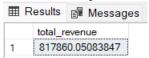
PIZZA SALES SQL QUERIES

A. KPI's

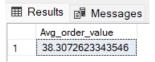
1. Total Revenue:

select sum(total_price) as total_revenue from pizza_sales



2. Average Order Value

select sum(total_price) / count(distinct order_id) as Avg_order_value from pizza_sales



3. Total Pizzas Sold

select sum(quantity) as total_pizza_sold from pizza_sales



4. Total Orders

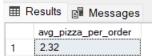
select count(distinct order_id) as total_order from pizza_sales

	total_order
1	21350

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_pizza_per_order from pizza_sales



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)

⊞ Results		
	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) as order_hours, COUNT(DISTINCT order_id) as total_orders from pizza_sales

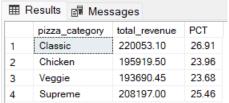
group by DATEPART(HOUR, order_time) order by DATEPART(HOUR, order_time)

■ Results		
	order_hours	total_orders
1	9	1
2	10	8
3	11	1231
4	12	2520
5	13	2455
6	14	1472
7	15	1468
8	16	1920
9	17	2336
10	18	2399
11	19	2009
12	20	1642
13	21	1198
14	22	663
15	23	28

D. % of Sales by Pizza Category

SELECT pizza_category, CAST(SUM(total_price) AS DECIMAL(10,2)) as total_revenue, CAST(SUM(total_price) * 100 / (SELECT SUM(total_price) from pizza_sales) AS DECIMAL(10,2)) AS PCT FROM pizza_sales

GROUP BY pizza_category



E. % of Sales by Pizza Size

SELECT pizza_size, CAST(SUM(total_price) AS DECIMAL(10,2)) as total_revenue,

FROM pizza_sales

GROUP BY pizza_size

ORDER BY pizza_size

⊞ Messages			
	pizza_size	total_revenue	PCT
1	L	375318.70	45.89
2	M	249382.25	30.49
3	S	178076.50	21.77
4	XL	14076.00	1.72
5	XXL	1006.60	0.12

F. Total Pizzas Sold by Pizza Category

SELECT pizza_category, SUM(quantity) as Total_Quantity_Sold

FROM pizza_sales

WHERE $MONTH(order_date) = 2$

GROUP BY pizza_category

ORDER BY Total_Quantity_Sold DESC

⊞ Results		
	pizza_category	Total_Quantity_Sold
1	Classic	1178
2	Supreme	964
3	Veggie	944
4	Chicken	875

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 Total_Pizza_Sold DESC

⊞ F	Results Messages	
	pizza_name	Total_Pizza_Sold
1	The Classic Deluxe Pizza	2453
2	The Barbecue Chicken Pizza	2432
3	The Hawaiian Pizza	2422
4	The Pepperoni Pizza	2418
5	The Thai Chicken Pizza	2371

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 Total_Pizza_Sold ASC

■ Results		
	pizza_name	Total_Pizza_Sold
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