**PIZZA SALES ANALYSIS SQL QUERIES**

**-- 1. KPIs**

**-- a. Total Revenue**

Select Sum(total\_price) as Total\_Revenue from pizza\_sales;



**-- b. Average Order Value**

Select (Sum(total\_price) / Count(Distinct order\_id)) as AVG\_Order\_Val

from pizza\_sales;



**-- c. Total Pizzas Sold**

Select Sum(quantity) as Total\_Pizzas\_Sold from pizza\_sales;



**-- d. Total Orders**

Select Count(Distinct order\_id) as Total\_Orders from pizza\_sales;



**-- e. 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))

from pizza\_sales;



**-- 2. Daily Trends**

Select DATENAME(DW,order\_date) as order\_day, Count(distinct order\_id) as Total\_Orders

from pizza\_sales

Group by DATENAME(DW,order\_date);

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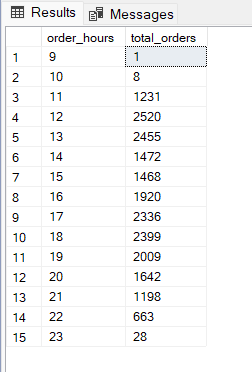
**-- 3. Hourly Trends for total order**

Select DATEPART(HOUR,order\_time) as order\_hours, Count(distinct order\_id) as Total\_Orders

from pizza\_sales

Group by DATEPART(HOUR,order\_time)

Order by 1 ASC;

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**-- 4. Percentage of sales by Pizza Category**

Select pizza\_category , Cast(SUM(total\_price)\* 100 / (Select Sum(total\_price) from pizza\_sales) as decimal (10,2)) as PCT\_sales

from pizza\_sales

Group by pizza\_category

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**-- 5. Percentage of sales by Pizza Size**

Select pizza\_size, Cast(Sum(total\_price) \* 100 / (Select SUM(total\_price) from pizza\_sales) as decimal (10,2)) as PCT\_sales

FROM pizza\_sales

Group by pizza\_size

order by pizza\_size;

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**-- 6. Total Pizzas Sold by Pizza Category**

Select pizza\_category, Sum(quantity) as Pizza\_Sold

from pizza\_sales

group by pizza\_category

ORDER BY Total\_Quantity\_Sold DESC

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**-- 7. Top 5 Best Sellers by Pizzas Sold**

Select Top 5 pizza\_name , Sum(quantity) as Pizza\_Sold

from pizza\_sales

group by pizza\_name

Order By Sum(quantity) desc;

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**-- 8. Bottom 5 Worst Sellers by Pizzas Sold**

Select Top 5 pizza\_name , Sum(quantity) as Pizza\_Sold

from pizza\_sales

group by pizza\_name

Order By Sum(quantity) ASC;

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