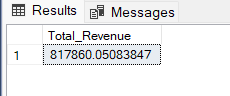
PIZZA SALES SQL QUERIES

A.KPI’S

**1.Total revenue:**

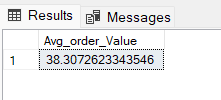
SELECT SUM(total\_price)AS Total\_Revenue from pizza\_sales



**2. Average Order Value:**

SELECT \* FROM pizza\_sales

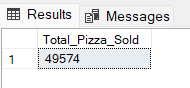
SELECT SUM(total\_price) / COUNT(DISTINCT order\_id) as Avg\_order\_Value FROM pizza\_sales



**3. Total Pizzas Sold:**

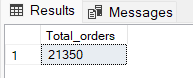
SELECT \* FROM pizza\_sales

SELECT SUM(quantity) AS Total\_Pizza\_Sold from pizza\_sales



**4.Total Orders Placed:**

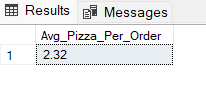
SELECT COUNT(DISTINCT order\_id) AS Total\_orders from pizza\_sales

****

**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\_Pizza\_Per\_Order from pizza\_sales

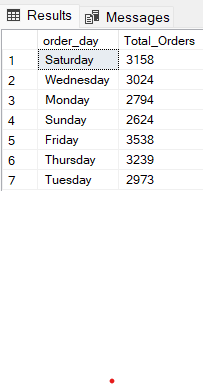
****

**6. 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)

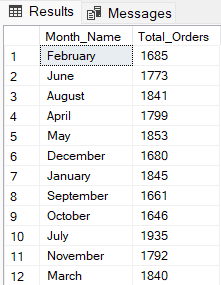
****

**7. Monthly Trend for 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)



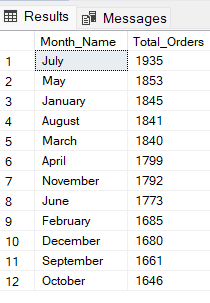
Descending order

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

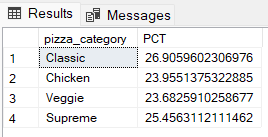


**8. Percentage of Sales by Pizza Category**

SELECT pizza\_category, sum(total\_price) \* 100 / (SELECT sum(total\_price) from pizza\_sales) AS PCT

from pizza\_sales

GROUP BY pizza\_category

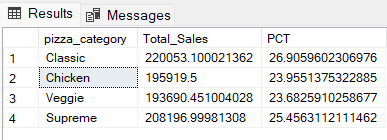
****

**Total sales included**

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

from pizza\_sales

GROUP BY pizza\_category

****

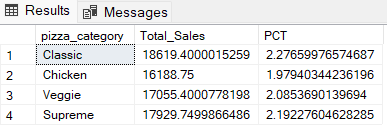
**Filtering the data (eg the month of January)**

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

from pizza\_sales

WHERE MONTH(order\_date) = 1

GROUP BY pizza\_category

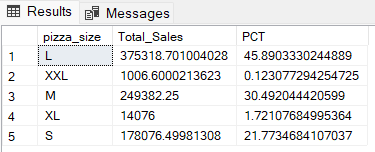
****

**9. Percentage of Sales by Pizza size**

SELECT pizza\_size, sum(total\_price) as Total\_Sales,sum(total\_price) \* 100 / (SELECT sum(total\_price) from pizza\_sales) AS PCT

from pizza\_sales

GROUP BY pizza\_size

****

SELECT pizza\_size, CAST(sum(total\_price)AS DECIMAL(10,2)) as Total\_Sales,CAST(sum(total\_price) \* 100 /

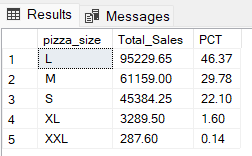
(SELECT sum(total\_price) from pizza\_sales WHERE DATEPART(quarter, order\_date) = 1) AS DECIMAL(10,2)) PCT

from pizza\_sales

WHERE DATEPART(quarter, order\_date) = 1

GROUP BY pizza\_size

ORDER BY PCT DESC

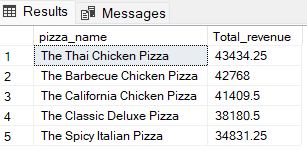
****

**10.Top 5 Best 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

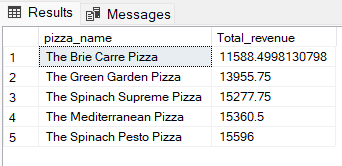
****

**11. 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

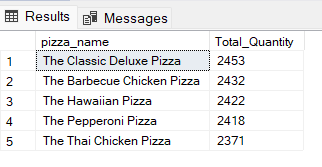
****

**12. Top 5 Pizzas by Quantity**

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

GROUP BY pizza\_name

ORDER BY Total\_Quantity DESC



**13. Bottom 5 Pizzas by Quantity**

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

GROUP BY pizza\_name

ORDER BY Total\_Quantity ASC

