Pizza Sales SQL Queries

1. KPIs
   1. Analyze the key indicators of our pizza sales to gain insights into our business performance.
      1. Total Revenue

SELECT SUM(total\_price) As Total\_Revenue

FROM pizza\_sales;

A close-up of a number

Description automatically generated

* + 1. Average Order Value

SELECT SUM(total\_price)/COUNT(DISTINCT order\_id) As Average\_Order\_Value

From pizza\_sales;



* + 1. Total Pizzas Sold



SELECT SUM(quantity) AS Total\_Pizza\_Sold

FROM pizza\_sales

* + 1. Total Orders



SELECT COUNT(DISTINCT order\_id) As Total\_Orders

FROM pizza\_sales

* + 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 Average\_Pizzas\_per\_Order

FROM pizza\_sales

1. Charts
   1. Daily trend of Total Orders

A screenshot of a computer

Description automatically generated

SELECT DATENAME(DW, order\_date) as Order\_Day, COUNT(DISTINCT order\_id) As Total\_Orders

FROM pizza\_sales

GROUP BY DATENAME(DW, order\_date)

* 1. Monthly trend of Total Orders

A screenshot of a computer

Description automatically generated

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

* 1. Percentage of Sales by Pizza Category

A screenshot of a graph

Description automatically generated

SELECT pizza\_category, SUM(total\_price) \* 100 / (SELECT sum(total\_Price) from pizza\_sales WHERE MONTH(order\_date) = 1) As PercentofTotalSales

FROM pizza\_sales

WHERE MONTH(order\_date) = 1

GROUP BY pizza\_category

* 1. Percentage of sales by Pizza Size

A screenshot of a table

Description automatically generated

SELECT pizza\_size, CAST(SUM(total\_price) \* 100 / (SELECT sum(total\_Price) from pizza\_sales) AS decimal(10,2)) As PercentofTotalSales

FROM pizza\_sales

GROUP BY pizza\_size

ORDER BY PercentofTotalSales DESC

* 1. Top 5 Pizzas by Revenue  
     A screenshot of a menu

     Description automatically generated

SELECT TOP 5 pizza\_name, SUM(total\_price) As Total\_Revenue

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_Revenue DESC

1. Top 5 Pizzas by Quantity

A menu with a list of pizza

Description automatically generated with medium confidence

SELECT TOP 5 pizza\_name, SUM(quantity) As Total\_Quantity

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_Quantity DESC

1. Top 5 Pizzas by Total Orders

A menu of a pizza

Description automatically generated

SELECT TOP 5 pizza\_name, COUNT(DISTINCT order\_id) As Total\_Order

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_Order DESC

1. Bottom 5 Pizzas by Revenue

A screenshot of a menu

Description automatically generated

SELECT TOP 5 pizza\_name, SUM(total\_price) As Total\_Revenue

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_Revenue ASC

1. Bottom 5 Pizzas by Quantity

A menu of a pizza

Description automatically generated

SELECT TOP 5 pizza\_name, SUM(quantity) As Total\_Quantity

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_Quantity ASC

1. Bottom 5 Pizzas by Total Orders

A screenshot of a menu

Description automatically generated

SELECT TOP 5 pizza\_name, COUNT(DISTINCT order\_id) As Total\_Order

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_Order ASC