**PIZZA SALES SQL QUERIES**

**A. KPI’s**

**1. Total Revenue:**

select sum(total\_price) as TOTAL\_REVENUE from pizza\_sales;



1. **Average Order Value**

select sum(total\_price) / count (distinct order\_id) as AVERAGE\_ORDER\_VALUES

FROM pizza\_sales;



1. **Total Pizzas Sold**

select sum(total\_price) / count (distinct order\_id) as AVERAGE\_ORDER\_VALUES

FROM pizza\_sales;



**4. Total Orders**

select COUNT(DISTINCT order\_id) as TOTAL\_ORDERS from pizza\_sales;



**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 AVERAGE\_PIZZAS\_PER\_ORDER from pizza\_sales;



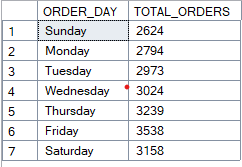
**B. Daily Trend for Total Orders**SELECT DATENAME(DW,order\_date) as ORDER\_DAY , count(distinct order\_id) as TOTAL\_ORDERS

from pizza\_sales

group by DATENAME(DW,order\_date),DATEPART(DW,order\_date)

ORDER BY DATEPART(DW,order\_date);

***Output:***



**C. Hourly Trend for Orders**

SELECT DATEPART(HOUR,order\_time) as ORDER\_HRS ,

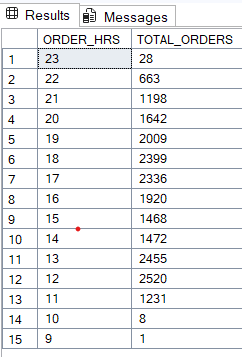
count(distinct order\_id) as TOTAL\_ORDERS

from pizza\_sales

group by DATEPART(HOUR,order\_time)

order by ORDER\_HRS DESC;

***Output***



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

SELECT pizza\_category,CAST(sum(total\_price) AS DECIMAL(10,2)) AS TOTAL\_REVENUE,

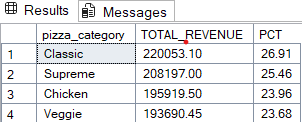
CAST(sum(total\_price) \* 100 / (select sum(total\_price) from pizza\_sales) AS DECIMAL(10,2)) AS PCT

from pizza\_sales

group by pizza\_category

ORDER BY PCT DESC;

***Output***



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

SELECT pizza\_size,CAST(sum(total\_price) AS DECIMAL(10,2))AS TOTAL\_REVENUE ,

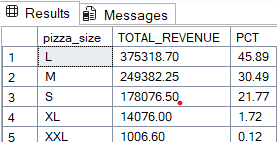
CAST(sum(total\_price) \* 100 / (select sum(total\_price) from pizza\_sales ) AS DECIMAL(10,2)) AS PCT

from pizza\_sales

group by pizza\_size

ORDER BY pizza\_size;

***Output***



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

select pizza\_category,sum(quantity) as Total\_Pizzas\_sold

from pizza\_sales

group by pizza\_category;

***Output***

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

SELECT Top 5 pizza\_name, SUM(quantity) AS Total\_Pizza\_Sold

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_Pizza\_Sold DESC

***Output***

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

SELECT TOP 5 pizza\_name, SUM(quantity) AS Total\_Pizza\_Sold

FROM pizza\_sales

GROUP BY pizza\_name

ORDER BY Total\_Pizza\_Sold ASC

***Output***

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***NOTE***

If you want to apply the Month, Quarter, Week filters to the above queries you can use WHERE clause. Follow some of below examples

SELECT DATENAME(DW, order\_date) AS order\_day, COUNT(DISTINCT order\_id) AS total\_orders

FROM pizza\_sales

WHERE MONTH(order\_date) = 1

GROUP BY DATENAME(DW, order\_date)

*\*Here MONTH(order\_date) = 1 indicates that the output is for the month of January. MONTH(order\_date) = 4 indicates output for Month of April.*

SELECT DATENAME(DW, order\_date) AS order\_day, COUNT(DISTINCT order\_id) AS total\_orders

FROM pizza\_sales

WHERE DATEPART(QUARTER, order\_date) = 1

GROUP BY DATENAME(DW, order\_date)

*\*Here DATEPART(QUARTER, order\_date) = 1 indicates that the output is for the Quarter 1. MONTH(order\_date) = 3 indicates output for Quarter 3.*