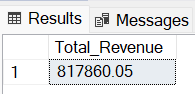
PIZZA SALES SQL QUERIES

KPI’s

-- 1. TOTAL REVENUE

SELECT ROUND(SUM(total\_price),2) AS Total\_Revenue

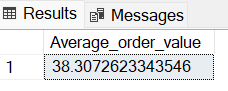
FROM pizza\_sales;



--2. AVERAGE ORDER VALUE

SELECT SUM(total\_price)/COUNT(DISTINCT order\_id) AS Average\_order\_value

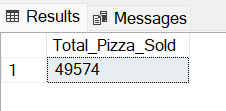
FROM pizza\_sales;



--3. TOTAL PIZZA SOLD

SELECT SUM(quantity) AS Total\_Pizza\_Sold

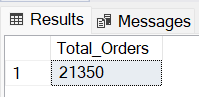
FROM pizza\_sales;



--4. TOTAL ORDERS

SELECT COUNT(DISTINCT order\_id) AS Total\_Orders

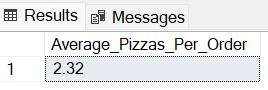
FROM pizza\_sales;



--5. AVERAGE PIZZA 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 Average\_Pizzas\_Per\_Order

FROM pizza\_sales;



CHARTS REQUIREMENT

--1 DAILY TREND OF TOTAL ORDERSORDER

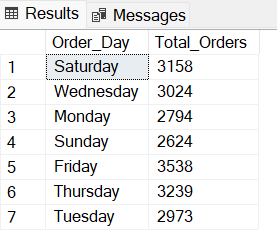
SELECT

DATENAME(DW, Order\_date) as Order\_Day,

COUNT(DISTINCT Order\_id) AS Total\_Orders

FROM pizza\_sales

GROUP BY DATENAME(DW, Order\_date);



--2 MONTHLY TREND OF TOTAL ORDERS

SELECT

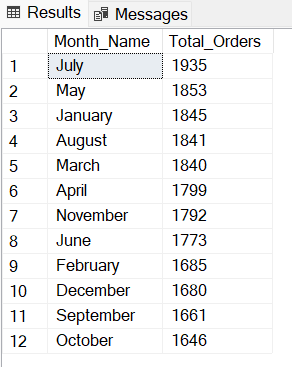
DATENAME(MONTH, Order\_date) as Month\_Name,

COUNT(DISTINCT Order\_id) AS Total\_Orders

FROM pizza\_sales

GROUP BY DATENAME(MONTH, Order\_date)

ORDER BY Total\_Orders DESC;



--3. PERCENTAGE OF SALES BY PIZZA CATEGORY

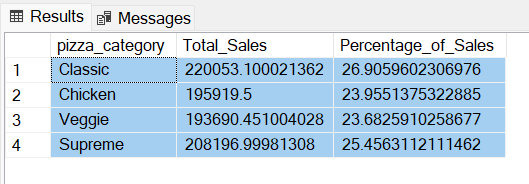
SELECT

pizza\_category, SUM(total\_price) AS Total\_Sales,

SUM(total\_price)\*100/(SELECT SUM(total\_price) FROM pizza\_sales) AS Percentage\_of\_Sales

FROM pizza\_sales

GROUP BY pizza\_category;



--4. PERCENTAGE OF SALES BY PIZZA SIZE

SELECT

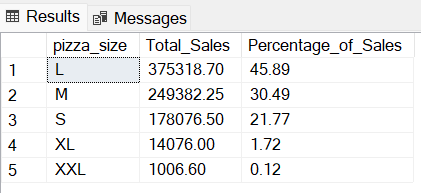
pizza\_size, CAST(SUM(total\_price) AS DECIMAL(10,2)) AS Total\_Sales,

CAST(SUM(total\_price)\*100/(SELECT SUM(total\_price) FROM pizza\_sales) AS DECIMAL(10,2)) AS Percentage\_of\_Sales

FROM pizza\_sales

GROUP BY pizza\_size

ORDER BY Percentage\_of\_Sales DESC;



