**Pizza Sales SQL Queries**

1. **KPI’s**
2. **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 Avg\_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. **Avg Pizza Sold Per Order:**

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

CAST(COUNT(DISTINCT order\_id) AS DECIMAL(10,2)) as Avg\_Pizzas\_Per\_Order

FROM pizza\_sales



1. **Monthly/Daily Trend Data**
2. **Daily Trend of Pizza Sales**

SELECT DATENAME(DW, order\_date) AS order\_day, COUNT(DISTINCT order\_id) as Total\_orders

FROM pizza\_sales

GROUP BY DATENAME(DW, order\_date);

A screenshot of a computer

Description automatically generated

1. **Monthly Trend of Pizza Sales**

SELECT DATENAME(MONTH, order\_date) AS Month\_Name, COUNT(DISTINCT order\_id) AS Total\_Orders

FROM pizza\_sales

GROUP BY DATENAME(MONTH,order\_date)

ORDER BY Total\_Orders DESC;

A screenshot of a computer

Description automatically generated

**C. Percent Sales Data**

1. **Percent Sales by Pizza Category**

SELECT pizza\_category, CAST(SUM(total\_price) AS DECIMAL(10,2)) AS Total\_Sales, CAST(SUM(total\_price) \* 100 /

(SELECT SUM(total\_price) FROM pizza\_sales WHERE MONTH(order\_date) = 1) AS DECIMAL(10,2)) AS Percent\_Sales

FROM pizza\_sales

WHERE MONTH(order\_date) = 1

GROUP BY pizza\_category

A screenshot of a computer

Description automatically generated

1. Percent of Pizza Sales by 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 Percent\_Sales

FROM pizza\_sales

GROUP BY pizza\_size

ORDER BY Percent\_Sales;

A screenshot of a data

Description automatically generated

1. **Top 5/Bottom 5**
2. Top 5 by Revenue

SELECT top 5 pizza\_name, SUM(total\_price) AS Total\_Revenue

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_Revenue DESC;

A screenshot of a menu

Description automatically generated

1. Bottom 5 by Revenue

SELECT top 5 pizza\_name, SUM(total\_price) AS Total\_Revenue

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_Revenue ASC;

A screenshot of a menu

Description automatically generated

1. Top 5 by Quantity

SELECT top 5 pizza\_name, SUM(quantity) AS Total\_Quantity

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_Quantity DESC;

A screenshot of a menu

Description automatically generated

1. Bottom 5 by Quantity

SELECT top 5 pizza\_name, SUM(quantity) AS Total\_Quantity

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_Quantity ASC;

A menu with numbers and a list of pizzas

Description automatically generated with medium confidence

1. Top 5 by Orders

SELECT top 5 pizza\_name, COUNT(DISTINCT order\_id) AS Total\_Orders

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_Orders DESC;

A menu with a list of pizzas

Description automatically generated with medium confidence

1. Bottom 5 in Orders

SELECT top 5 pizza\_name, COUNT(DISTINCT order\_id) AS Total\_Orders

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_Orders ASC;

A menu with black text

Description automatically generated