\_Sales;



--Avg. 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\_pizza\_per\_order from pizza\_Sales;

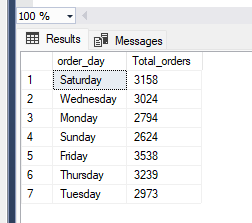


-- Daily Trend for Total Orders

select DATENAME(DW, order\_date) as order\_day , count(Distinct Order\_id) as Total\_orders

from pizza\_sales

Group by DATENAME(DW, order\_date);

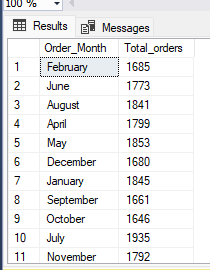


--Monthly trends for Total Orders

Select DATENAME(MONTH, order\_date) as Order\_Month, count(Distinct order\_id) as Total\_orders

from pizza\_sales

Group by DATENAME(MONTH, order\_date);



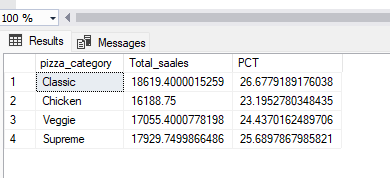
--sales by pizza category

Select pizza\_category , sum(total\_price) as Total\_saales, sum(total\_price)\*100/(select sum(total\_price) from pizza\_sales where MONTH(order\_date)= 1) as PCT

from pizza\_sales

where MONTH(order\_date)= 1

Group by pizza\_category;



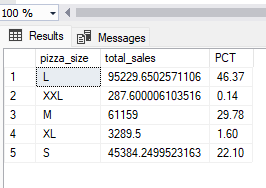
--Percentage of sales by pizza size

Select pizza\_size, sum(total\_price) 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;



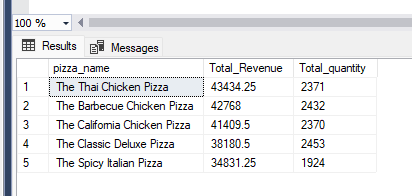
---TOP 5 Best seller by Revenue, Total Quaantity and Total Order

Select TOP 5 pizza\_name, sum(total\_price) as Total\_Revenue, sum(quantity) as Total\_quantity

from pizza\_Sales

Group by pizza\_name

Order by Total\_Revenue DESC;



---Bottom 5 Best seller by Revenue, Total Quaantity and Total Order

Select TOP 5 pizza\_name, sum(total\_price) as Total\_Revenue, sum(quantity) as Total\_quantity

from pizza\_Sales

Group by pizza\_name

Order by Total\_Revenue;

