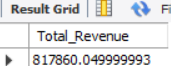
**Pizza SALES SQL Queries**

**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\_Values**

**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\_per\_order**

**FROM pizza\_sales**

**Whenever you are using an aggregate function with a column (order\_date), u need to use group by with categorical field(order\_date)**

**DW- Day of week (Saturday,mon,tue)**

**To convert order\_Date to day of week**

**B. Daily Trend for Total Orders**

**\*Use the STR\_TO\_DATE function to convert the order\_date column into a valid DATE format**

**UPDATE pizza\_sales**

**SET order\_date = STR\_TO\_DATE(order\_date, '%d-%m-%Y');**

**ALTER TABLE pizza\_sales MODIFY order\_date DATE;**

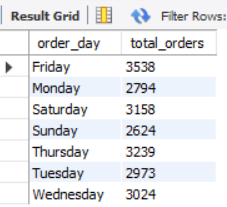
**\*Using Dayname Function**

**SELECT DAYNAME(order\_date) AS order\_day,**

**COUNT(DISTINCT order\_id) AS total\_orders**

**FROM pizza\_sales**

**GROUP BY DAYNAME(order\_date);**

****

**C. Hourly Trend for Orders**

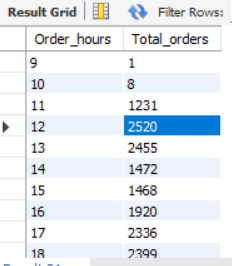
**SELECT hour(order\_time) as Order\_hours, count(distinct Order\_Id) As Total\_Orders**

**From Pizza\_Sales**

**Group By Hour(Order\_Time)**

**Order By Hour(Order\_Time);**

**\*Hour()🡪 To extract hour from 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**

**1. SUM(total\_price):**

* **This calculates the total sales (revenue) for a specific pizza category (e.g., Veg, Non-Veg).**

**2. (SELECT SUM(total\_price) FROM pizza\_sales):**

* **This calculates the total sales across all pizza categories (grand total revenue).**

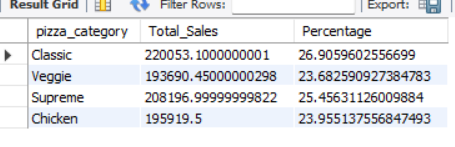
**3. SUM(total\_price) \* 100 / (SELECT SUM(total\_price) FROM pizza\_sales):**

* **The specific category's total sales is divided by the grand total, and then multiplied by 100 to convert it into a percentage.**
* **Example:  
  If a category has $200 in sales and the total sales for all categories is $1,000: Percentage=(200/1000)×100=20%**

**Select Pizza\_Category, Sum(Total\_Price) As Total\_Sales ,Sum(Total\_Price)\*100/(Select Sum(Total\_Price) From Pizza\_Sales) As Percentage**

**From Pizza\_Sales**

**Group By Pizza\_Category;**

****

**\*Grand Revenue: (Select Sum(Total\_Price) From Pizza\_Sales)**

**\*(revenue) for a specific pizza: SUM(total\_price)**

* **For January month:**

**SELECT Pizza\_Category, Sum(Total\_Price) As Total\_Sales ,Sum(Total\_Price)\*100/(Select Sum(Total\_Price) From Pizza\_Sales Where Month(Order\_Date)=1) As Percentage**

**From Pizza\_Sales**

**Where Month(Order\_Date)=1**

**Group By Pizza\_Category;**

**EXCEL FORMULAE**

**=TEXT(order\_date, “dddd”) 🡪 dddd – Thursday**

**=1/COUNTIF(B:B,[@[order\_id]])**

**Pivot\_table\_Analyse 🡪 refresh to reflect new changes**