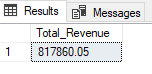
**Pizza Sales SQL Queries**

**KPI’s:**

1. **Total Revenue:**

SELECT ROUND(SUM(total\_price), 2) AS Total\_Revenue

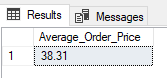
FROM pizza\_sales



1. **Average Order Value:**

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

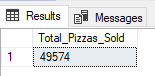
FROM pizza\_sales



1. **Total Pizzas Sold:**

SELECT SUM(quantity) AS Total\_pizzas\_sold

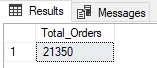
FROM pizza\_sales



1. **Total Orders:**

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

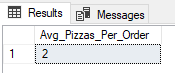
FROM pizza\_sales



1. **Average Pizzas Per Order:**

SELECT SUM(quantity) / COUNT(DISTINCT order\_id) AS Avg\_Pizzas\_Per\_Order

FROM pizza\_sales



**Daily Trend of Total Orders:**

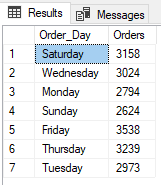
SELECT

DATENAME(DW, order\_date) AS Order\_Day,

COUNT(DISTINCT order\_id) AS Orders

FROM pizza\_sales

GROUP BY DATENAME(DW, order\_date)



**Monthly Trend of Total Orders:**

SELECT

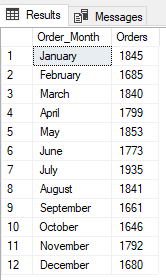
DATENAME(MONTH, order\_date) AS Order\_Month,

COUNT(DISTINCT order\_id) AS Orders

FROM pizza\_sales

GROUP BY DATENAME(MONTH, order\_date)

ORDER BY MIN(MONTH(order\_date))



**Percentage of Sales by Pizza Category:**

SELECT

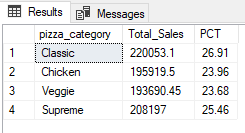
pizza\_category,

ROUND(SUM(total\_price), 2) AS Total\_Sales,

ROUND(SUM(total\_price) \* 100 / (SELECT SUM(total\_price) FROM pizza\_sales), 2) AS PCT

FROM pizza\_sales

GROUP BY pizza\_category



**Percentage of Sales by Pizza Size:**

SELECT

pizza\_size,

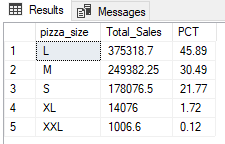
ROUND(SUM(total\_price), 2) AS Total\_Sales,

ROUND(SUM(total\_price) \* 100 / (SELECT SUM(total\_price) FROM pizza\_sales), 2) AS PCT

FROM pizza\_sales

GROUP BY pizza\_size

ORDER BY PCT DESC



**Top 5 Pizzas by Sales:**

SELECT TOP 5

pizza\_name,

SUM(total\_price) AS Total\_Sales

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_Sales DESC



**Bottom 5 Pizzas by Sales:**

SELECT TOP 5

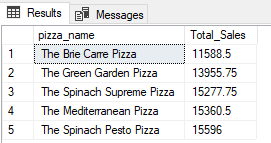
pizza\_name,

ROUND(SUM(total\_price), 2) AS Total\_Sales

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_Sales ASC



**Top 5 Pizzas by Quantity:**

SELECT Top 5

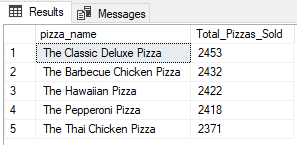
pizza\_name,

SUM(quantity) AS Total\_Pizzas\_Sold

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_Pizzas\_Sold DESC



**Bottom 5 Pizzas by Quantity:**

SELECT Top 5

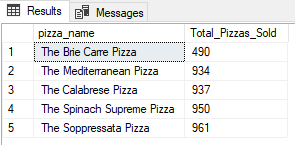
pizza\_name,

SUM(quantity) AS Total\_Pizzas\_Sold

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_Pizzas\_Sold ASC



**Top 5 Busiest Hours of the Day:**

SELECT TOP 5

DATEPART(hour, order\_time) AS Hour\_of\_the\_Day,

COUNT(DISTINCT order\_id) AS Number\_of\_Orders,

SUM(quantity) AS Total\_Pizzas\_Sold,

ROUND(SUM(total\_price), 2) AS Total\_Sales

FROM pizza\_sales

GROUP BY DATEPART(hour, order\_time)

ORDER BY number\_of\_orders DESC