--5. TOP 5 BEST SELLERS BY REVENUE, TOTAL QUANTITY AND TOTAL ORDERS

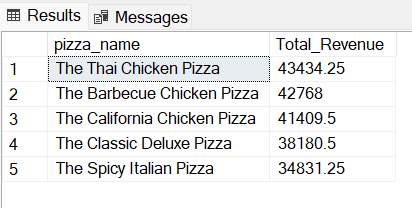
TOP 5 BEST SELLERS BY REVENUE

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

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_Revenue DESC;



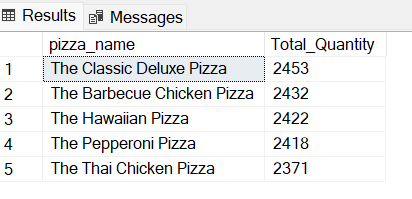
TOP 5 BEST SELLERS BY TOTAL QUANTITY

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

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_Quantity DESC;



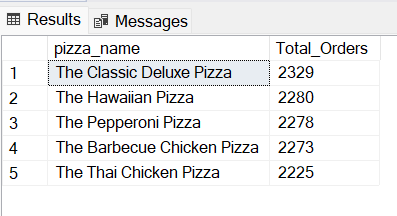
TOP 5 BEST SELLERS BY TOTAL ORDERS

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

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_Orders DESC;



--5. TOP 5 WORST SELLERS BY REVENUE, TOTAL QUANTITY AND TOTAL ORDERS

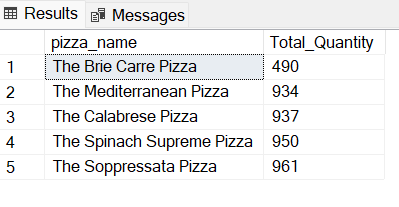
TOP 5 WORST SELLERS BY TOTAL QUANTITY

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

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_Quantity ASC;



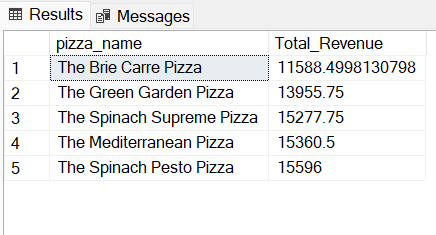
TOP 5 WORST SELLERS BY REVENUE

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

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_Revenue ASC;



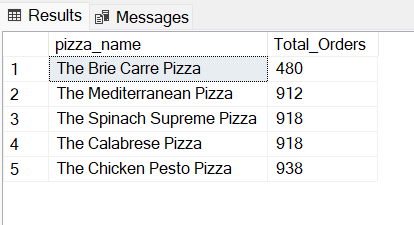
TOP 5 WORST SELLERS BY TOTAL ORDERS

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

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_Orders ASC;



--NOTE

/\*If we want to apply the Month, Quarter, Week filters to the above queries we

can use\*/

WHERE clause. Follow some of below examples

SELECT DATENAME(DW, order date) AS order day, COUNT(DISTINCT order\_id) AS

total orders

FROM pizza sales

WHERE MONTH(order date) = 1

GROUP BY DATENAME(DW, order date);

/\*Here MONTH(order date) = 1 indicates that the output is for the month of

January. MONTH(order date) = 4 indicates output for Month of April.\*/

SELECT DATENAME(DW, order date) AS order day, COUNT(DISTINCT order id) AS

total orders

FROM pizza sales

WHERE DATEPART(QUARTER, order date) = 1

GROUP BY DATENAME(DW, order date)

/\*Here DATEPART(QUARTER, order date) = 1 indicates that the output is for

the Quarter 1. MONTH(order date) = 3 indicates output for Quarter 3.

SELECT pizza\_category, sum(total\_price) as Total\_Sales, sum(total\_price) \* 100 /

(SELECT sum(total\_price) from pizza\_sales WHERE MONTH(order\_date) = 1) AS PCT

from pizza\_sales

WHERE MONTH(order\_date) = 1

GROUP BY pizza\_category;  
/\*Here WHERE MONTH(order\_date) = 1 filters the output for the Month of January. Also, if it is applied to the main query, it should also be used in the subquery to get an accurate result.