**PIZZA SALES SQL QUERIES**

1. **KPIs**
2. **Total Revenue**

Logic: Sum the sales column from the dataset

Query:

A black text on a white background

Description automatically generated

Output:

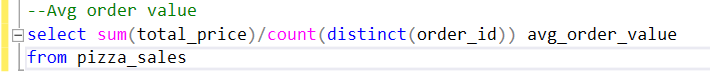
A screenshot of a computer

Description automatically generated

1. **Average Order Value**

Logic: Divide total revenue by count of order id(distinct)

Query:



Output:

A screenshot of a computer

Description automatically generated

1. **Total Pizzas sold**

Logic: Sum quantity column

Query:

A close up of a text

Description automatically generated

Output:

A screenshot of a computer

Description automatically generated

1. **Total Orders**

Logic: Sum Order\_id from the dataset

Query:

A close up of a computer screen

Description automatically generated

Output:

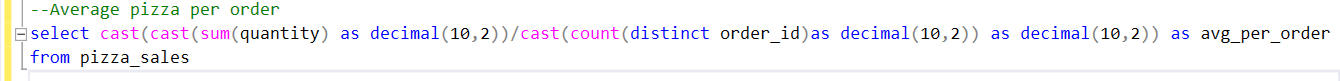
A screenshot of a computer

Description automatically generated

1. **Average price per order**

Logic: Use aggregate function(sum) on quantity by order counts.

Query:



Output:

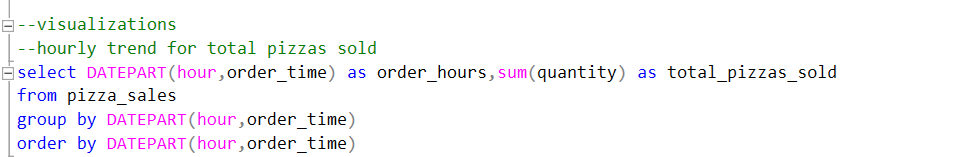
A screenshot of a computer

Description automatically generated

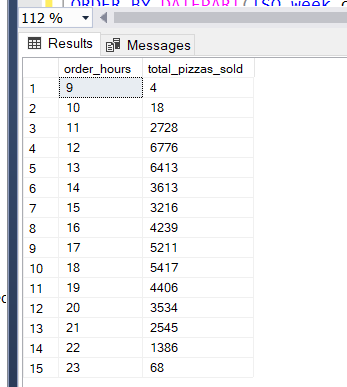
1. **Visualizations**
2. **Hourly trend of total orders**

Logic: Use datepart function, use hour and sum quantity

Query:



Output:

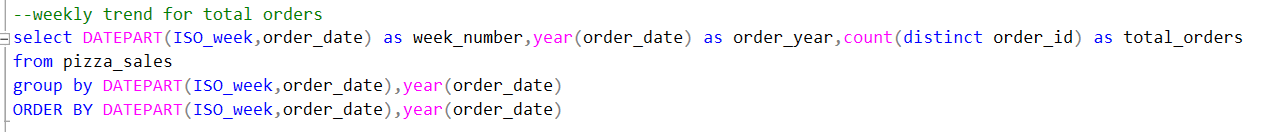


Insights: There are two peak points where the orders rise.

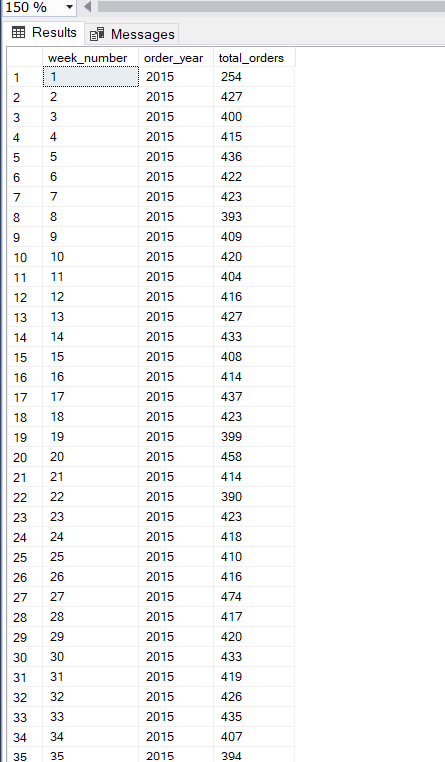
1. **Weekly trend of total\_orders**

Logic: Use datepart function, use ISO\_week and sum orders

Query:



Output:



A screenshot of a computer screen

Description automatically generated

1. **Percentage of sales by category**

Logic: use nested query. Select sales w.r.t category by total price

Query:

A computer code with text

Description automatically generated with medium confidence

Output:

A screenshot of a computer

Description automatically generated

Note: PCT is percentage of category total.