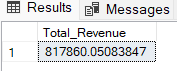
**PIZZA SALES SQL QUERIES**

**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;

A screenshot of a computer

AI-generated content may be incorrect.

**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;

A screenshot of a computer

AI-generated content may be incorrect.

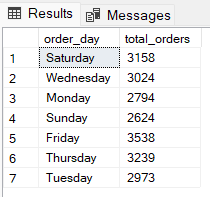
**B. Daily Trend for Total Orders**

select DATENAME(DW, order\_date) as order\_day,

COUNT (distinct order\_id) as total\_orders

from pizza\_sales

group by DATENAME(DW, order\_date)



**C. Monthly Trend for Orders**

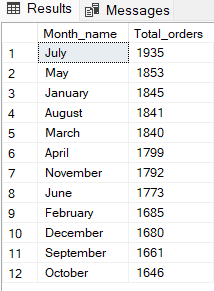
select DATENAME(MONTH , order\_date) as Month\_name,

COUNT(distinct order\_id) as Total\_orders

from pizza\_sales

group by DATENAME(MONTH , order\_date)

order by Total\_orders desc;

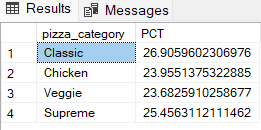
****

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

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

from pizza\_sales

group by pizza\_category;

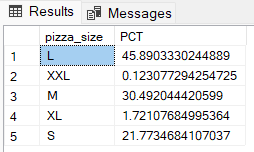
****

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

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

from pizza\_sales

group by pizza\_size;

****

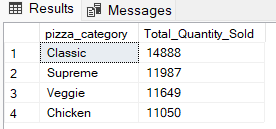
**F. Total Pizzas Sold by Pizza Category**

select pizza\_category, SUM(quantity) as Total\_Quantity\_Sold

from pizza\_sales

group by pizza\_category

order by Total\_Quantity\_Sold desc

****

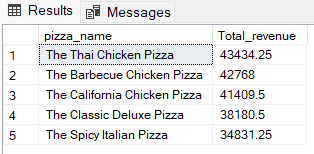
**G. Top 5 Pizzas by Revenue**

select Top 5 pizza\_name, sum(total\_price) as Total\_revenue

from pizza\_sales

group by pizza\_name

order by Total\_revenue desc;

****

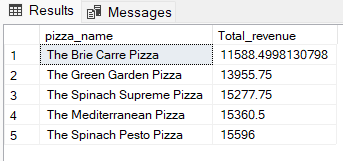
**H. Bottom 5 Pizzas by Revenue**

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;

A screenshot of a menu

AI-generated content may be incorrect.

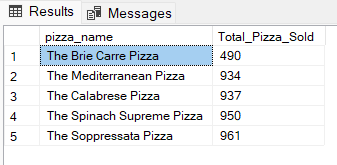
**J. Bottom 5 Pizzas by Quantity**

select top 5 pizza\_name , sum(quantity) as Total\_Pizza\_Sold

from pizza\_sales

group by pizza\_name

order by Total\_Pizza\_Sold asc;



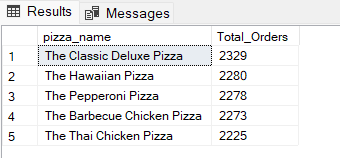
**K. Top 5 Pizzas by Total Orders**

select top 5 pizza\_name , count(distinct order\_id) as Total\_Orders

from pizza\_sales

group by pizza\_name

order by Total\_Orders desc;

****

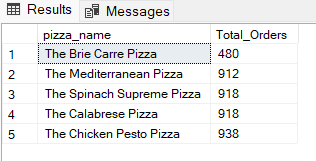
**L. Bottom 5 Pizzas by Total Orders**

select top 5 pizza\_name , count(distinct order\_id) as Total\_Orders

from pizza\_sales

group by pizza\_name

order by Total\_Orders asc;

****