**SQL QUERIES FOR PIZZA SALES**

**A.KPI’S**

**1.Total revenue**

SELECT sum(total\_price) AS TOTAL\_REVENUE FROM pizza\_sales;



**2.Average order Value**

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

FROM pizza\_sales;



**3.Total Pizza sold**

SELECT sum(quantity) as total\_pizza\_sold FROM pizza\_sales



**4.Total orders**

SELECT count(DISTINCT order\_id) as total\_orders

FROM pizza\_sales



**5.The average number of pizzas sold per order**

SELECT CAST(sum(quantity) as REAL (10,2)) / CAST(count(DISTINCT order\_id) as REAL (10,2)) as avg\_pizzas\_per\_order

FROM pizza\_sales



**B. Daily Trend for Total Orders**

SELECT

CASE strftime('%w', substr(order\_date, 7, 4) || '-' || substr(order\_date, 4, 2) || '-' || substr(order\_date, 1, 2))

WHEN '0' THEN 'Sunday'

WHEN '1' THEN 'Monday'

WHEN '2' THEN 'Tuesday'

WHEN '3' THEN 'Wednesday'

WHEN '4' THEN 'Thursday'

WHEN '5' THEN 'Friday'

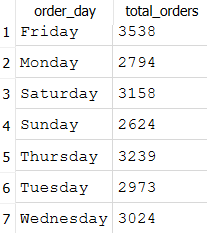
WHEN '6' THEN 'Saturday'

END AS order\_day,

COUNT(DISTINCT order\_id) AS total\_orders

FROM pizza\_sales

GROUP BY order\_day;



**C. Hourly Trend for Orders**

SELECT

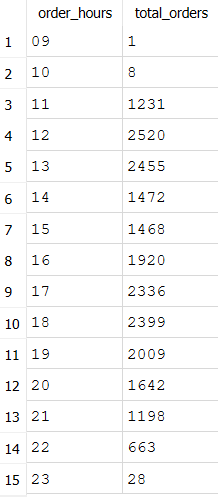
strftime('%H', order\_time) AS order\_hours,

COUNT(DISTINCT order\_id) AS total\_orders

FROM pizza\_sales

GROUP BY order\_hours

ORDER BY order\_hours;



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

SELECT

pizza\_category,

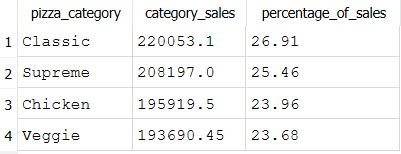
ROUND(SUM(total\_price), 2) AS category\_sales,

ROUND(SUM(total\_price) \* 100.0 / (SELECT SUM(total\_price) FROM pizza\_sales ), 2) AS percentage\_of\_sales

FROM pizza\_sales

GROUP BY pizza\_category

ORDER BY percentage\_of\_sales DESC;



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

SELECT

pizza\_size,

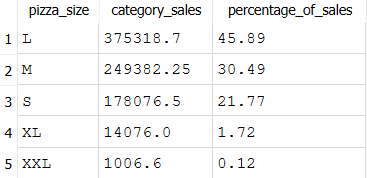
ROUND(SUM(total\_price), 2) AS category\_sales,

ROUND(SUM(total\_price) \* 100.0 / (SELECT SUM(total\_price) FROM pizza\_sales ), 2) AS percentage\_of\_sales

FROM pizza\_sales

GROUP BY pizza\_size

ORDER BY percentage\_of\_sales DESC;



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

SELECT

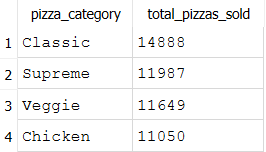
pizza\_category,

SUM(quantity) AS total\_pizzas\_sold

FROM pizza\_sales

GROUP BY pizza\_category

ORDER BY total\_pizzas\_sold DESC;



**G. Top 5 Best Sellers by Total Pizzas Sold**

SELECT

pizza\_name,

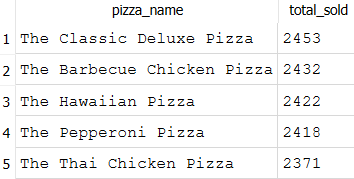
SUM(quantity) AS total\_sold

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY total\_sold DESC

LIMIT 5;



**H. Bottom 5 Best Sellers by Total Pizzas Sold**

SELECT

pizza\_name,

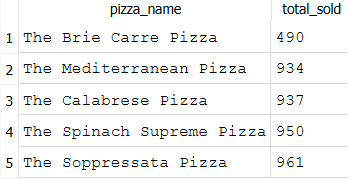
SUM(quantity) AS total\_sold

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY total\_sold DESC

LIMIT 5;



**NOTES**

Percentage of Sales by Pizza Category for January (dd/mm/yyyy format)

SELECT

pizza\_category,

ROUND(SUM(total\_price), 2) AS category\_sales,

ROUND(SUM(total\_price) \* 100.0 / (

SELECT SUM(total\_price)

FROM pizza\_sales

WHERE SUBSTR(order\_date, 4, 2) = '01'

), 2) AS percentage\_of\_sales

FROM pizza\_sales

WHERE SUBSTR(order\_date, 4, 2) = '01'

GROUP BY pizza\_category

ORDER BY percentage\_of\_sales DESC;

**EXCEL**

* **CHANGED THE PIZAA NAME SIZES**
* **ADDED A NEW COLUMN AS ORDER\_DAY AND THE FORMULA USED TO GET DATA INTO IT IS**

**=TEXT([@[order\_date]],"dddd")**

* **CREATED A SUM OF TOAL\_PRICE USING PIVOT TABLE**
* **CREATED A NEW COLUMN NAMED TOTAL\_ORDERS USING THE FORMULA**

**=1/COUNTIF(B:B,[@[order\_id]]) I CREATED A DISTINCT COUNT USING THIS FORMULA**

* **AVG ORDER VALUE = TOTAL REVENUE / TOTAL NO. OF ORDERS**
* **I DID SUM OF QUANTITY TO GET THE TOTAL NO OF PIZZAS**
* **AVG PIZZAS PER ORDER TOTAL NO PIZZAS/ TOTAL ORDERS**