**PIZZA SALES SQL QUERIES**

1. **KPI’S**
2. **Total Revenue:**

**SELECT** **SUM**(total\_price) **AS** Total\_Revenue **FROM** pizza\_sales;

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1. **Average Order Value:**

**SELECT** **SUM**(total\_price) / **COUNT**(**DISTINCT** order\_id) **AS** Avg\_Order\_Value **FROM** pizza\_sales;

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1. **Total Pizzas Sold:**

**SELECT** **SUM**(quantity) **AS** Total\_Pizzas\_Sold **FROM** pizza\_sales;

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1. **Total Orders:**

**SELECT** **COUNT**(**DISTINCT** order\_id) **AS** Total\_Orders **FROM** pizza\_sales;

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1. **Average Pizzas per Order:**

**SELECT** **CAST**(**SUM**(quantity) / **COUNT**(**DISTINCT** order\_id) **AS** **DECIMAL**(**10**,**2**)) **AS** Avg\_Pizzas\_Per\_Order **FROM** pizza\_sales;

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1. **Hourly Trend for Total Pizzas Sold**

**SELECT** **HOUR**(order\_time) **AS** order\_hours, **SUM**(quantity) **AS** Total\_pizzas\_sold

**FROM** pizza\_sales

**GROUP** **BY** order\_hours

**ORDER** **BY** order\_hours;

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1. **Weekly Trend for Orders**

**SELECT** **WEEK**(**STR\_TO\_DATE**(order\_date, '%d-%m-%Y'), **3**) **AS** Week\_number,

**YEAR**(**STR\_TO\_DATE**(order\_date, '%d-%m-%Y')) **AS** Order\_year,

**COUNT**(**DISTINCT** order\_id) **AS** Total\_orders

**FROM** pizza\_sales

**GROUP** **BY** **WEEK**(**STR\_TO\_DATE**(order\_date, '%d-%m-%Y'), **3**),

**YEAR**(**STR\_TO\_DATE**(order\_date, '%d-%m-%Y'))

**ORDER** **BY** Week\_number, Order\_year;

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

**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) **AS** **DECIMAL**(**10**,**2**)) **AS** PCT

**FROM** pizza\_sales

**GROUP** **BY** pizza\_category

**ORDER** **BY** PCT **DESC**;

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

**SELECT** pizza\_category, **SUM**(quantity) **AS** Total\_quantity\_sold

**FROM** pizza\_sales

**GROUP** **BY** pizza\_category

**ORDER** **BY** Total\_quantity\_sold **DESC**;

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1. **Top 5 Best Sellers by Revenue**

**SELECT** pizza\_name, **CAST**(**SUM**(total\_price) **AS** **DECIMAL**(**10**,**2**)) **AS** Total\_Sales **FROM** pizza\_sales

**GROUP** **BY** pizza\_name

**ORDER** **BY** Total\_Sales **DESC** **LIMIT** **5**;

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1. **Bottom 5 Best Sellers by Revenue**

**SELECT** pizza\_name, **CAST**(**SUM**(total\_price) **AS** **DECIMAL**(**10**,**2**)) **AS** Total\_Sales **FROM** pizza\_sales

**GROUP** **BY** pizza\_name

**ORDER** **BY** Total\_Sales **LIMIT** **5**;

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1. **Top 5 Best Sellers by Total Quantity**

**SELECT** pizza\_name, **CAST**(**SUM**(quantity) **AS** **DECIMAL**(**10**,**2**)) **AS** Total\_Quantity **FROM** pizza\_sales

**GROUP** **BY** pizza\_name

**ORDER** **BY** Total\_Quantity **DESC** **LIMIT** **5**;

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1. **Bottom 5 Best Sellers by Total Quantity**

**SELECT** pizza\_name, **CAST**(**SUM**(quantity) **AS** **DECIMAL**(**10**,**2**)) **AS** Total\_Quantity **FROM** pizza\_sales

**GROUP** **BY** pizza\_name

**ORDER** **BY** Total\_Quantity **LIMIT** **5**;

A screenshot of a menu

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1. **Top 5 Best Sellers by Total Orders**

**SELECT** pizza\_name, **COUNT**(**DISTINCT** order\_id) **AS** Total\_Orders **FROM** pizza\_sales

**GROUP** **BY** pizza\_name

**ORDER** **BY** Total\_Orders **DESC** **LIMIT** **5**;

A screenshot of a menu

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1. **Bottom 5 Best Sellers by Total Orders**

**SELECT** pizza\_name, **COUNT**(**DISTINCT** order\_id) **AS** Total\_Orders **FROM** pizza\_sales

**GROUP** **BY** pizza\_name

**ORDER** **BY** Total\_Orders **LIMIT** **5**;

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