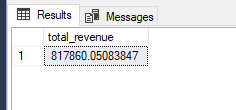
PIZZA SALES SQL QUERIES

# KPI REQUIREMENTS:

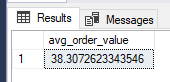
1. Total Revenue

Query: select sum(total\_price) as total\_revenue from Pizza\_db.dbo.pizza\_sales;



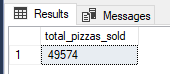
1. Average Order Value: average amount spent per order, total revenue by total no. of orders

Query: select sum(total\_price) / COUNT(DISTINCT order\_id) as avg\_order\_value from Pizza\_db.dbo.pizza\_sales;



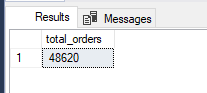
1. Total Pizzas Sold

Query: select SUM(quantity) as total\_pizzas\_sold from Pizza\_db.dbo.pizza\_sales;



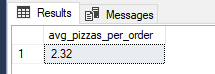
1. Total Orders

Query: select COUNT(order\_id) as total\_orders from Pizza\_db.dbo.pizza\_sales;



1. Average pizzas per order

Query : 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;

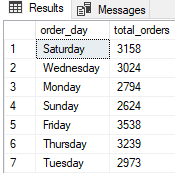


# CHART requirements:

1. Daily trend fot total sales

Q: select DATENAME(dw, order\_date) as order\_day, count(distinct order\_id) as total\_orders from Pizza\_db.dbo.pizza\_sales group by DATENAME(dw, order\_date);

//DW (in datename function – dayofweek like Sunday, Monday..etc)



1. Monthly trends for total orders

select month(order\_date) as month, count(distinct order\_id) as total\_orders

from Pizza\_db.dbo.pizza\_sales

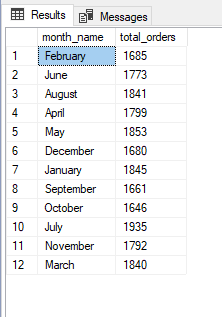
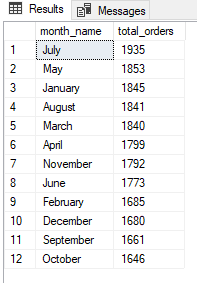
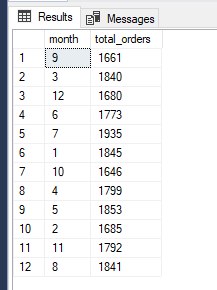
group by month(order\_date);

or

select DATENAME(MONTH, order\_date) as month\_name, count(distinct order\_id) as total\_orders

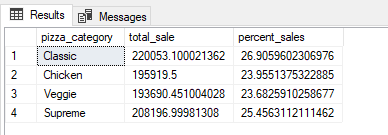
from Pizza\_db.dbo.pizza\_sales

group by DATENAME(MONTH, order\_date) order by total\_orders desc;

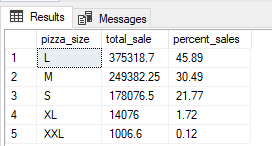
1. Percentile % of sales by pizza category

select pizza\_category, sum(total\_price) as total\_sale, SUM(total\_price)\*100 / (select sum(total\_price) from pizza\_sales) as percent\_sales from Pizza\_db.dbo.pizza\_sales group by pizza\_category;



1. Percentile % of sales by pizza size

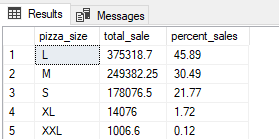
select pizza\_size, round(sum(total\_price),2) as total\_sale,CAST(SUM(total\_price)\*100 / (select sum(total\_price) from pizza\_sales) as decimal(10,2)) as percent\_sales from Pizza\_db.dbo.pizza\_sales group by pizza\_size order by percent\_sales desc;



1. Total pizzas sold by pizza category

select pizza\_size, round(sum(total\_price),2) as total\_sale,CAST(SUM(total\_price)\*100 / (select sum(total\_price) from pizza\_sales) as decimal(10,2)) as percent\_sales from Pizza\_db.dbo.pizza\_sales

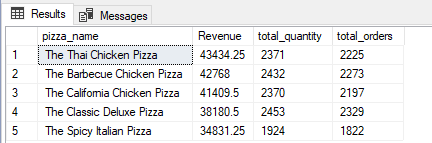
group by pizza\_size order by percent\_sales desc;



1. Top 5 Best sellers by revenue, total quantity and total orders

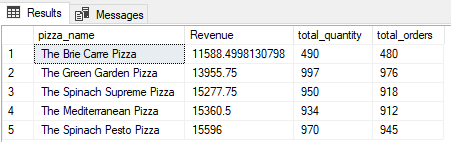
select top 5 pizza\_name, SUM(total\_price) as Revenue, SUM(quantity) as total\_quantity, COUNT(distinct order\_id) as total\_orders from Pizza\_db.dbo.pizza\_sales group by pizza\_name

order by Revenue desc;



1. Top 5 least sellers by revenue, total quantity and total orders

select top 5 pizza\_name, SUM(total\_price) as Revenue,SUM(quantity) as total\_quantity, COUNT(distinct order\_id) as total\_orders from Pizza\_db.dbo.pizza\_sales group by pizza\_name order by Revenue;



KPIs:

DAX functions

1. Total Revenue = SUM(pizza\_sales[total\_price])
2. Total Orders = DISTINCTCOUNT((pizza\_sales[order\_id]))
3. Avg Order Value = [Total Revenue]/[Total Orders]
4. Total Pizzas Sold = SUM(pizza\_sales[quantity])
5. Avg Pizzas per Order = [Total Pizzas Sold] / [Total Orders]

Added day name column in power query using order date column

Again changed order day name (full day name) to first 3 chharacters using DAX function with ADD column option in ribbon of Table view.

Order Day = UPPER(LEFT(pizza\_sales[Day Name], 3))

Order Month = UPPER(LEFT(pizza\_sales[Month Name], 3))