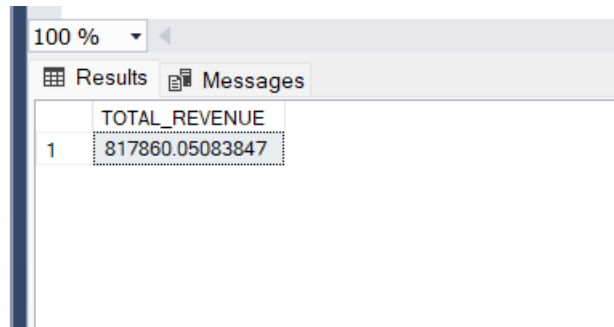


PIZZA SALES SQL QUERIES

KPI's

1. Total Revenue

```
select SUM(total_price) AS TOTAL_REVENUE from  
pizza_sales
```

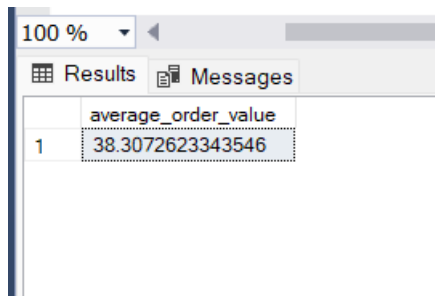


A screenshot of a SQL query results window. The window has a title bar with a zoom dropdown set to '100 %'. Below the title bar are two tabs: 'Results' (active) and 'Messages'. The 'Results' tab displays a single row of data. The column header is 'TOTAL_REVENUE' and the value is '817860.05083847'.

	TOTAL_REVENUE
1	817860.05083847

2. Average Order Value

```
SELECT SUM(total_price) / count(distinct order_id) as  
average_order_value from pizza_sales
```



A screenshot of a SQL query results window. The window has a title bar with a zoom dropdown set to '100 %'. Below the title bar are two tabs: 'Results' (active) and 'Messages'. The 'Results' tab displays a single row of data. The column header is 'average_order_value' and the value is '38.3072623343546'.

	average_order_value
1	38.3072623343546

3. Total Pizza Sold

```
SELECT SUM(quantity) as Total_Pizza_sold from pizza_sales
```

100 %

Results

Messages

	Total_Pizza_sold
1	49574

4. Total Orders:

**SELECT COUNT(DISTINCT order_id) AS Total_orders from
pizza_sales**

100 %

Results

Messages

	Total_orders
1	21350

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_pizza_PERorder from pizza_sales**

100 %

Results Messages

	Avg_pizza_PERorder
1	2.32

6. Daily Trends

```
SELECT DATENAME(DW, order_date) AS
Order_Day,COUNT(DISTINCT order_id) AS Total_Orders from
pizza_sales GROUP BY DATENAME(DW, order_date)
```

100 %

Results Messages

	Order_Day	Total_Orders
1	Saturday	3158
2	Wednesday	3024
3	Monday	2794
4	Sunday	2624
5	Friday	3538
6	Thursday	3239
7	Tuesday	2973

7. Hourly Trends

```
SELECT DATEPART(HOUR,order_time) AS
Order_hour,COUNT(DISTINCT order_id) AS Total_Orders from
pizza_sales GROUP BY DATEPART(HOUR,order_time) ORDER
BY DATEPART(HOUR,order_time)
```

100 %

Results Messages

	Order_hour	Total_Orders
1	9	1
2	10	8
3	11	1231
4	12	2520
5	13	2455
6	14	1472
7	15	1468
8	16	1920
9	17	2336
10	18	2399
11	19	2009
12	20	1642
13	21	1198
14	22	663
15	23	28

8. Percentage of pizza ordered

SELECT pizza_category, sum(total_price) * 100 / (SELECT SUM(total_price) from pizza_sales) as TotalPCT_sales from pizza_sales GROUP BY pizza_category

