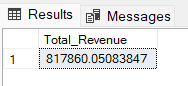
# KPI’s

PIZZA SALES SQL QUERIES

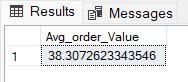
## Total Revenue:

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



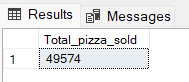
## Average Order Value

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



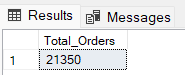
## Total Pizzas Sold

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



## Total Orders

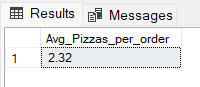
SELECT COUNT(DISTINCT order\_id) AS Total\_Orders FROM pizza\_sales



## Average Pizzas Per Order

SELECT CAST(CAST(SUM(quantity) AS DECIMAL(10,2)) / CAST(COUNT(DISTINCT order\_id) AS DECIMAL(10,2)) AS DECIMAL(10,2))

AS Avg\_Pizzas\_per\_order FROM pizza\_sales



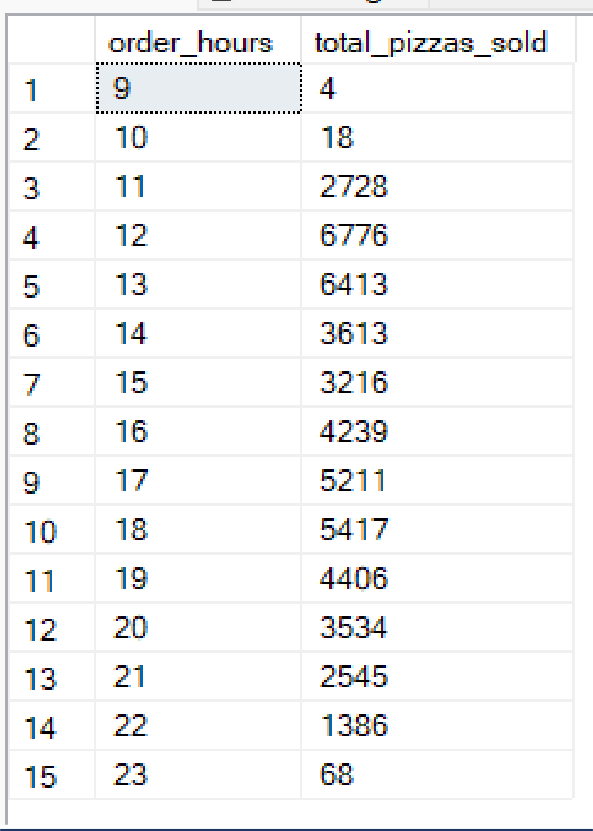
# Hourly Trend for Total Pizzas Sold

SELECT DATEPART(HOUR, order\_time) as order\_hours, SUM(quantity) as total\_pizzas\_sold

from pizza\_sales

group by DATEPART(HOUR, order\_time) order by DATEPART(HOUR, order\_time)

***Output***



# Weekly Trend for Orders

SELECT

DATEPART(ISO\_WEEK, order\_date) AS WeekNumber, YEAR(order\_date) AS Year,

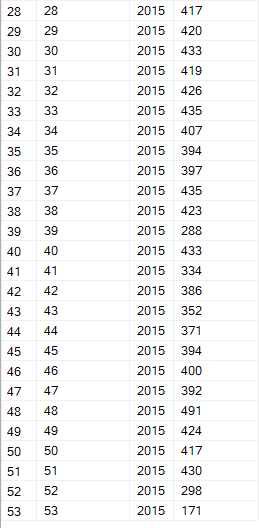
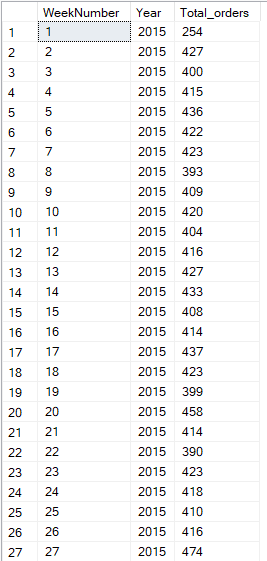
COUNT(DISTINCT order\_id) AS Total\_orders FROM

pizza\_sales GROUP BY

DATEPART(ISO\_WEEK, order\_date), YEAR(order\_date)

ORDER BY

Year, WeekNumber;



# % of Sales by Pizza Category

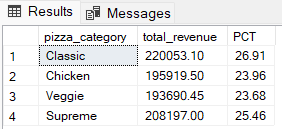
SELECT pizza\_category, CAST(SUM(total\_price) AS DECIMAL(10,2)) as total\_revenue,

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

***Output***



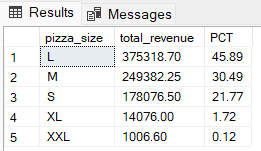
# % of Sales by Pizza Size

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***



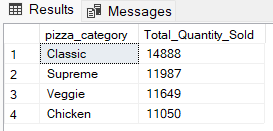
# Total Pizzas Sold by Pizza Category

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

***Output***

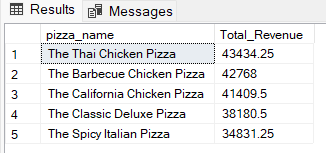


# Top 5 Pizzas by Revenue

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

GROUP BY pizza\_name

ORDER BY Total\_Revenue DESC

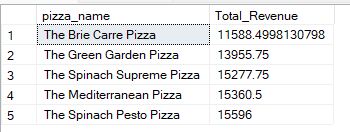


# Bottom 5 Pizzas by Revenue

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

GROUP BY pizza\_name

ORDER BY Total\_Revenue ASC



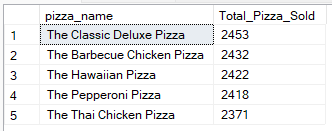
# Top 5 Pizzas by Quantity

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

GROUP BY pizza\_name

ORDER BY Total\_Pizza\_Sold DESC

***Output***



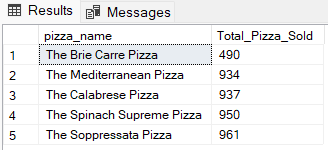
# Bottom 5 Pizzas by Quantity

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

FROM pizza\_sales GROUP BY pizza\_name

ORDER BY Total\_Pizza\_Sold ASC

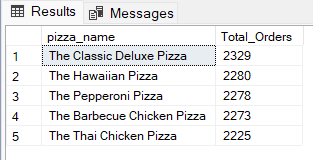
***Output***



# 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

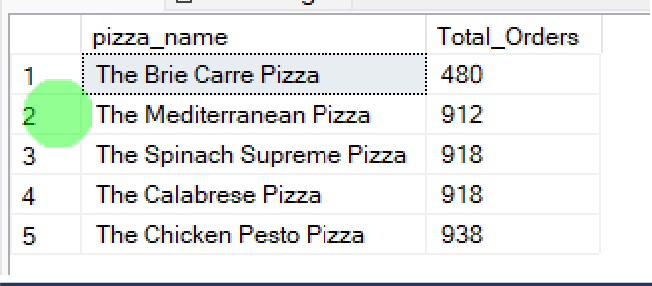
ORDER BY Total\_Orders DESC

# Bottom 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



***NOTE***

If you want to apply the pizza\_category or pizza\_size filters to the above queries you can use WHERE clause. Follow some of below examples

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

WHERE pizza\_category = 'Classic' GROUP BY pizza\_name

ORDER BY Total\_Orders ASC