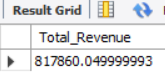
**PIZZA SALES SQL QUERIES**

**A. KPI’s**

**1. Total Revenue:**

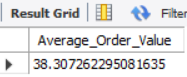
select sum(total\_price) as Total\_Revenue from pizza\_sales



**2. Average Order Value**

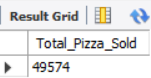
select sum(total\_price)/count(distinct order\_id) as Average\_Order\_Value

from pizza\_sales



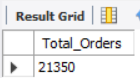
**3. Total Pizzas Sold**

select sum(quantity) as Total\_Pizza\_Sold from pizza\_sales



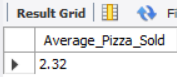
**4. Total Orders**

select count(distinct order\_id) as Total\_Orders from pizza\_sales



**5. Average Pizzas Per Order**

select round(sum(quantity)/count(distinct order\_id),2) as Average\_Pizza\_Sold from pizza\_sales

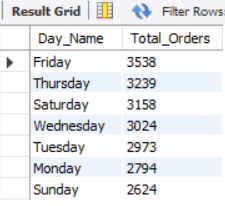


**B. Daily Trend for Total Orders**select dayname(order\_date) as Day\_Name, count(distinct order\_id) as Total\_Orders from pizza\_sales

group by Day\_Name

order by Total\_Orders desc

***Output:***

****

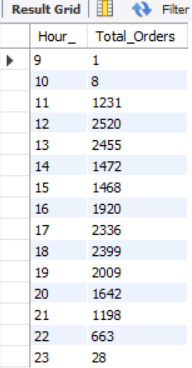
**C. Hourly Trend for Orders**

select hour(order\_time) as Hour\_, count(distinct order\_id) as Total\_Orders from pizza\_sales

group by Hour\_

order by Hour\_

***Output***

****

**% of Sales by Pizza Category**

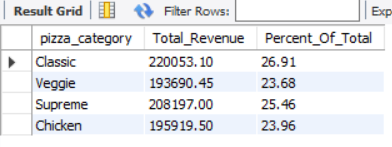
select pizza\_category, cast(sum(total\_price) as decimal(10,2)) as Total\_Revenue,

cast(sum(total\_price)\*100/(select sum(total\_price) from pizza\_sales) as decimal(10,2)) as Percent\_Of\_Total

from pizza\_sales

group by pizza\_category

***Output***

****

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

select pizza\_size, cast(sum(total\_price) as decimal(10,2)) as Total\_Revenue,

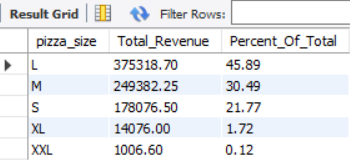
cast(sum(total\_price)\*100/(select sum(total\_price) from pizza\_sales) as decimal(10,2)) as Percent\_Of\_Total

from pizza\_sales

group by pizza\_size

order by Percent\_Of\_Total desc

***Output***

****

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

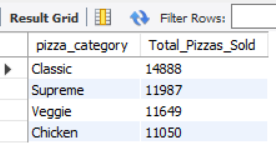
select pizza\_category, Sum(quantity) as Total\_Pizzas\_Sold

from pizza\_sales

group by pizza\_category

order by Total\_Pizzas\_Sold desc

***Output***

****

**G. Top 5 Best Sellers by Total Pizzas Sold**

select Pizza\_name, Sum(quantity) as Total\_Pizzas\_Sold

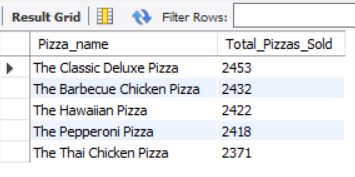
from pizza\_sales

group by Pizza\_name

order by Total\_Pizzas\_Sold desc

limit 5

***Output***

****

**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

***Output***

****

***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 dayname(order\_date) as Day\_Name , count(distinct order\_id) as Total\_Orders from pizza\_sales

where month(order\_date) = 1

group by Day\_Name

order by Total\_Orders desc

*\*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 dayname(order\_date) as Day\_Name, count(distinct order\_id) as Total\_Orders from pizza\_sales

where quarter(order\_date) = 1

group by Day\_Name

order by Total\_Orders desc;

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