**PIZZA SALES SQL QUERIES**

**A. KPI’s**

**1. Total Revenue:**

select round(sum(total\_price),2) Total\_Revenue

from pizza\_sales



**2. Average Order Value**

select round(sum(total\_price)/count(distinct order\_id),2) Avg\_Order\_Value

from pizza\_sales



**3. Total Pizzas Sold**

select sum(quantity) Total\_Pizza\_Sold

from pizza\_sales



**4. Total Orders**

select count(distinct order\_id) Total\_Orders

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 Avg\_Pizza\_Per\_Order

from pizza\_sales



**B. Daily Trend for Total Orders**

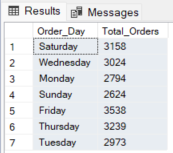
select

datename (weekday, order\_date) Order\_Day,

count(distinct order\_id) Total\_Orders

from pizza\_sales

group by datename (weekday, order\_date)



**C. Monthly Trend for Orders**

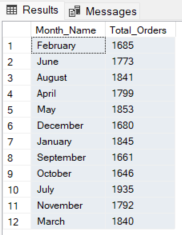
select

datename (month, order\_date) Month\_Name,

count(distinct order\_id) Total\_Orders

from pizza\_sales

group by datename (month, order\_date)



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

select

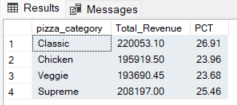
distinct pizza\_category,

cast(sum(total\_price) as decimal (10,2)) Total\_Revenue,

cast(sum(total\_price)\*100/(select sum(total\_price) from pizza\_sales) as decimal (10,2)) PCT

from pizza\_sales

group by pizza\_category



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

select

distinct pizza\_size,

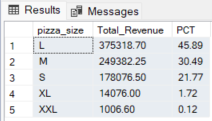
cast(sum(total\_price) as decimal (10,2)) Total\_Revenue,

cast(sum(total\_price)\*100/(select sum(total\_price) from pizza\_sales) as decimal (10,2)) PCT

from pizza\_sales

group by pizza\_size

order by pizza\_size



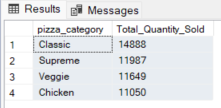
**F. Total Pizzas Sold by Pizza Category**

select pizza\_category, sum(quantity) Total\_Quantity\_Sold

from pizza\_sales

group by pizza\_category

order by Total\_Quantity\_Sold desc



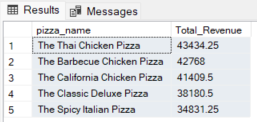
**G. Top 5 Pizzas by Revenue**

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

from pizza\_sales

group by pizza\_name

order by Total\_Revenue desc



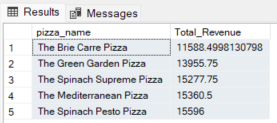
**H. Bottom 5 Pizzas by Revenue**

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

from pizza\_sales

group by pizza\_name

order by Total\_Revenue



**I. Top 5 Pizzas by Quantity**

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

from pizza\_sales

group by pizza\_name

order by Total\_Quantity Desc



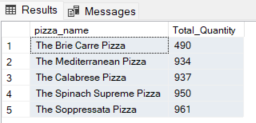
**J. Bottom 5 Pizzas by Quantity**

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

from pizza\_sales

group by pizza\_name

order by Total\_Quantity



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

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

from pizza\_sales

group by pizza\_name

order by Total\_Orders Desc



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

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

from pizza\_sales

group by pizza\_name

order by Total\_Orders

