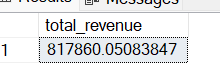
Pizza sales SQL queries

KPI

1. TOTAL REVENUE

select SUM(total\_price) as total\_revenue from [pizza\_sales (1)] ;



1. Average order value

SELECT (SUM(total\_price) / COUNT(DISTINCT order\_id)) AS Avg\_order\_Value FROM [pizza\_sales (1)]

1. Total pizza sold

SELECT SUM(quantity) AS Total\_pizza\_sold FROM [pizza\_sales (1)] ;

A close-up of a sign

Description automatically generated

1. Average order value

SELECT (SUM(total\_price) / COUNT(DISTINCT order\_id)) AS Avg\_order\_Value FROM [pizza\_sales (1)];

A close-up of a number

Description automatically generated

1. Total orders

SELECT COUNT(DISTINCT order\_id) AS Total\_Orders FROM [pizza\_sales (1)];

A close-up of a number

Description automatically generated

1. Avg pizza 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 (1)]

A close-up of a sign

Description automatically generated

Daily trends for total orders

SELECT DATENAME(DW, order\_date) AS order\_day, COUNT(DISTINCT order\_id) AS total\_orders

FROM [pizza\_sales (1)]

GROUP BY DATENAME(DW, order\_date)

A screenshot of a computer

Description automatically generated

Monthly trends for total orders

SELECT DATENAME(MONTH, order\_date) AS month\_name , COUNT(DISTINCT order\_id) AS total\_orders

FROM [pizza\_sales (1)]

GROUP BY DATENAME(MONTH, order\_date)

A screenshot of a calendar

Description automatically generated

% 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 (1)]) AS DECIMAL(10,2)) AS PCT

FROM [pizza\_sales (1)]

GROUP BY pizza\_category

A screenshot of a graph

Description automatically generated

% 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 (1)]) AS DECIMAL(10,2)) AS PCT

FROM [pizza\_sales (1)]

GROUP BY pizza\_size

A screenshot of a graph

Description automatically generated

Top 5 pizza by revenue

SELECT Top 5 pizza\_name, SUM(total\_price) AS Total\_Revenue

FROM [pizza\_sales (1)]

GROUP BY pizza\_name

ORDER BY Total\_Revenue DESC

A list of food items

Description automatically generated

Bottom 5 pizza by revenue

SELECT Top 5 pizza\_name, SUM(total\_price) AS Total\_Revenue

FROM [pizza\_sales (1)]

GROUP BY pizza\_name

ORDER BY Total\_Revenue asc

A menu of a pizza

Description automatically generated

Top 5 pizza by quantity

SELECT Top 5 pizza\_name, SUM(quantity) AS Total\_Pizza\_Sold

FROM [pizza\_sales (1)]

GROUP BY pizza\_name

ORDER BY Total\_Pizza\_Sold DESC

A menu of a pizza

Description automatically generated

Bottom 5 pizza by quantity

SELECT Top 5 pizza\_name, SUM(quantity) AS Total\_Pizza\_Sold

FROM [pizza\_sales (1)]

GROUP BY pizza\_name

ORDER BY Total\_Pizza\_Sold asc

A menu of a pizza

Description automatically generated

Top 5 pizza by total order

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

FROM [pizza\_sales (1)]

GROUP BY pizza\_name

ORDER BY Total\_Orders DESC

A menu of a pizza

Description automatically generated

Bottom 5 pizza by total order

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

FROM [pizza\_sales (1)]

GROUP BY pizza\_name

ORDER BY Total\_Orders asc

A screenshot of a menu

Description automatically generated