# Total Revenue

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

# Average Order Value

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

# Total Pizzas Sold

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

# Total Orders

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

# Average Pizzas Per Order

SELECT CAST(CAST(SUM(quantity) AS DECIMAL(10,2)) /

CAST(COUNT(DISTINCT order\_id) AS DECIMAL (10,2)) AS DECIMAL (10,3)) AS Avg\_Pizzas\_Per\_Order FROM pizza\_sales

# 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) ORDER BY Total\_Orders DESC

# Monthly Trend for Orders

SELECT DATENAME(MONTH, order\_date) AS Month\_Name, COUNT(DISTINCT order\_id) AS Total\_Orders

FROM pizza\_sales

GROUP BY DATENAME(MONTH, order\_date) ORDER BY Total\_Orders DESC

# Best/Worst 5 Pizzas by Revenue (DESC/ASC)

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

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_Revenue DESC

# Best/Worst 5 Pizzas by Quantity (DESC/ASC)

SELECT TOP 5 pizza\_name, SUM(quantity) AS Total\_Quantity FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_Quantity DESC

# Best/Worst 5 Pizzas by Total Orders (DESC/ASC)

SELECT TOP 5 pizza\_name, COUNT(DISTINCT order\_id) AS Total\_Orders FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_Orders DESC

# % of Sales by Pizza Size

SELECT pizza\_size, CAST(SUM(total\_price) AS DECIMAL(10,2)) AS Total\_Sales, CAST(SUM(total\_price) \* 100 /

(SELECT SUM(total\_price) FROM pizza\_sales WHERE DATEPART(quarter, order\_date)=2) AS DECIMAL(10,2)) AS PCT

FROM pizza\_sales

WHERE DATEPART(quarter, order\_date)=2

GROUP BY pizza\_size

ORDER BY PCT DESC  
  
# % of Sales by Pizza Category

SELECT pizza\_category, SUM(total\_price) AS Total\_Sales, SUM(total\_price) \* 100 /

(SELECT SUM(total\_price) FROM pizza\_sales WHERE MONTH(order\_date) = 1) AS PCT

FROM pizza\_sales

WHERE MONTH(order\_date) = 1

GROUP BY pizza\_category