**PIZZA SALES – SQL QUERY REPORT**

**A. KPI’s**

**1. Total Revenue:**

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

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**2. Average Order Value**

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

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**3. Total Pizzas Sold**

SELECT SUM(quantity) AS Total\_pizza\_sold FROM pizza\_sales

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**4. Total Orders**

SELECT COUNT(DISTINCT order\_id) AS Total\_Orders FROM pizza\_sales

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**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

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**B. Hourly Trend for Total Pizzas Sold**

SELECT DATEPART(HOUR, order\_time) as order\_hours, SUM(quantity) as total\_pizzas\_sold

from pizza\_sales

group by DATEPART(HOUR, order\_time)

order by DATEPART(HOUR, order\_time)

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**C. Weekly Trend for Orders**

SELECT

DATEPART(ISO\_WEEK, order\_date) AS WeekNumber,

YEAR(order\_date) AS Year,

COUNT(DISTINCT order\_id) AS Total\_orders

FROM

pizza\_sales

GROUP BY

DATEPART(ISO\_WEEK, order\_date),

YEAR(order\_date)

ORDER BY

Year, WeekNumber;

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**D. % of 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) AS DECIMAL(10,2)) AS PCT

FROM pizza\_sales

GROUP BY pizza\_category

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**E. % of 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

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**F. Total Pizzas 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 DESC

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**G. 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

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**H. 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

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**I. 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

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**J. 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

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**K. 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

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**L. 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

*A screenshot of a menu

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