Pizza Sales SQL Queries

KPI’s

1. Total Revenue

SELECT SUM(total\_price) AS Total\_Revenue

FROM pizza\_sales



1. Average Order Value

SELECT

SUM(total\_price) / COUNT(DISTINCT(order\_id)) AS Average\_Order\_Value

FROM pizza\_sales



1. Total Pizza Sold

SELECT SUM(quantity) AS Total\_Pizza\_Sold

FROM pizza\_sales



1. Total Orders

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

FROM pizza\_sales



1. 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 Average\_Pizzas\_Per\_Order

FROM pizza\_sales



Charts  
1. Daily Trend for Total Order

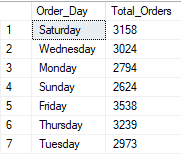
SELECT

DATENAME(DW, order\_date) AS Order\_Day

,COUNT(DISTINCT(order\_id)) AS Total\_Orders

FROM pizza\_sales

GROUP BY DATENAME(DW, order\_date) -- DW is day of week



2. Hourly Trend for Total Orders

SELECT

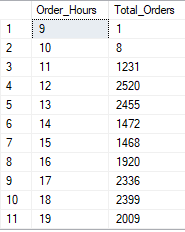
DATEPART(HOUR, order\_time) AS Order\_Hours

,COUNT(DISTINCT(order\_id)) AS Total\_Orders

FROM pizza\_sales

GROUP BY DATEPART(HOUR, order\_time)

ORDER BY DATEPART(HOUR, order\_time)



3. Percentage of Sales by Pizza Category

SELECT

pizza\_category

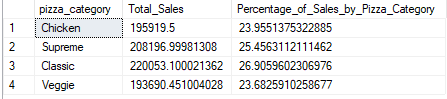
,SUM(total\_price) AS Total\_Sales

,SUM(total\_price) \* 100 / (SELECT SUM(total\_price) FROM pizza\_sales)

AS Percentage\_of\_Sales\_by\_Pizza\_Category

FROM pizza\_sales

GROUP BY pizza\_category



4. Percentage of Sales by Pizza Size

SELECT

pizza\_size

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

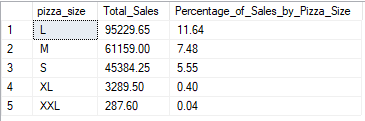
,CAST(SUM(total\_price) \* 100 / (SELECT SUM(total\_price) FROM pizza\_sales) AS DECIMAL(10,2))

AS Percentage\_of\_Sales\_by\_Pizza\_Size

FROM pizza\_sales

GROUP BY pizza\_size

ORDER BY Percentage\_of\_Sales\_by\_Pizza\_Size DESC



5. Total Pizzas Sold by Pizzaa Category

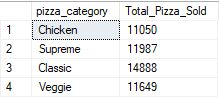
SELECT

pizza\_category

,SUM(quantity) AS Total\_Pizza\_Sold

FROM pizza\_sales

GROUP BY pizza\_category



6. SELECT TOP 5

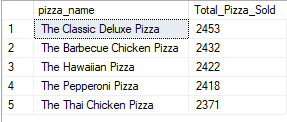
pizza\_name

,SUM(quantity) AS Total\_Pizza\_Sold

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_Pizza\_Sold DESC



7. Bottom 5 Worst 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

