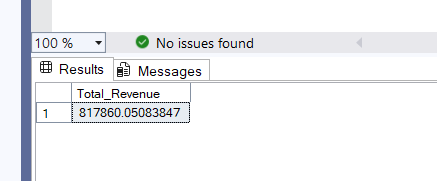
**Pizza sales SQL-queries and outputs:**

**A. KPI’s**

**1.Total Revenue**

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

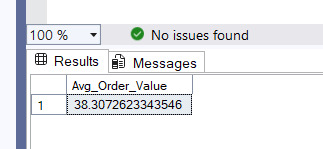
*Output:*



**2.Average Order Value**

SELECT SUM(total\_price) / COUNT(DISTINCT order\_id) as Avg\_Order\_Value from pizza\_sales

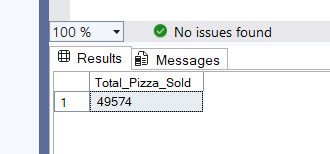
*Output:*



**3.Total Pizza Sold**

SELECT SUM(quantity) AS Total\_Pizza\_Sold from pizza\_sales

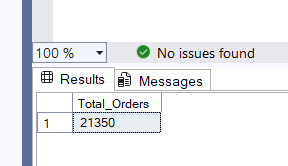
*Output:*



**4.Total Orders**

SELECT COUNT(DISTINCT order\_id) AS Total\_orders from pizza\_sales

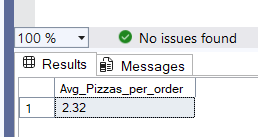
*Output:*



**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\_Pizzas\_per\_order from pizza\_sales

*Output:*

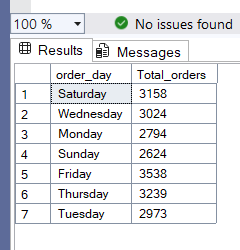


**B. SALES INSIGHTS**

**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)

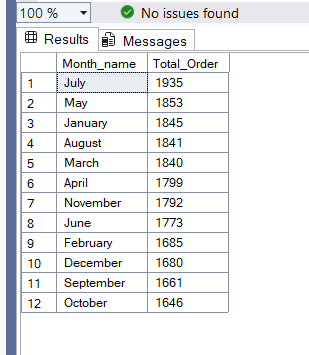
*Output:*



**MONTHLY TREND FOR TOTAL ORDERS-**

SELECT DATENAME(MONTH, order\_date) AS Month\_name, COUNT(DISTINCT order\_id) AS Total\_Order FROM pizza\_sales GROUP BY DATENAME(MONTH, order\_date) ORDER BY Total\_Order DESC

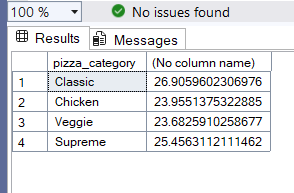
*Output:*



**PERCENTAGE OF SALES BY PIZZA CATEGORY**-

SELECT pizza\_category, sum(total\_price) \* 100 / (SELECT sum(total\_price) AS Total\_Sales\_percentage from pizza\_sales) from pizza\_sales GROUP BY pizza\_category

*Output:*



**PERCENTAGE SALES BY PIZZA SIZE-**

SELECT pizza\_size, CAST(SUM(total\_price) AS DECIMAL(10,2)) as total\_revenue,

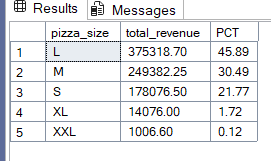
CAST(SUM(total\_price) \* 100 / (SELECT SUM(total\_price) from pizza\_sales) AS DECIMAL(10,2)) AS PCT

FROM pizza\_sales

GROUP BY pizza\_size

ORDER BY pizza\_size

*Output:*



**TOTAL PIZZA SOLD BY PIZZA CATEGORY-**

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

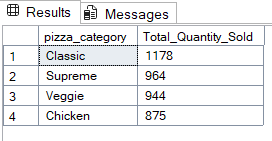
FROM pizza\_sales

WHERE MONTH(order\_date) = 2

GROUP BY pizza\_category

ORDER BY Total\_Quantity\_Sold DES

*Output:*



**Top 5 Pizzas by Revenue**

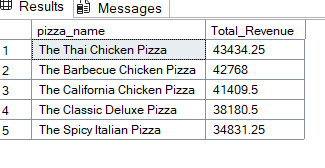
SELECT Top 5 pizza\_name, SUM(total\_price) AS Total\_Revenue

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_Revenue DESC

*Output:*



**Bottom 5 Pizzas by Revenue**

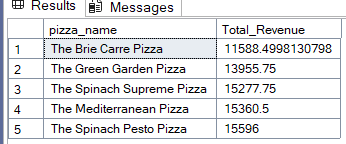
SELECT Top 5 pizza\_name, SUM(total\_price) AS Total\_Revenue

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_Revenue ASC

*Output:*



**Top 5 Pizzas by Quantity**

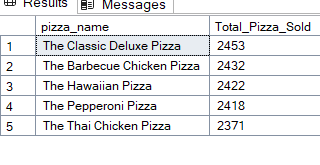
SELECT Top 5 pizza\_name, SUM(quantity) AS Total\_Pizza\_Sold

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_Pizza\_Sold DESC

*Output:*



**Bottom 5 Pizzas by Quantity**

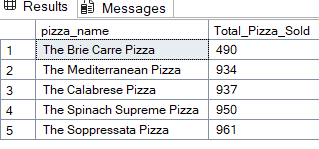
SELECT TOP 5 pizza\_name, SUM(quantity) AS Total\_Pizza\_Sold

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_Pizza\_Sold ASC

*Output:*



**Top 5 Pizzas by Total Orders**

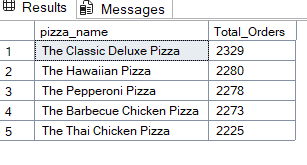
SELECT Top 5 pizza\_name, COUNT(DISTINCT order\_id) AS Total\_Orders

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_Orders DESC

*Output:*



**Bottom 5 Pizzas by Total Orders**

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

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_Orders ASC

*Output:*

