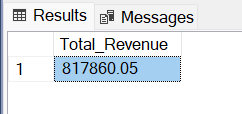
**PIZZA SALES SQL QUERIES**

**A. KPI’s**

**1. Total Revenue:**

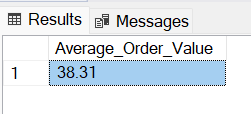
SELECT ROUND(SUM(total\_price),2) AS Total\_Revenue FROM pizza\_sales;



**2.Average Order Value:**

SELECT ROUND((SUM(total\_price)/COUNT(DISTINCT (order\_id)) ),2) AS Average\_Order\_Value

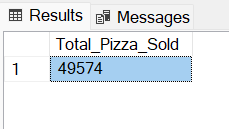
FROM pizza\_sales



**3.Total Pizzas Sold**

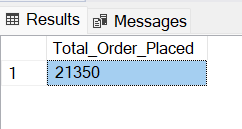
SELECT SUM(quantity) AS Total\_Pizza\_Sold

FROM pizza\_sales



**4. Total Orders**

SELECT COUNT(DISTINCT order\_id) AS Total\_Order\_Placed FROM pizza\_sales



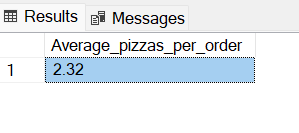
**5. Average Pizzas Per Order**

SELECT CAST(CAST(SUM(quantity) AS DECIMAL(10,2)) /

CAST(COUNT(DISTINCT order\_id) AS DECIMAL(10,2)) AS DECIMAL(10,2))

AS Average\_pizzas\_per\_order

FROM pizza\_sales

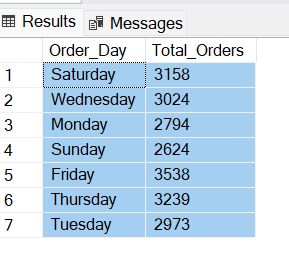


**B. Daily Trend for Total Orders**SELECT DATENAME(DW, order\_date) AS Order\_Day , COUNT(DISTINCT order\_id) AS Total\_Orders

FROM pizza\_sales

GROUP BY DATENAME(DW, order\_date)

***Output:***



**C. Monthly Trend for Orders**

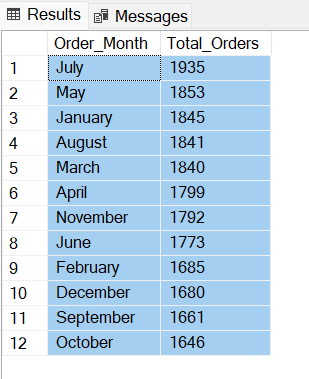
SELECT DATENAME(MONTH, order\_date) AS Order\_Month , COUNT(DISTINCT order\_id) AS Total\_Orders

FROM pizza\_sales

GROUP BY DATENAME(MONTH, order\_date)

ORDER BY Total\_Orders DESC

***Output:***



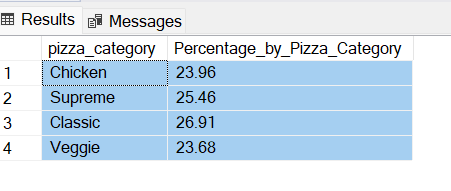
**D. % of Sales by Pizza Category**

SELECT pizza\_category,CAST(SUM(total\_price)\*100/(select sum(total\_price) from pizza\_sales) AS DECIMAL(10,2)) Percentage\_by\_Pizza\_Category

FROM pizza\_sales

GROUP BY pizza\_category

***Output:***

******

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

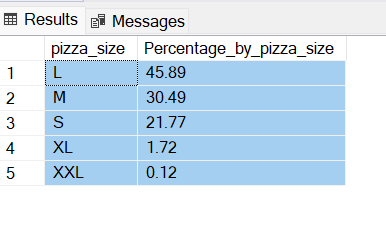
SELECT pizza\_size , CAST(SUM(total\_price)\*100 / (SELECT SUM(total\_price) FROM pizza\_sales) AS DECIMAL(10,2)) AS Percentage\_by\_pizza\_size

