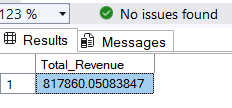
**PIZZA SALES QUERIES**

A.KPI’s

**1. Total Revenue:**

SELECT SUM(total\_price) AS Total\_Revenue FROM pizza\_sales;

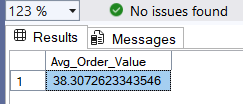
***Output:***



**2. Average Order Value**

select SUM(total\_price)/COUNT(DISTINCT order\_id) AS Avg\_Order\_Value FROM pizza\_sales

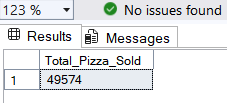
***Output:***



**3. Total Pizzas Sold**

select SUM(quantity) AS Total\_Pizza\_Sold FROM pizza\_sales

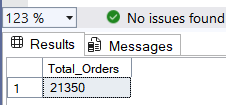
***Output:***



**4. Total Orders**

select COUNT(DISTINCT order\_id) AS Total\_Orders FROM pizza\_sales

***Output:***



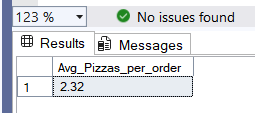
**5. Average Pizzas Per Order**

SELECT CAST(CAST(SUM(quantity) AS DECIMAL(10,2)) /

CAST(COUNT(DISTINCT order\_id) AS DECIMAL(10,2)) AS DECIMAL(10,2))

AS Avg\_Pizzas\_per\_order FROM pizza\_sales

***Output:***

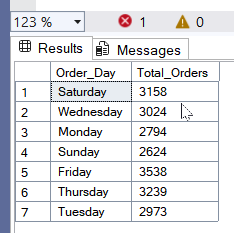


**B. Daily Trend for Total Orders**

select DATENAME(DW,order\_date) as Order\_Day, COUNT(DISTINCT order\_id) as Total\_Orders from pizza\_sales

GROUP BY DATENAME(DW,order\_date) ;

***Output:***



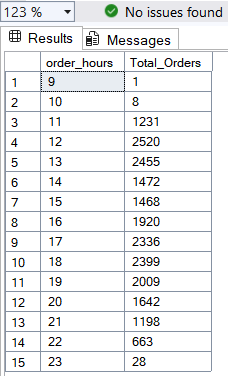
**C. Hourly Trend for Orders**

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);

***Output:***

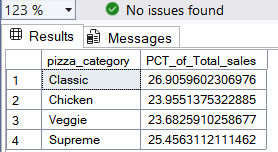


**D. % of Sales by Pizza Category**

select pizza\_category,SUM(total\_price)\*100/(select SUM(total\_price)from pizza\_sales) as PCT\_of\_Total\_sales

from pizza\_sales group by pizza\_category;

***Output:***



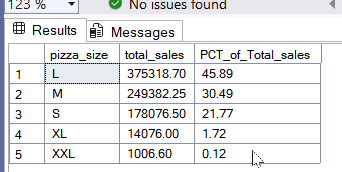
**E. % of Sales by Pizza Size**

select pizza\_size,CAST(sum(total\_price) AS DECIMAL(10,2)) as total\_sales,CAST(SUM(total\_price)\*100/(select SUM(total\_price)

from pizza\_sales) AS DECIMAL(10,2)) AS PCT\_of\_Total\_sales from pizza\_sales group by pizza\_size

order by PCT\_of\_Total\_sales DESC ;

***Output:***

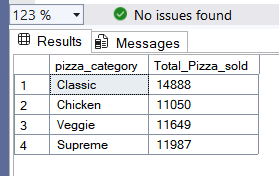


**F. Total Pizzas Sold by Pizza Category**

select pizza\_category,sum(quantity) AS Total\_Pizza\_sold

from pizza\_sales group by pizza\_category ;

***Output:***



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

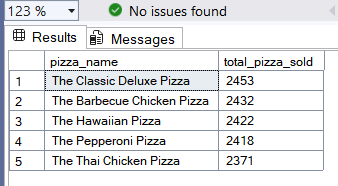
select TOP 5 pizza\_name,SUM(quantity) as total\_pizza\_sold

from pizza\_sales

group by pizza\_name

order by SUM(quantity) DESC

***Output:***



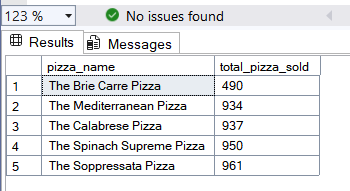
**H. Bottom 5 Best Sellers by Total Pizzas Sold**

select TOP 5 pizza\_name,SUM(quantity) as total\_pizza\_sold

from pizza\_sales

group by pizza\_name order by SUM(quantity) 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 DATENAME(DW, order\_date) AS order\_day, COUNT(DISTINCT order\_id) AS total\_orders

FROM pizza\_sales

WHERE MONTH(order\_date) = 1

GROUP BY DATENAME(DW, order\_date)

*\*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 DATENAME(DW, order\_date) AS order\_day, COUNT(DISTINCT order\_id) AS total\_orders

FROM pizza\_sales

WHERE DATEPART(QUARTER, order\_date) = 1

GROUP BY DATENAME(DW, order\_date)

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