Pizza Sales SQL Queries

1. **KPI’s**
2. **Total Revenue:**

select SUM(total\_price) as Total\_Revenue from pizza\_sales;

ANSWER = 817860.05083847

1. **Average Order Value**

select SUM(total\_price) / COUNT(distinct order\_id) as Avg\_Order\_Value from pizza\_sales;

ANSWER = 38.3072623343546

1. **Total Pizzas Sold**

select SUM(quantity) as Total\_Pizza\_Sold from pizza\_sales;

ANSWER = 49574

1. **Total Orders**

select COUNT(distinct order\_id) as Total\_Orders from pizza\_sales;

ANSWER = 21350

1. **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;

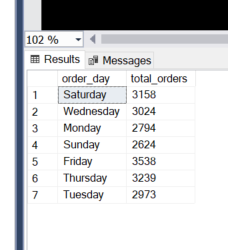
ANSWER = 2.32

1. **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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1. **Monthly Trend for Orders**

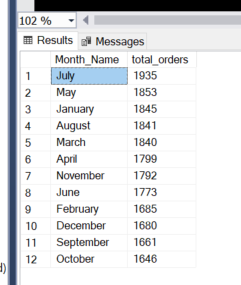
select DATENAME(MONTH, order\_date) as Month\_Name, COUNT(distinct order\_id)

as total\_orders

from pizza\_sales

group by DATENAME(MONTH, order\_date)

order by total\_orders desc;

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

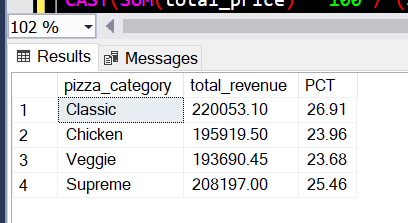
select pizza\_category, CAST(SUM(total\_price) as decimal(10,2)) as total\_revenue,

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;



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

select pizza\_size, CAST(SUM(total\_price) as decimal(10,2))

as total\_revenue,

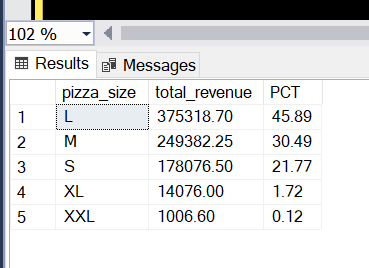
CAST(SUM(total\_price) \* 100 / (select SUM(total\_price) from pizza\_sales)

as decimal(10,2)) as PCT

from pizza\_sales

group by pizza\_size

order by pizza\_size;



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

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

from pizza\_sales

--where MONTH(order\_date) = 3, (calculates total sold of each category depending on specific month)

group by pizza\_category

order by Total\_Quantity\_Sold desc;

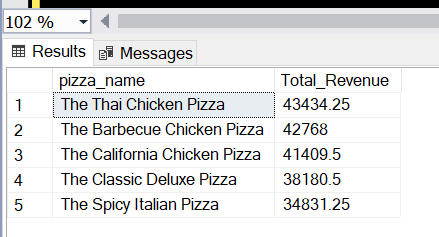
1. **Top 5 Pizzas by Revenue**

select top 5 pizza\_name, SUM(total\_price) as Total\_Revenue

from pizza\_sales

group by pizza\_name

order by Total\_Revenue desc;



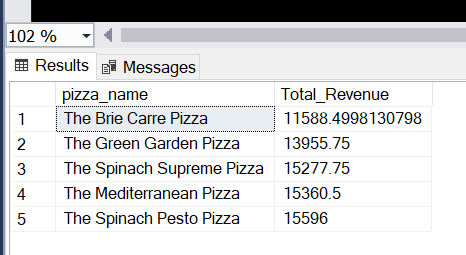
1. **Bottom 5 Pizzas by Revenue**

select top 5 pizza\_name, SUM(total\_price) as Total\_Revenue

from pizza\_sales

group by pizza\_name

order by Total\_Revenue asc;

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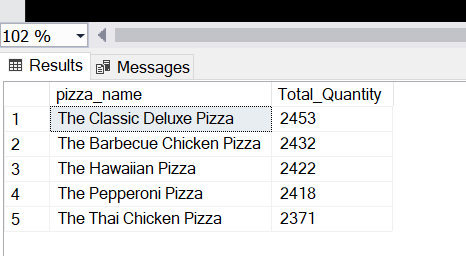
1. **Top 5 Pizzas by Quantity**

select top 5 pizza\_name, SUM(quantity) as Total\_Quantity

from pizza\_sales

group by pizza\_name

order by Total\_Quantity desc;



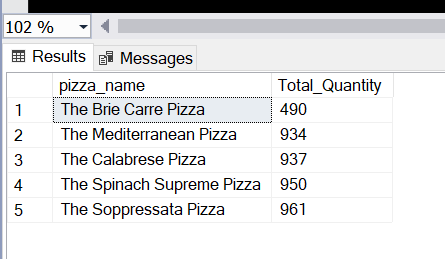
1. **Bottom 5 Pizzas by Quantity**

select top 5 pizza\_name, SUM(quantity) as Total\_Quantity

from pizza\_sales

group by pizza\_name

order by Total\_Quantity asc;

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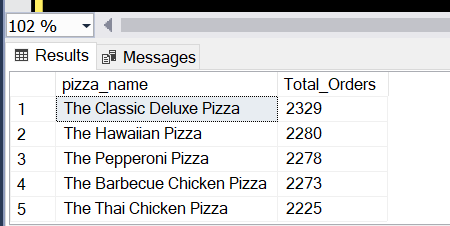
1. **Top 5 Pizzas by Total Orders**

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

from pizza\_sales

group by pizza\_name

order by Total\_Orders desc;

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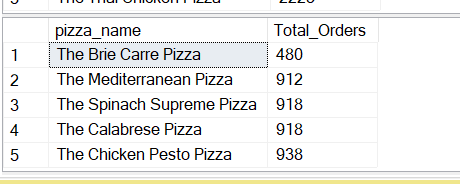
1. **Bottom 5 Pizzas by Total Orders**

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

from pizza\_sales

group by pizza\_name

order by Total\_Orders asc;

****