PIZZA SALES SQL QUERIES

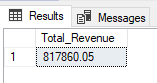
**A. KPI’s**

**1. Total Revenue:**

-- Total Revenue

SELECT ROUND(SUM(total\_price), 2) AS Total\_Revenue

FROM pizza\_sales;

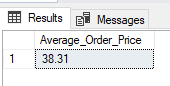


**2. Average Order Value**

-- Average Order Value or Price

SELECT ROUND(SUM(total\_price) / COUNT(DISTINCT order\_id), 2) AS Average\_Order\_Price

FROM pizza\_sales;

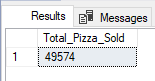


**3. Total Pizzas Sold**

-- Total Pizza Sold

SELECT SUM(quantity) AS Total\_Pizza\_Sold

FROM pizza\_sales;

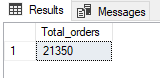


**4. Total Orders**

-- Total Orders

SELECT COUNT(DISTINCT order\_id) AS Total\_orders

FROM pizza\_sales;



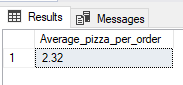
**5. Average Pizzas Per Order**

-- Average Pizza Per Order

SELECT

CAST((SUM(quantity) / CAST(COUNT(DISTINCT order\_id) AS DECIMAL(10,2))) AS DECIMAL(10,2)) AS Average\_pizza\_per\_order

FROM pizza\_sales;



**B. Daily Trend for Total Orders**

-- Daily Trend (How many pizzas sales in each weekday?)

SELECT

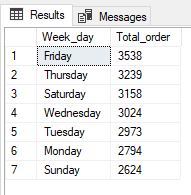
DATENAME(DW, order\_date) AS Week\_day,

COUNT(DISTINCT order\_id) AS Total\_order

FROM pizza\_sales

GROUP BY DATENAME(DW, order\_date)

ORDER BY Total\_order DESC;



**C. Monthly Trend for Orders**

-- Monthly Trend (What is the frequency of pizza sales in each month?)

SELECT

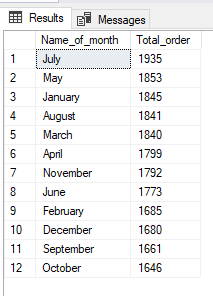
DATENAME(MONTH, order\_date) AS Name\_of\_month,

COUNT(DISTINCT order\_id) AS Total\_order

FROM pizza\_sales

GROUP BY DATENAME(MONTH, order\_date)

ORDER BY Total\_order DESC;

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**D. % of Sales by Pizza Category**

-- Percentage of sales by pizza category

SELECT

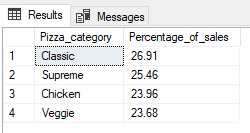
pizza\_category AS Pizza\_category,

ROUND(SUM(total\_price) \* 100 / (SELECT SUM(total\_price) FROM pizza\_sales), 2) AS Percentage\_of\_sales

FROM pizza\_sales AS ps

GROUP BY pizza\_category

ORDER BY Percentage\_of\_sales DESC;

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**E. % of Sales by Pizza Size**

-- Percentage of sales by pizza size

SELECT

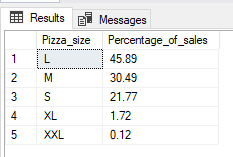
pizza\_size AS Pizza\_size,

ROUND(SUM(total\_price) \* 100 / (SELECT SUM(total\_price) FROM pizza\_sales), 2) AS Percentage\_of\_sales

FROM pizza\_sales AS ps

GROUP BY pizza\_size

ORDER BY Percentage\_of\_sales DESC;

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**F. Total Pizzas Sold by Pizza Category**

-- Total pizza sold by pizza category

SELECT

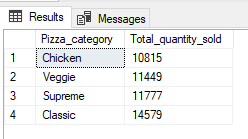
pizza\_category AS Pizza\_category,

COUNT(quantity) AS Total\_quantity\_sold

FROM pizza\_sales

GROUP BY pizza\_category

ORDER BY Total\_quantity\_sold;

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**G. Top 5 Pizzas by Revenue**

-- Top 5 pizza by revenue

SELECT

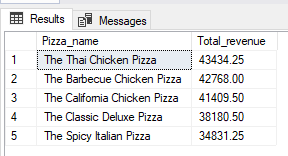
TOP 5 pizza\_name AS Pizza\_name,

CAST(SUM(total\_price) AS DECIMAL(10,2)) AS Total\_revenue

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_revenue DESC;

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**H. Bottom 5 Pizzas by Revenue**

-- Bottom 5 pizza by revenue

SELECT

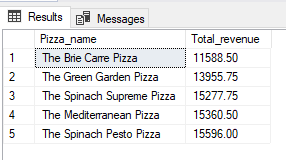
TOP 5 pizza\_name AS Pizza\_name,

CAST(SUM(total\_price) AS DECIMAL(10,2)) AS Total\_revenue

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_revenue ASC;

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**I. Top 5 Pizzas by Quantity**

-- Top 5 pizza by quantity

SELECT

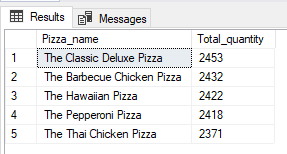
TOP 5 pizza\_name AS Pizza\_name,

SUM(quantity) AS Total\_quantity

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_quantity DESC;

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**J. Bottom 5 Pizzas by Quantity**

-- Bottom 5 pizza by quantity

SELECT

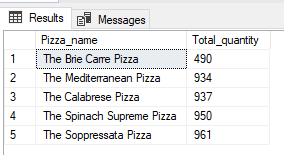
TOP 5 pizza\_name AS Pizza\_name,

SUM(quantity) AS Total\_quantity

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_quantity ASC;



**K. Top 5 Pizzas by Total Orders**

-- Top 5 pizza by total\_order

SELECT

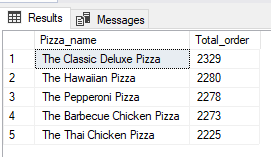
TOP 5 pizza\_name AS Pizza\_name,

COUNT(DISTINCT order\_id) AS Total\_order

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_order DESC;

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**L. Borrom 5 Pizzas by Total Orders**

-- Bottom 5 pizza by total\_order

SELECT

TOP 5 pizza\_name AS Pizza\_name,

COUNT(DISTINCT order\_id) AS Total\_order

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_order ASC;

