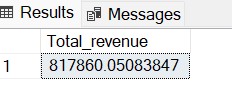
**PIZZA Sales SQL queries**

A. KPI’s

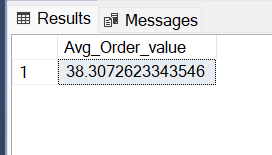
1. Total Revenue:

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



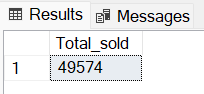
2. Average order value

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



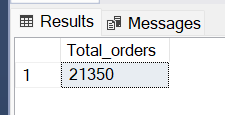
3.Total pizzas sold-

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



4. Total orders-

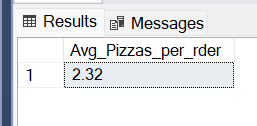
SELECT COUNT(DISTINCT order\_id) AS Total\_orders FROM pizza\_sales



5. Average pizza 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\_rder FROM pizza\_sales

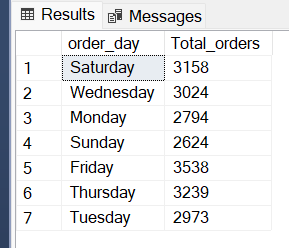


6. Daily trend for total orders

SELECT DATENAME(DW,order\_date) as order\_day, COUNT(DISTINCT order\_id) as Total\_orders

From pizza\_sales

GROUP BY DATENAME(DW,order\_date)



7. Monthly trends for order

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

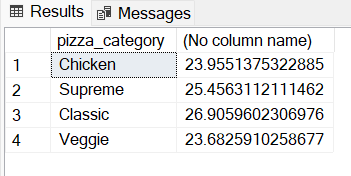


8.% of Sales by Pizza Category

SELECT pizza\_category, SUM(total\_price)\*100/(SELECT SUM(total\_price) FROM pizza\_sales)

FROM pizza\_sales

GROUP BY pizza\_category



9.% of Sales by pizza size

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

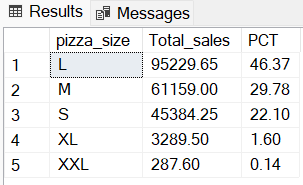
(SELECT SUM(total\_price) FROM pizza\_sales WHERE DATEPART(quarter,order\_date)=1) AS DECIMAL(10,2)) AS PCT

FROM pizza\_sales

WHERE DATEPART(quarter,order\_date)=1

GROUP BY pizza\_size

ORDER BY PCT DESC

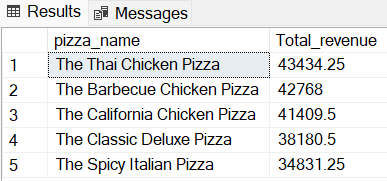


10. Top 5 pizzas

SELECT TOP 5 pizza\_name, SUM(total\_price) AS Total\_revenue FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_revenue DESC

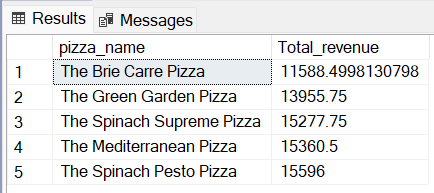


11. Bottom 5 pizzas

SELECT TOP 5 pizza\_name, SUM(total\_price) AS Total\_revenue FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_revenue



12.Top 5 by pizza quantity

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

GROUP BY pizza\_name

ORDER BY Total\_Quantity

