**PIZZA SALES SQL QUERIES**

**A.KPI’s**

**1.Total Revenue**

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

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**2.Average Order Value**

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

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**3.Total Pizzas Sold**

SELECT SUM(quantity) AS Total\_Pizza\_Sold from pizza\_sales;

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**4.Total orders**

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

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**5.Average pizzas per order**

SELECT ROUND( SUM(quantity)\*1.0/COUNT(DISTINCT(order\_id)),2) from pizza\_sales (OR)

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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**B.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)

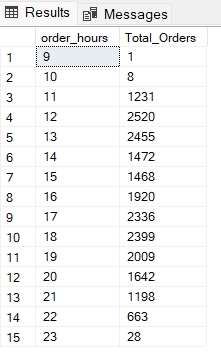
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**C.Hourly Trend for Orders**

SELECT DATEPART(hour,order\_time) as order\_hours, COUNT(DISTINCT order\_id) AS Total\_Orders

FROM pizza\_sales GROUP BY DATEPART(hour,order\_time) ORDER BY DATEPART(hour,order\_time)



**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

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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

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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 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 pizza\_size

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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

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**G. Top 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 DESC

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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

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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.*

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

FROM pizza\_sales

WHERE DATEPART(QUARTER, order\_date) = 1

GROUP BY DATENAME(DW, order\_date)

*\*Here DATEPART(QUARTER, order\_date) = 1 indicates that the output is for the Quarter 1. MONTH(order\_date) = 3 indicates output for Quarter 3.*