**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\_Orders FROM pizza\_sales



**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



**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)  ORDER BY  CASE DATENAME(DW, order\_date)  WHEN 'Monday' THEN 1  WHEN 'Tuesday' THEN 2  WHEN 'Wednesday' THEN 3  WHEN 'Thursday' THEN 4  WHEN 'Friday' THEN 5  WHEN 'Saturday' THEN 6  ELSE 7 -- Sunday  END; |  |

**C. Monthly Trend for Orders**

|  |  |
| --- | --- |
| 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  CASE DATENAME(MONTH, order\_date)  WHEN 'January' THEN 1  WHEN 'February' THEN 2  WHEN 'March' THEN 3  WHEN 'April' THEN 4  WHEN 'May' THEN 5  WHEN 'June' THEN 6  WHEN 'July' THEN 7  WHEN 'August' THEN 8  WHEN 'September' THEN 9  WHEN 'October' THEN 10  WHEN 'November' THEN 11  ELSE 12  END; |  |

**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,

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

FROM pizza\_sales

GROUP BY pizza\_size

ORDER BY PCT DESC

****

**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

****

**G. Top 5 Pizzas 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

****

**H. Bottom 5 Pizzas 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

****

**I. Top 5 Pizzas by Quantity**

SELECT Top 5 pizza\_name, SUM(quantity) AS Total\_Pizza\_Sold

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_Pizza\_Sold DESC

****

**J. Bottom 5 Pizzas by Quantity**

SELECT TOP 5 pizza\_name, SUM(quantity) AS Total\_Pizza\_Sold

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_Pizza\_Sold ASC

****

**K. Top 5 Pizzas by Total 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

****

**L. Bottom 5 Pizzas by Total 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

