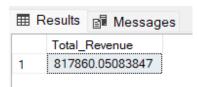
PIZZA SALES SQL QUERIES

A. KPI's

1. Total Revenue:

SELECT SUM(total_price) AS Total_Revenue FROM [Pizza DB].[dbo].[pizza_sales];



2. Average Order Value

SELECT (SUM(total_price) / COUNT(DISTINCT order_id)) AS Avg_order_Value FROM [Pizza
DB].[dbo].[pizza_sales]



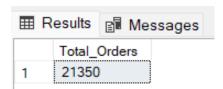
3. Total Pizzas Sold

SELECT SUM(quantity) AS Total_pizza_sold FROM [Pizza DB].[dbo].[pizza_sales]



4. Total Orders

SELECT COUNT(DISTINCT order_id) AS Total_Orders FROM [Pizza DB].[dbo].[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 DB].[dbo].[pizza_sales]

### Results ### Messages

| Avg_Pizzas_per_order |
| 1 | 2.32
```

B. Daily Trend for Total Orders

⊞ Results			
	order_day	total_orders	
1	Saturday	3158	
2	Wednesday	3024	
3	Monday	2794	
4	Sunday	2624	
5	Friday	3538	
6	Thursday	3239	
7	Tuesday	2973	

C. Monthly Trend for Orders

		J
	Month_Name	Total_Orders
1	February	1685
2	June	1773
3	August	1841
4	April	1799
5	May	1853
6	December	1680
7	January	1845
8	September	1661
9	October	1646
10	July	1935
11	November	1792
12	March	1840

D. % of Sales by Pizza Category

⊞ Results			
	pizza_category	total_revenue	PCT
1	Classic	220053.10	26.91
2	Chicken	195919.50	23.96
3	Veggie	193690.45	23.68
4	Supreme	208197.00	25.46

E. % of Sales by Pizza Size

⊞ Results			
	pizza_size	total_revenue	PCT
1	L	375318.70	45.89
2	M	249382.25	30.49
3	S	178076.50	21.77
4	XL	14076.00	1.72
5	XXL	1006.60	0.12

F. Total Pizzas Sold by Pizza Category

```
SELECT pizza_category,
SUM(quantity) as Total_Quantity_Sold
FROM [Pizza DB].[dbo].[pizza_sales]
WHERE MONTH(order_date) = 2
GROUP BY pizza_category
ORDER BY Total_Quantity_Sold DESC
```

⊞ F	Results 🗐 Mess	sages
	pizza_category	Total_Quantity_Sold
1	Classic	14888
2	Supreme	11987
3	Veggie	11649
4	Chicken	11050

G. Top 5 Pizzas by Revenue

⊞ F	Results 📳 Messages	
	pizza_name	Total_Revenue
1	The Thai Chicken Pizza	43434.25
2	The Barbecue Chicken Pizza	42768
3	The California Chicken Pizza	41409.5
4	The Classic Deluxe Pizza	38180.5
5	The Spicy Italian Pizza	34831.25

H. Bottom 5 Pizzas by Revenue

	pizza_name	Total_Revenue
1	The Brie Carre Pizza	11588.4998130798
2	The Green Garden Pizza	13955.75
3	The Spinach Supreme Pizza	15277.75
4	The Mediterranean Pizza	15360.5
5	The Spinach Pesto Pizza	15596

I. Top 5 Pizzas by Quantity

	pizza_name	Total_Pizza_Sold
1	The Classic Deluxe Pizza	2453
2	The Barbecue Chicken Pizza	2432
3	The Hawaiian Pizza	2422
4	The Pepperoni Pizza	2418
5	The Thai Chicken Pizza	2371

J. Bottom 5 Pizzas by Quantity

Results			
	pizza_name	Total_Pizza_Sold	
1	The Brie Carre Pizza	490	
2	The Mediterranean Pizza	934	
3	The Calabrese Pizza	937	
4	The Spinach Supreme Pizza	950	
5	The Soppressata Pizza	961	

K. Top 5 Pizzas by Total Orders

```
SELECT Top 5 pizza_name,

COUNT(DISTINCT order_id) AS Total_Orders

FROM [Pizza DB].[dbo].[pizza_sales]

GROUP BY pizza_name

ORDER BY Total_Orders DESC
```

⊞	Results 🗐 Messages	
	pizza_name	Total_Orders
1	The Classic Deluxe Pizza	2329
2	The Hawaiian Pizza	2280
3	The Pepperoni Pizza	2278
4	The Barbecue Chicken Pizza	2273
5	The Thai Chicken Pizza	2225

L. Borrom 5 Pizzas by Total Orders

	pizza_name	Total_Orders
1	The Brie Carre Pizza	480
2	The Mediterranean Pizza	912
3	The Spinach Supreme Pizza	918
4	The Calabrese Pizza	918
5	The Chicken Pesto Pizza	938

If you want to apply the pizza_category or pizza_size filters to the above queries you can use the WHERE clause. Follow some of below examples

⊞R	esults 🗐 Messages	
	pizza_name	Total_Orders
1	The Pepperoni, Mushroom, and Peppers Pizza	1316
2	The Greek Pizza	1361
3	The Italian Capocollo Pizza	1380
4	The Napolitana Pizza	1421
5	The Big Meat Pizza	1811