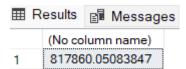
PIZZA SALES SQL QUERIES

A.KPI'S

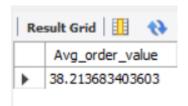
1. Total Revenue:

select sum(total_price) from pizza_sales;



2. Average Order Value

select sum(total_price)/ count(distinct order_id) as Avg_order_value from
pizza_sales ;



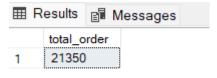
3. Total Pizzas Sold

select sum(quantity) as total_pizzas_sold from pizza_sales;



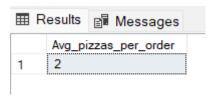
4. Total Orders

select count(distinct order_id) as total_order from pizza_sales;



5. Average Pizzas Per Order

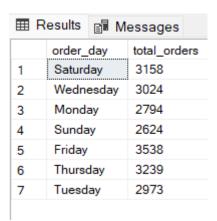
select sum(quantity) / count(distinct order_id) as Avg_pizzas_per_order from pizza_sales;



B. QUERIES FOR CHARTS

6. Daily trend for 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)



7. Monthly trends 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)



8. % 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 where month(order_date) = 1) as PCT

from pizza_sales

where month(order_date) = 1

group by pizza_category;

⊞ R	esults	₽ Mess	sages	
	pizza_category		total_sales	PCT
1	Classic		18619.4000015259	26.6779189176038
2	Chicken		16188.75	23.1952780348435
3	Veggie		17055.4000778198	24.4370162489706
4	Supreme		17929.7499866486	25.6897867985821

9. % of sales by pizza size

select pizza_size, sum(total_price) as total_sales, 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;

	pizza_size	total_sales	PCT
1	L	375318.701004028	45.89
2	M	249382.25	30.49
3	S	178076.49981308	21.77
4	XL	14076	1.72
5	XXL	1006.6000213623	0.12

10. 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

	pizza_name	total_revenue
1	The Thai Chicken Pizza	43434.25
2	The Barbecue Chicken Pizza	42768
3	The California Chicken Pizza	41409.5
4	The Classic Deluxe Pizza	38180.5
5	The Spicy Italian Pizza	34831.25

11. . Bottom 5 pizzas by revenue

select top 5 pizza_name, sum(quantity) as total_quantity from pizza_sales group by pizza_name order by total_quantity asc

⊞ Results					
	pizza_name	total_quantity			
1	The Brie Carre Pizza	490			
2	The Mediterranean Pizza	934			
3	The Calabrese Pizza	937			
4	The Spinach Supreme Pizza	950			
5	The Soppressata Pizza	961			