FROM pizza\_sales

GROUP BY pizza\_size

ORDER BY pizza\_size

***Output:***

******

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

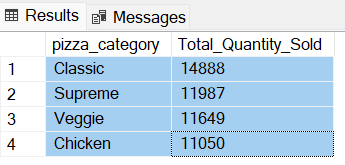
SELECT pizza\_category , SUM(quantity) AS Total\_Quantity\_Sold

FROM pizza\_sales

GROUP BY pizza\_category

ORDER BY Total\_Quantity\_Sold DESC

***Output:***

******

**G. Top 5 Pizzas by Revenue**

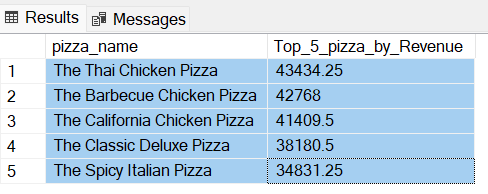
SELECT TOP 5 pizza\_name , SUM(total\_price) AS Top\_5\_pizza\_by\_Revenue

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Top\_5\_pizza\_by\_Revenue DESC

***Output:***

******

**H. Bottom 5 Pizzas by Revenue**

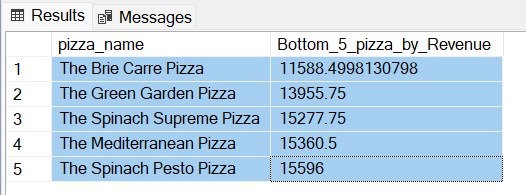
SELECT TOP 5 pizza\_name , SUM(total\_price) AS Bottom\_5\_pizza\_by\_Revenue

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Bottom\_5\_pizza\_by\_Revenue

***Output:***



**I. Top 5 Pizzas by Quantity**

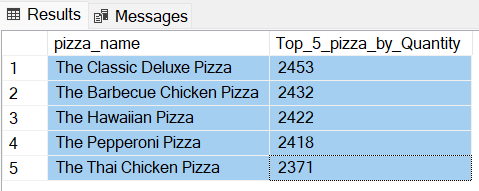
SELECT TOP 5 pizza\_name , SUM(quantity) AS Top\_5\_pizza\_by\_Quantity

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Top\_5\_pizza\_by\_Quantity DESC

***Output:***



**J. Bottom 5 Pizzas by Quantity**

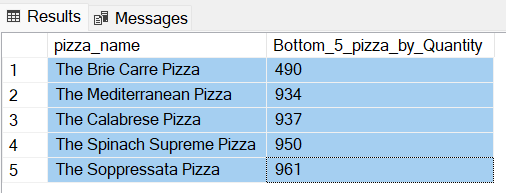
SELECT TOP 5 pizza\_name , SUM(quantity) AS Bottom\_5\_pizza\_by\_Quantity

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Bottom\_5\_pizza\_by\_Quantity

***Output:***



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

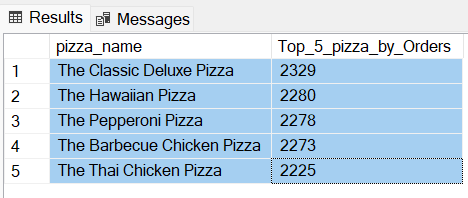
SELECT TOP 5 pizza\_name , COUNT(DISTINCT(order\_id)) AS Top\_5\_pizza\_by\_Orders

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Top\_5\_pizza\_by\_Orders DESC

***Output:***



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

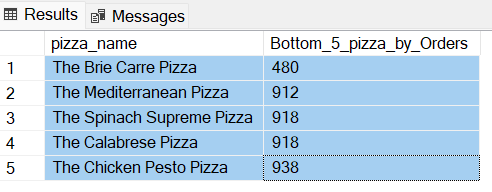
SELECT TOP 5 pizza\_name , COUNT(DISTINCT(order\_id)) AS Bottom\_5\_pizza\_by\_Orders

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Bottom\_5\_pizza\_by\_Orders

***Output:***



***NOTE***

If you want to apply the pizza\_category or pizza\_size filters to the above queries you can use WHERE clause. Follow some of below examples

SELECT Top 5 pizza\_name, COUNT(DISTINCT order\_id) AS Total\_Orders

FROM pizza\_sales

WHERE pizza\_category = 'Classic'

GROUP BY pizza\_name

ORDER BY Total\_Orders ASC