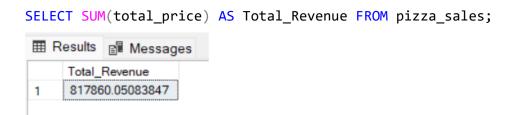
PIZZA SALES SQL QUERIES

A. KPI's

1. Total Revenue:



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_pizza_sold 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 Avg_Pizzas_per_order
```

FROM pizza_sales

⊞ R	Results	■ Messages
	Avg_P	izzas_per_order
1	2.32	

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)



C. 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)
```

		-
	Month_Name	Total_Orders
1	February	1685
2	June	1773
3	August	1841
4	April	1799
5	May	1853
6	December	1680
7	January	1845
8	September	1661
9	October	1646
10	July	1935
11	November	1792
12	March	1840

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

	pizza_category	total_revenue	PCT
1	Classic	220053.10	26.91
2	Chicken	195919.50	23.96
3	Veggie	193690.45	23.68
4	Supreme	208197.00	25.46

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
```

	Results	Messages	
	pizza_size	total_revenue	PCT
1	L	375318.70	45.89
2	M	249382.25	30.49
3	S	178076.50	21.77
4	XL	14076.00	1.72
5	XXL	1006.60	0.12

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
```



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
```

	Results Messages	
	pizza_name	Total_Revenue
1	The Thai Chicken Pizza	43434.25
2	The Barbecue Chicken Pizza	42768
3	The California Chicken Pizza	41409.5
4	The Classic Deluxe Pizza	38180.5
5	The Spicy Italian Pizza	34831.25

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
```

	pizza_name	Total_Revenue
1	The Brie Carre Pizza	11588.4998130798
2	The Green Garden Pizza	13955.75
3	The Spinach Supreme Pizza	15277.75
4	The Mediterranean Pizza	15360.5
5	The Spinach Pesto Pizza	15596

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
```

	pizza_name	Total_Pizza_Sold
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

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

■ Results				
	pizza_name	Total_Pizza_Sold		
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		

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

		T-t-I O-d
	pizza_name	Total_Orders
1	The Classic Deluxe Pizza	2329
2	The Hawaiian Pizza	2280
3	The Pepperoni Pizza	2278
4	The Barbecue Chicken Pizza	2273
5	The Thai Chicken Pizza	2225

L. Borrom 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

	pizza_name	Total_Orders
1_	The Brie Carre Pizza	480
2	The Mediterranean Pizza	912
3	The Spinach Supreme Pizza	918
4	The Calabrese Pizza	918
5	The Chicken Pesto Pizza	938

PROBLEM STATEMENT

A. KPI's Requirement

- 1. Total Revenue
- 2. Average order values
- 3. Total Pizzas sold
- 4. Total orders
- 5. Average pizzas per order

B. Charts Requirement

- 1. Daily Trend for Total orders
- 2. Monthly Trend for Total Orders
- 3. Percentage of sales by pizza category
- 4. Percentage of sales by pizza size
- 5. Top 5 best sellers by revenue, total quantity and total orders
- 6. Top 5 bottom sellers by revenue, total quantity and total orders