# PIZZA SALES SQL QUERIES

KPI’S

1. Total Revenue:

SELECT SUM(total\_price) AS total\_revenue

FROM pizza\_sales;

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2. Average Order Value

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

FROM pizza\_sales

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3. Total Pizza’s Sold

SELECT SUM(quantity) AS total\_pizza\_sold

FROM pizza\_sales

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4. Total Orders

SELECT COUNT(DISTINCT order\_id) AS total\_orders

FROM pizza\_sales;

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5. Average Pizzas Per Order

SELECT CAST(CAST(SUM(quantity) AS DECIMAL(10, 2)) / COUNT(DISTINCT order\_id) AS DECIMAL (10, 2)) AS avg\_pizza\_per\_order

FROM pizza\_sales

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6. Daily Trend

SELECT

DATENAME(DW, order\_date) AS order\_day,

COUNT(DISTINCT order\_id) AS total\_orders

FROM pizza\_sales

GROUP BY DATENAME(DW, order\_date);

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--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);

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--Hourly Trend for total orders

SELECT

DATEPART(HOUR, order\_time) AS order\_hours,

COUNT(DISTINCT order\_id) AS total\_orders

FROM pizza\_sales

GROUP BY DATEPART(HOUR, order\_time)

ORDER BY DATEPART(HOUR, order\_time);

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--Percentage of Sales by Pizza Category

SELECT

pizza\_category,

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;

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--Percentage of Sales by Pizza Category filtering by month

SELECT

pizza\_category,

CAST(SUM(total\_price) AS DECIMAL (10,2)) AS total\_sales ,

CAST(SUM(total\_price) \* 100 / (SELECT SUM(total\_price) FROM pizza\_sales WHERE MONTH(order\_date) = 1) AS DECIMAL (10,2)) AS pct

FROM pizza\_sales

WHERE MONTH(order\_date) = 1

GROUP BY pizza\_category;

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--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 pct

FROM pizza\_sales

GROUP BY pizza\_size

ORDER BY pct DESC;

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--Percentage of Sales by Pizza Size by Yearly Quarter

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 pct

FROM pizza\_sales

WHERE DATEPART(quarter, order\_date) = 1

GROUP BY pizza\_size

ORDER BY pct DESC;

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-- Total Pizza by Category

SELECT

pizza\_category,

sum(quantity) AS total\_pizzas\_sold

FROM pizza\_sales

GROUP BY pizza\_category;

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--Top 5 best sellers by total pizzas sold

SELECT

TOP 5 pizza\_name,

sum(quantity) as total\_pizzas\_sold

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY total\_pizzas\_sold DESC;

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--Top 5 best sellers by total pizzas sold

SELECT

TOP 5 pizza\_name,

SUM(quantity) as total\_pizzas\_sold

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY total\_pizzas\_sold;

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