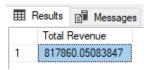
# Pizza Sales SQL Queries

# A. KPI'S

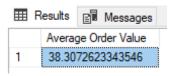
1. Total Revenue:

Select SUM(total\_price) [Total Revenue] from pizza\_sales

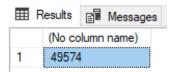


2. Average Order Value

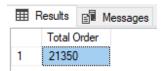
Select SUM(total\_price) / COUNT(DISTINCT order\_id) [Average Order Value] from pizza\_sales



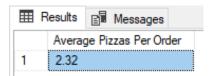
3. Select SUM(quantity) [Total Pizza Sold] from pizza\_sales



4. Select COUNT(DISTINCT order\_id) [Total Order] from pizza\_sales



5. Select CAST(CAST(SUM(quantity) AS DECIMAL(10,2)) / CAST(COUNT(DISTINCT order\_id) AS DECIMAL(10,2)) AS DECIMAL(10,2)) [Average Pizzas Per Order] from pizza\_sales



B. Daily Trend for Total Orders

SELECT DATENAME(DW, order\_date) [Order day], COUNT(DISTINCT order\_id) [Total orders] FROM pizza\_sales
GROUP BY DATENAME(DW, order\_date)

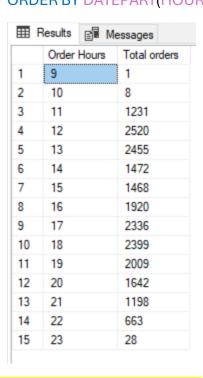
	Order day	Total orders	
1	Saturday	3158	
2	Wednesday	3024	
3	Monday	2794	
4	Sunday	2624	
5	Friday	3538	
6	Thursday	3239	
7	Tuesday	2973	

## C. Hourly Trend for Orders

SELECT DATEPART(HOUR, order\_time) [Order Hours], COUNT(DISTINCT order\_id) [Total orders] FROM pizza\_sales

CROUB BY DATEBART(HOUR, order\_time)

GROUP BY DATEPART(HOUR, order\_time)
ORDER BY DATEPART(HOUR, order\_time)



## D. % of Sales by Pizza Category

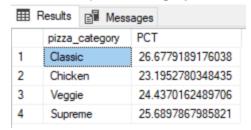
SELECT pizza\_category, SUM(total\_price) \* 100 /

(SELECT SUM(total\_price) FROM pizza\_sales WHERE MONTH(order\_date) = 1) [PCT]

FROM pizza\_sales

WHERE MONTH(order\_date) = 1

**GROUP BY pizza\_category** 



# E. % of Sales by Pizza Size

SELECT pizza\_size, CAST(SUM(total\_price) \* 100 /

(SELECT SUM(total\_price) FROM pizza\_sales WHERE DATEPART(QUARTER, order\_date) = 1) AS DECIMAL(10,2)) [PCT]

FROM pizza\_sales

WHERE DATEPART(QUARTER, order\_date) = 1

**GROUP BY pizza\_size** 

**ORDER BY PCT DESC** 

<b></b>	Results		Messages
	pizza_	size	PCT
1	L		46.37
2	M		29.78
3	S		22.10
4	XL		1.60
5	XXL		0.14

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

SELECT pizza\_category, SUM(quantity) [Total Pizza] FROM pizza\_sales GROUP BY pizza\_category



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

SELECT TOP 5 pizza\_name, SUM(quantity) [Total Pizzas] FROM pizza\_sales
GROUP BY pizza\_name
ORDER BY SUM(quantity) DESC



#### H. Bottom 5 Best Sellers by Total Pizzas Sold

SELECT TOP 5 pizza\_name, SUM(quantity) [Total Pizzas] FROM pizza\_sales
GROUP BY pizza\_name
ORDER BY SUM(quantity)

	pizza_name	Total Pizzas
1	The Brie Carre Pizza	490
2	The Mediterranean Pizza	934
3	The Calabrese Pizza	937
4	The Spinach Supreme Pizza	950
5	The Soppressata Pizza	961