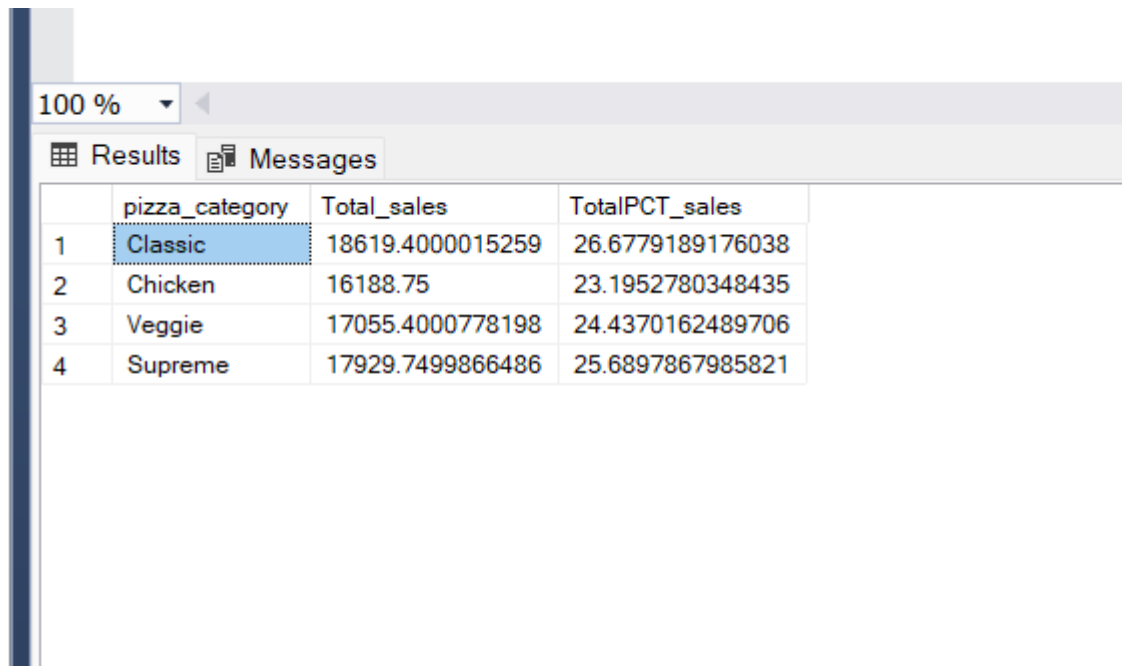
100 %

Results Messages

	pizza_category	TotalPCT_sales
1	Classic	26.9059602306976
2	Chicken	23.9551375322885
3	Veggie	23.6825910258677
4	Supreme	25.4563112111462

For a particular month:

```
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 TotalPCT_sales from pizza_sales WHERE  
MONTH(order_date) =1  
GROUP BY pizza_category
```



100 %

Results Messages

	pizza_category	Total_sales	TotalPCT_sales
1	Classic	18619.4000015259	26.6779189176038
2	Chicken	16188.75	23.1952780348435
3	Veggie	17055.4000778198	24.4370162489706
4	Supreme	17929.7499866486	25.6897867985821

9. Percentage of sales by pizza sizes:

```
SELECT pizza_size,sum(total_price) 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 TotalPCT_sales from pizza_sales WHERE  
DATEPART(QUARTER, order_date )=1  
GROUP BY pizza_size ORDER BY TotalPCT_sales
```

100 %

Results Messages

	pizza_size	Total_sales	TotalPCT_sales
1	XXL	287.600006103516	0.14
2	XL	3289.5	1.60
3	S	45384.2499523163	22.10
4	M	61159	29.78
5	L	95229.6502571106	46.37

10. TOTAL PIZZAS SOLD:

**SELECT pizza_category , sum(quantity) as Total_sales from
pizza_sales group by pizza_category**

100 %

Results Messages

	pizza_category	Total_sales
1	Classic	14888
2	Chicken	11050
3	Veggie	11649
4	Supreme	11987

11. Top 5 Bestsellers :

**SELECT TOP 5 pizza_name, sum(quantity) AS Total_sales
from pizza_sales
Group by pizza_name
order by Total_sales DESC**

100 %

Results Messages

	pizza_name	Total_sales
1	The Classic Deluxe Pizza	2453
2	The Barbecue Chicken Pizza	2432
3	The Hawaiian Pizza	2422
4	The Pepperoni Pizza	2418
5	The Thai Chicken Pizza	2371

12. Least 5 sold pizzas:

**SELECT TOP 5 pizza_name, sum(quantity) AS Total_sales
from pizza_sales
Group by pizza_name
order by Total_sales asc**

100 %

Results Messages

	pizza_name	Total_sales
1	The Brie Carre Pizza	490
2	The Mediterranean Pizza	934
3	The Calabrese Pizza	937
4	The Spinach Supreme Pizza	950
5	The Soppressata Pizza	961

